

Download Marketing For Pharmacists

Pharmacists today in all practice settings are developing and implementing advanced practice models focused on delivering innovative goods and services. A business-practice model is a guide, or toolkit, to assist managers and clinical pharmacy practitioners in the exploration, proposal, development and implementation of new clinical pharmacy ... Pharmacies must work to attract new customers given the prevalence of pharmacies on the market. The Bureau of Labor Statistics reports that more than 300,000 pharmacists worked in pharmacies in ... Summary Marketing to Pharmacists: Understanding Their Role and Influence will help pharmaceutical marketers better understand pharmaceutical practice in order to develop better relationships with pharmacists and effectively market products.