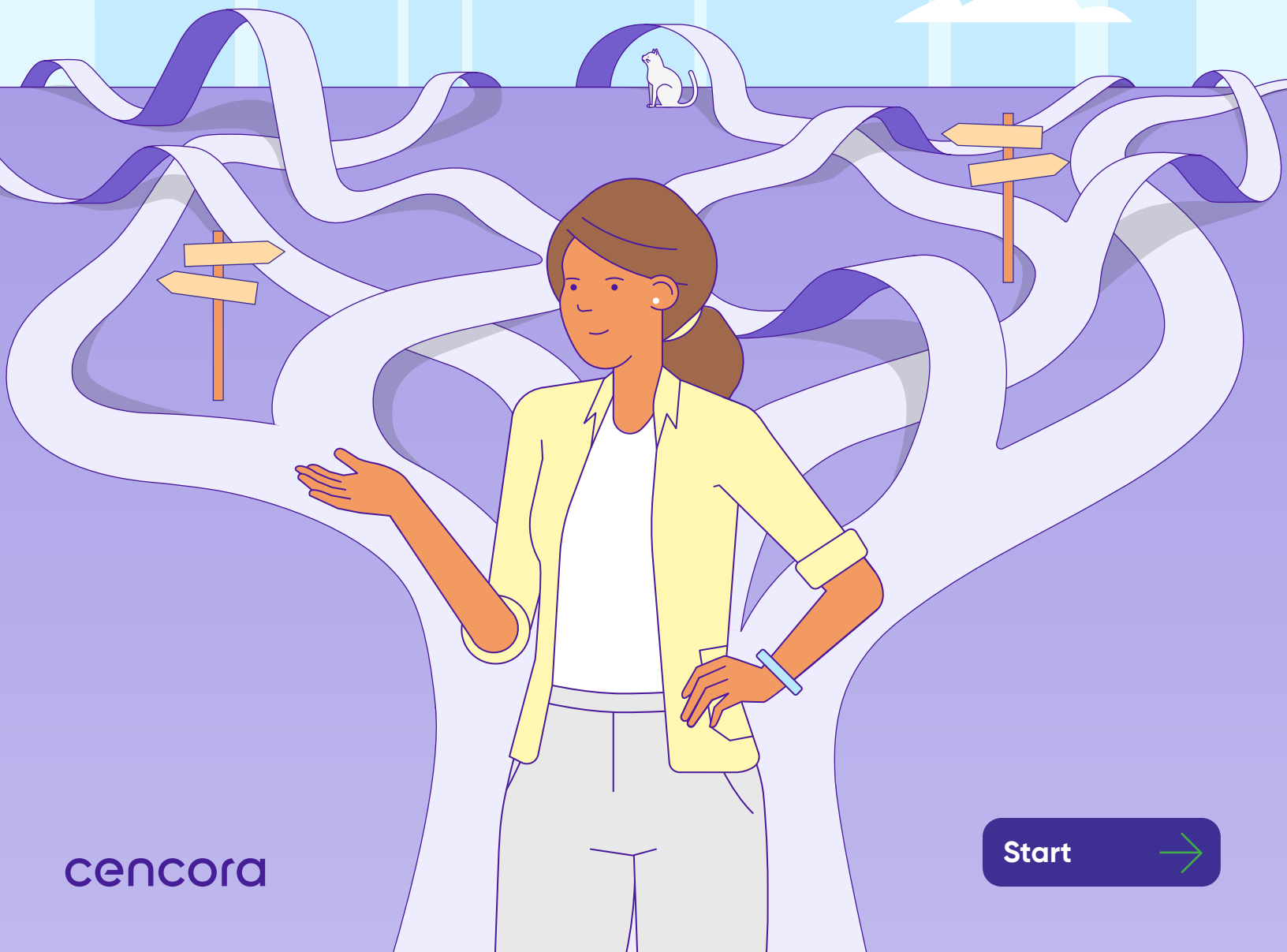


Pick your path #1

The pharmacy of unlimited possibility



cencora

Start



Welcome!

We're offering you a chance to do things a little differently here.

In this adventure, you'll assume the role of an independent pharmacy owner and find your own path to success by clicking links along the way to a more profitable, efficient business that serves your community's needs.

Don't have time for such tomfoolery?

Visit [WeAreGNP.com](https://www.wearegnp.com) for a more traditional information-gathering experience, or contact us to start a conversation. We promise to be nice!



Look for clickable links on each page to guide your journey.

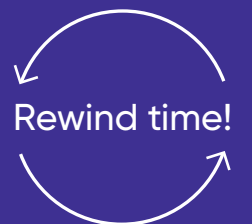
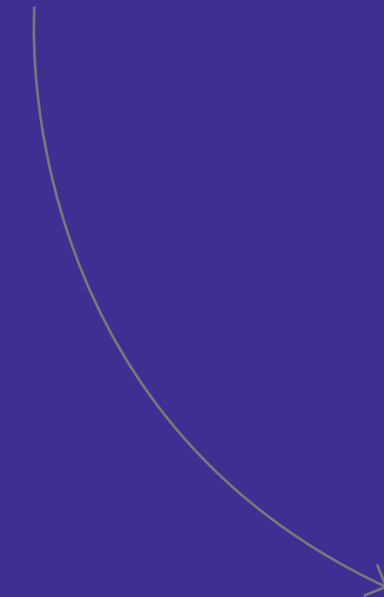
The scrolling stops now!



Let's set the scene



Take your time and explore! You can always click "**Rewind time!**" to go back one step.





Not entirely understanding the concept of a branching narrative, you casually scroll to this page instead of clicking on the **Let's set the scene** link on the previous page.

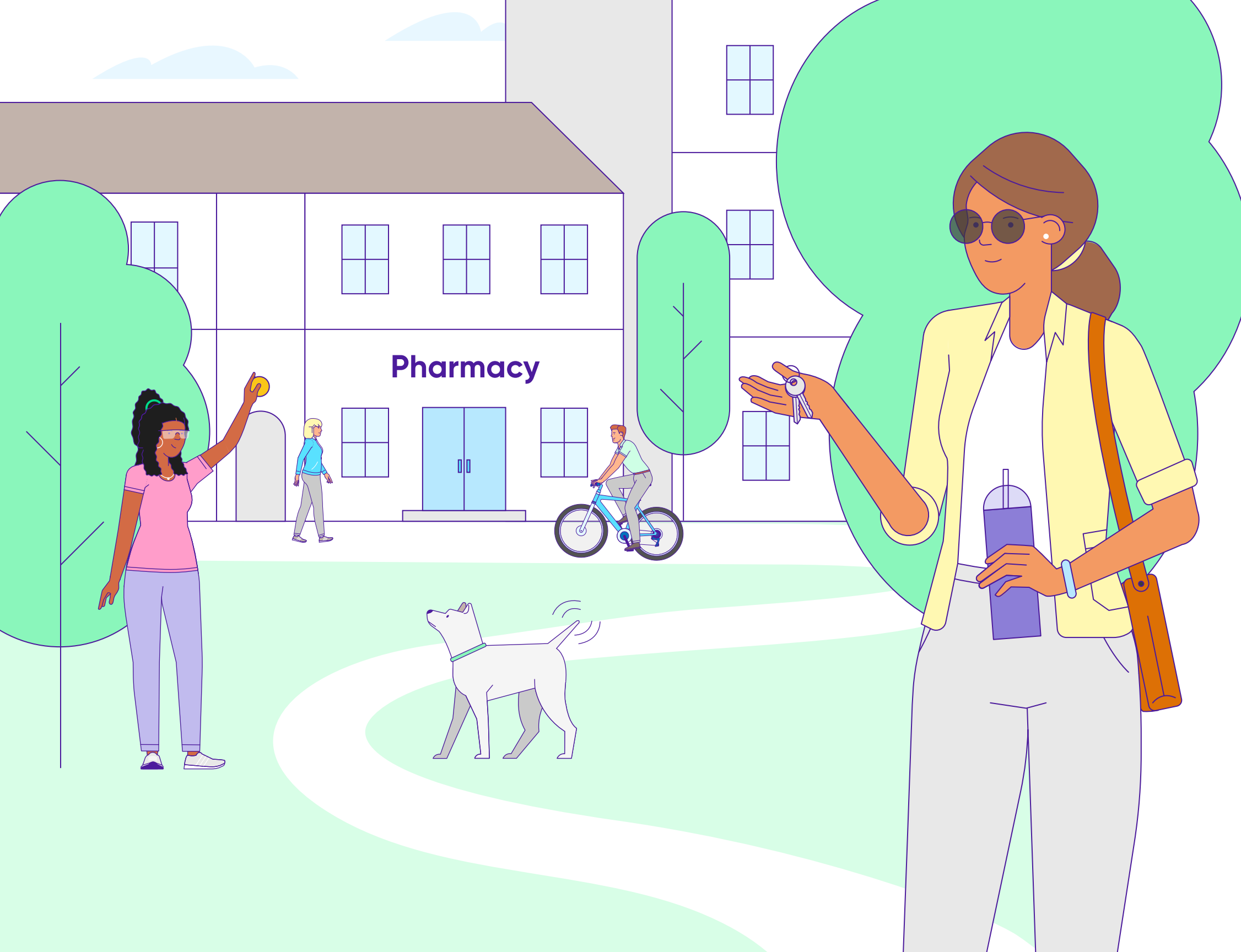
That's OK ... It happens to the best of us.
Who really reads directions anyway?

Take me to the beginning of the story
and never speak of this again



[Skip the fun stuff and get someone from
Good Neighbor Pharmacy to contact me](#)





After four years in the PharmD program and eight more under the tutelage of Tom Rogers, your beloved hometown pharmacist, the time has come for your mentor to retire. Thankfully, he has the good sense to leave his legacy in your trusty hands.

Congratulations! You just acquired your very own pharmacy!

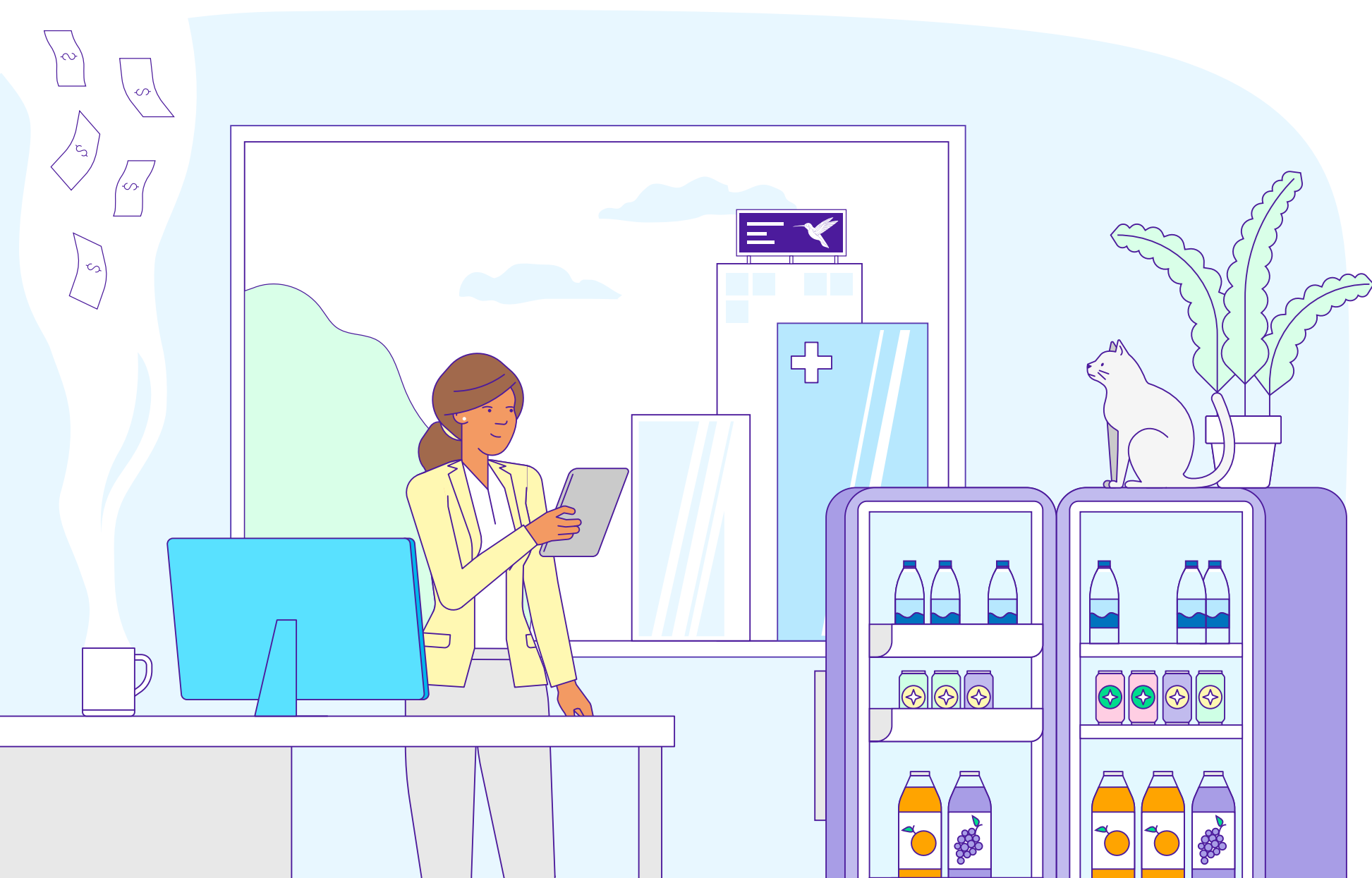
Come Monday morning, you've got the keys in one hand and a tall cup of your morning usual in the other as you head to the store for your first day in charge. You even managed to wear a matching pair of socks today. It's official: you're ready!

Let's go!



Don't you just love the smell of commerce in the morning?

As you unlock the door of your pharmacy, you wonder what it would be like to work for one of the big pharmacy chains instead. Less responsibility, for sure, but less potential and independence, too.



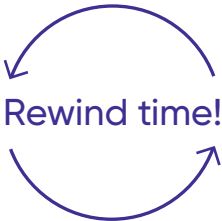
Your curiosity passes quickly, as the allure of entrepreneurship, making a difference in your community, and being able to grab a cold, fizzy beverage out of your own display cooler whenever you want is just too appealing to pass up.

The pharmacy is profitable, but you're certain that things could be better. You consider your options, fire up your computer for some research, and get your clicking finger ready.

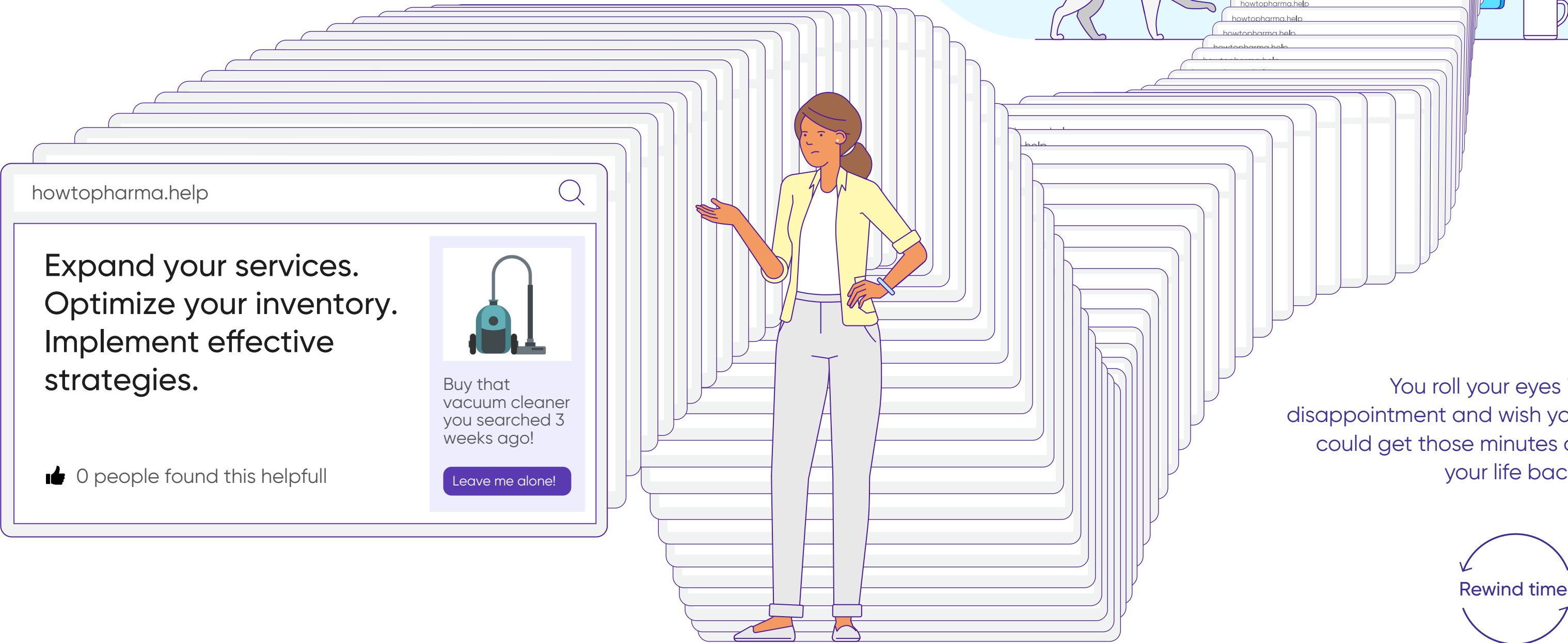
Ask the mighty Internet for suggestions →

Look into what the big chains are doing →

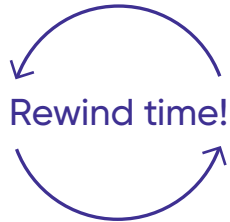
Search for a partner with independent pharmacy solutions →



The Internet means well,
but it offers you bland advice
devoid of any real insight.



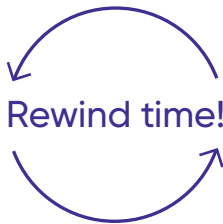
You roll your eyes in
disappointment and wish you
could get those minutes of
your life back.



You spend a few hours trying to decipher how the big pharmacy chains operate and quickly realize that you don't have the resources or capital to operate the way they do.

Their register tape budgets alone could ruin you! Have you SEEN how LONG those receipts are?

You keep searching for a way to maintain your pharmacy's independence and profitability.



Oooh, nice choice! You're going to be great at this!

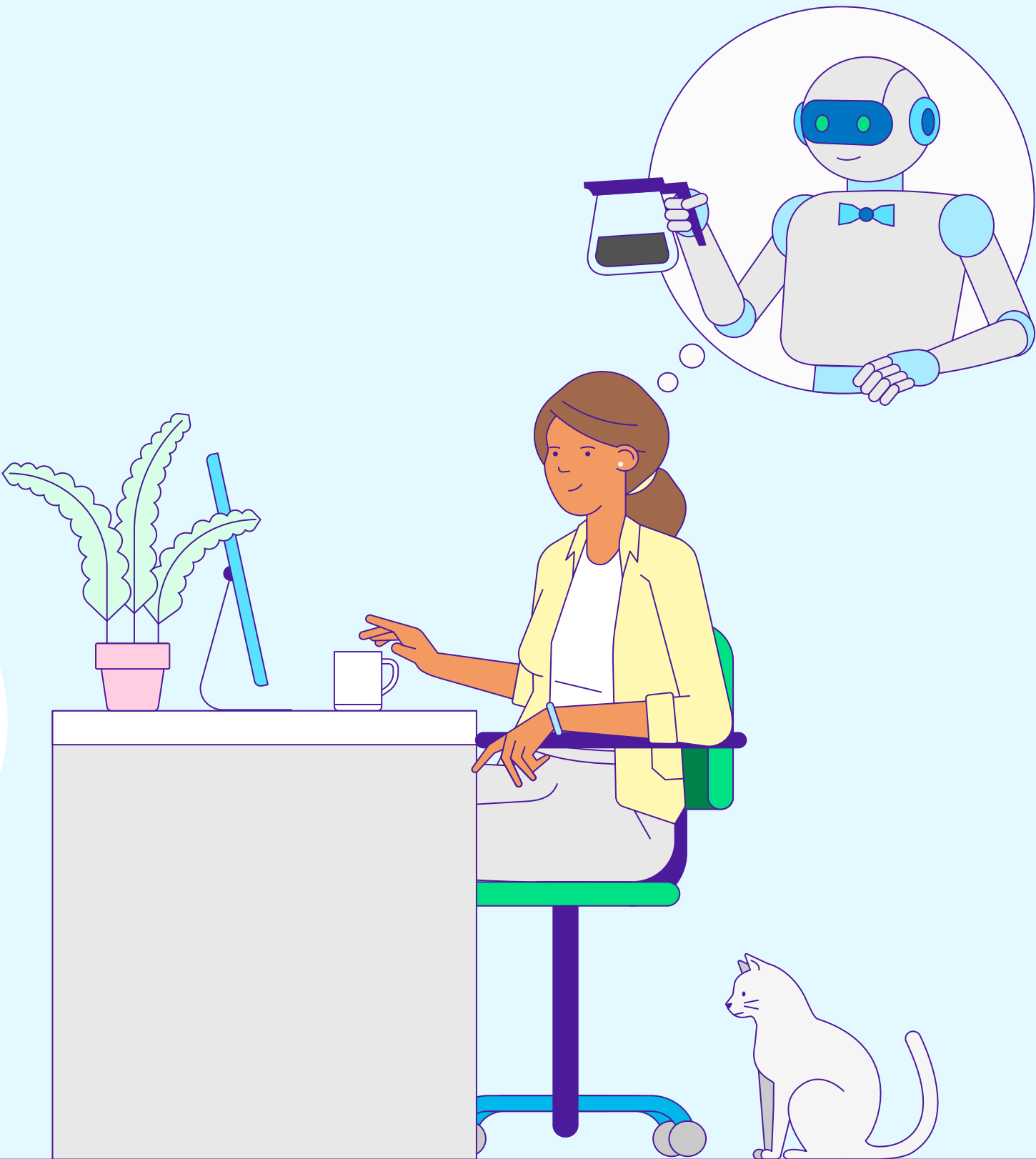
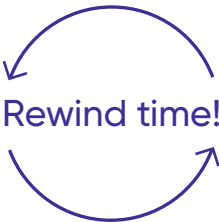
You plop down at your desk, your favorite beverage in hand, and click on an enticing link in the search results. It takes you to [WeAreGNP.com](https://www.wearegnp.com), and you start clicking around the website. It feels good to be off your feet, so you take your sweet time exploring.

The more you read, the more you're impressed by Good Neighbor Pharmacy, Cencora's franchise for independent pharmacies. The way they can guide you through all the complexity of modern healthcare seems like a dream come true.

You also wish you had a robot butler to freshen up your beverage, but so far, that dream remains out of reach. Anyway, this looks interesting ...

See what's so interesting →

Ignore the interesting thing in favor of that boring thing over there →



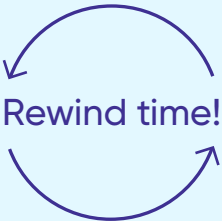
You were warned. So, so boring.



It's a panoply of possibilities awaiting your exploration.

Define panoply 

Now, it's time to decide HOW you want to improve your business.

 Rewind time!





Yes, earning money is pretty great, but it’s not the only reason you decided to get into the independent pharmacy biz.

You also care about your community.

You want to preserve patient access and expand care opportunities. You’re helping to create a healthier future for your community, so keep at it!

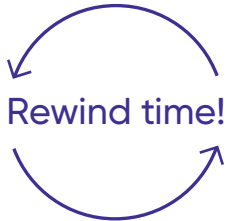
You’ve heard some scuttlebutt about Elevate Provider Network and *Good Neighbor Pharmacy* providing best-in-class solutions and features at a fraction of the cost.

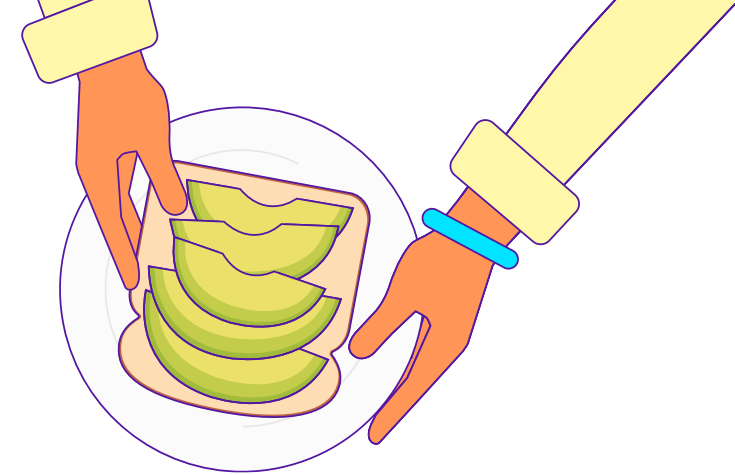
You wonder how true it is and muse about how fun it is to say the word “scuttlebutt.” Taking another sip of your beverage, you ponder your next move and make an extremely astute decision ...

Build loyalty and save patients money on prescriptions →

Explore the unexpected →

[Learn about the Elevate Provider Network PSAO](#) 





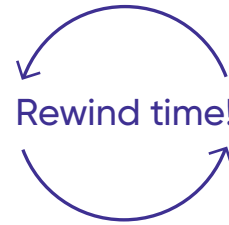
You know better than most that drugs can be expensive, and there's no amount of avocado toast and/or latte forbearance that can make a \$2 million prescription feel affordable.

Since you want to do right by your patients (and keep them coming back to your pharmacy), you wonder how the Expo Rx Prescription Savings Card may help you save them money on the medications they need.

You have a strong suspicion that clicking on the next link could teach you something valuable.

[Learn about drug discounts with the Expo Rx Prescription Savings Card](#)

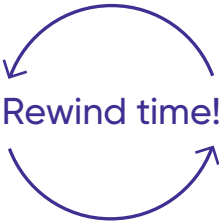
[Make more improvements to my pharmacy](#)



As you've come to expect, you see a set of choices. BUT... one of them is unique, and you're not quite sure if it's serious. You consider whether it's worth your time to find out and act accordingly.

Enjoy a picture of a dog dressed as a cowboy →

Make more improvements to my pharmacy →



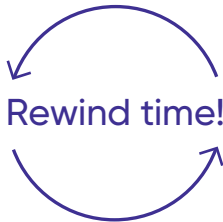
How is a staggeringly toned Pilates instructor like a profitable independent pharmacy? They both have a strong core (but only one of them profits from grueling abdominal exercise).

Your back starts to hurt just thinking about holding a plank pose for more than ten seconds this early in the morning, so you draw your attention back to your business needs.

Shoot for the (five) stars →

Avoid analysis paralysis →

[Learn about increasing efficiency and profitability](#) 🌐





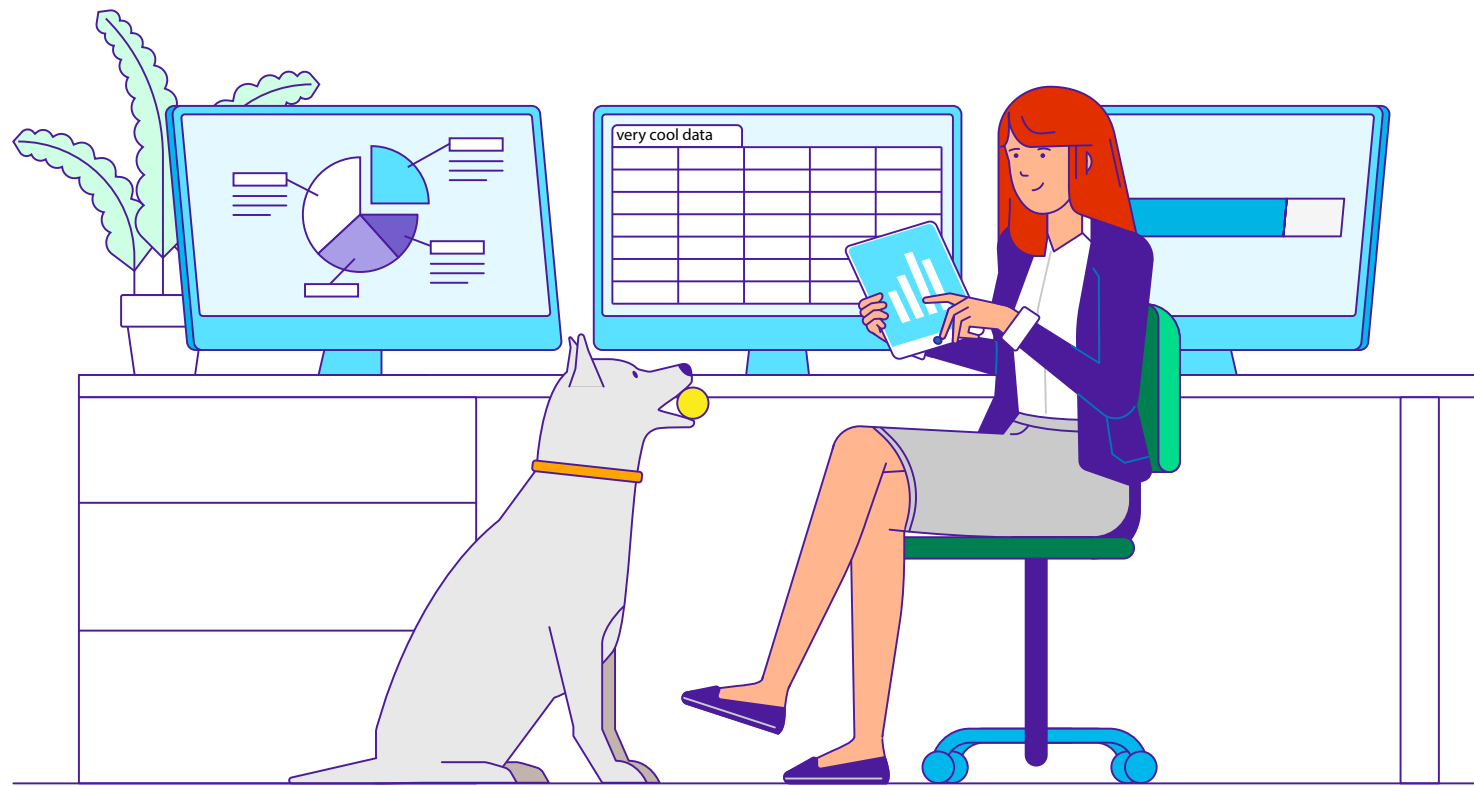
Restaurants, rideshare drivers, pharmacies ... Everyone wants to earn those five-star ratings, right?

With helpful monthly reports from *Good Neighbor Pharmacy*, you can see where you need to focus your efforts in order to achieve your five-star Centers for Medicare & Medicaid Services goals.

It's almost like getting the answers to a test ahead of time. (Don't worry. No one will know.)

Make more improvements to my pharmacy →





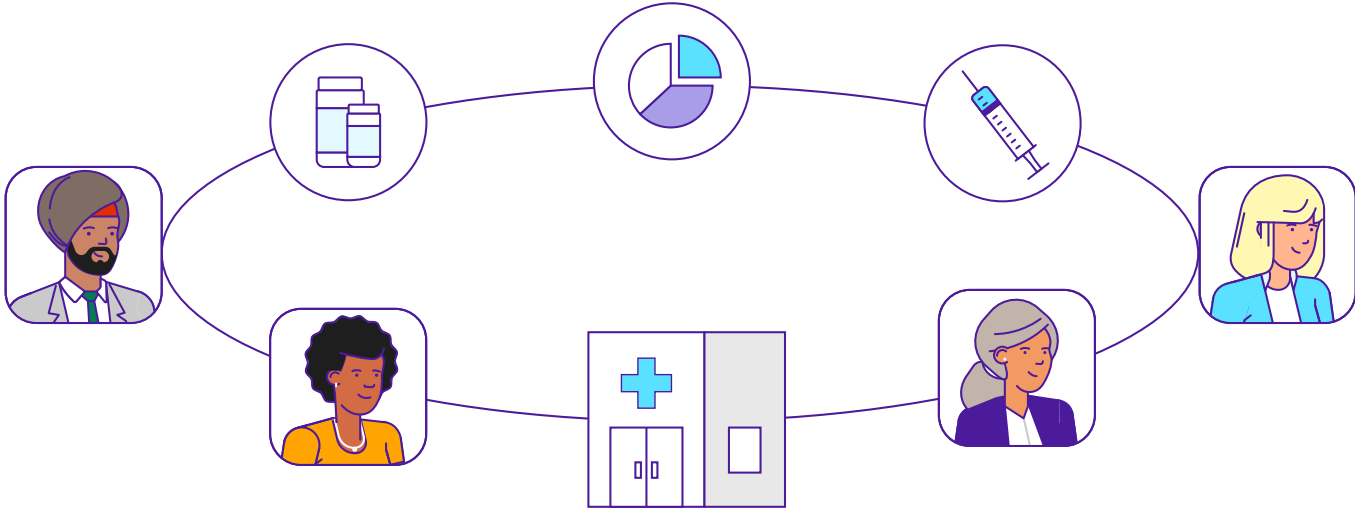
Some people thrive on poring through complex spreadsheets and mountains of data.

That's you, right? No? Maybe?

If you're not exactly that sort of person, *Good Neighbor Pharmacy* offers access to enough people, processes, and powerful proprietary platforms to make you overlook this unnecessary alliteration and focus on the invaluable insights and analytics that can help your business thrive.

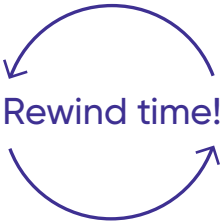
The InSite POS dashboard delivers aggregated point-of-sale data, so you can track your profitability over time, broken down by basket or category. You can also compare prescription, over-the-counter, and combined transactions, giving you a better understanding of your profit drivers at a glance.

With InSite 2.0, you'll learn what's driving the profitability of your pharmacy with comprehensive visibility from a proprietary analytics system. This patient-centric platform highlights key performance indicators and compares your pharmacy to similar businesses side by side.



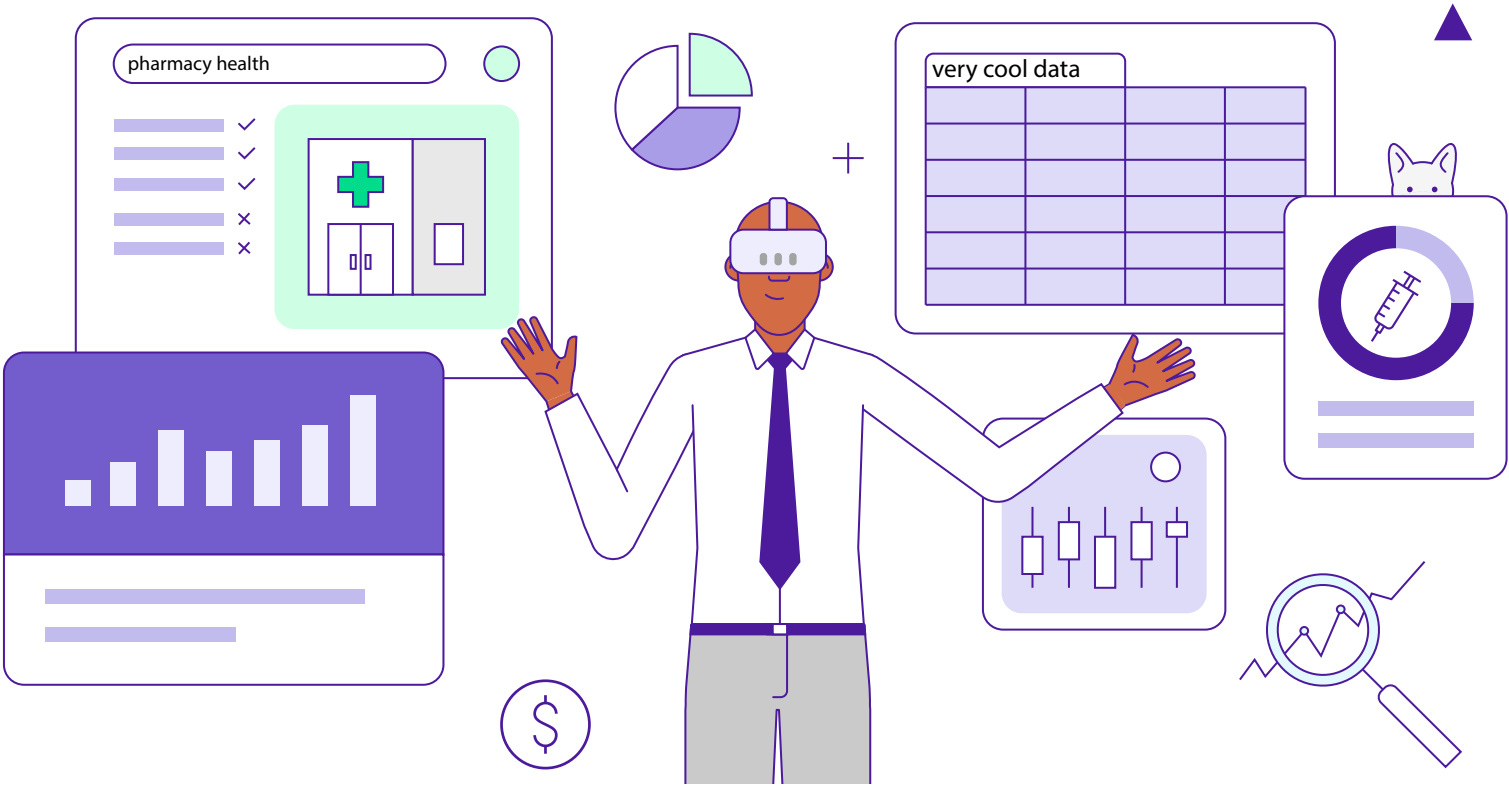
Sounds awesome! I love analyzing data! →

HELP! I'm NOT a data person! →





It IS awesome!
Excellent observation.
Gold star for you.

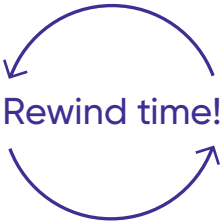


Now, how about some expert business coaching
to help you decide what to do with all that
sweet, sweet data?

I'm intrigued. Whatcha got? →

No, thanks. I'm good. →

Make more improvements to my pharmacy →

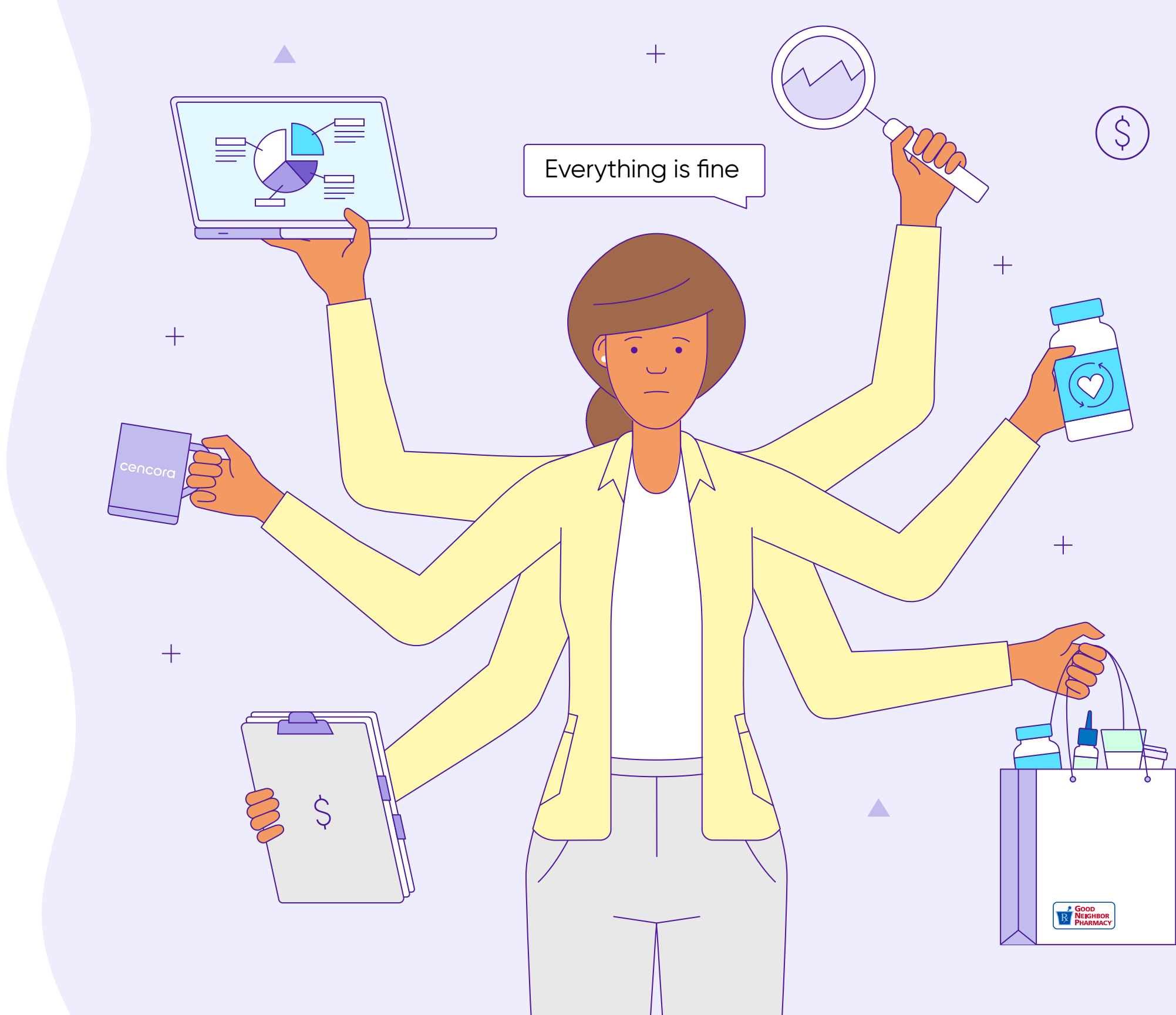
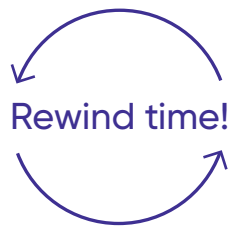


You're confident you can figure it out on your own, but then you take a moment to consider the bigger question: **time**.

Do you actually have enough time to sort through the data, identify all the right opportunities, make the necessary adjustments, educate your staff, yadda yadda yadda? All while running the show?

I changed my mind. What's this you say about a business coach? →

I have oodles of time. Let's make more improvements to my pharmacy. →



If you've imagined business coaches wearing baseball hats and blasting neck-borne whistles, you've miscalculated. They generally don't look like that. You can request it, but don't get your hopes up.

Business coaches understand how to make sense of all that data, and they're dedicated to helping you continuously improve your operational efficiency, financial performance, and patient care.

Business coaching allows you to focus your attention and energy on the health of your patients, while *Good Neighbor Pharmacy* focuses on the health of your business.



Your coach will evaluate the precise needs of your pharmacy, identify opportunities to improve your operations, and create an action plan for success.

With invaluable insights from your coach, you'll have more tools to help you make smarter decisions that not only enhance the performance of your business but also solidify the legacy of your pharmacy in your community.

Sounds pretty great, right? Even without baseball hats and whistles.

You feel more profitable already.

[Learn about personalized business coaching](#)



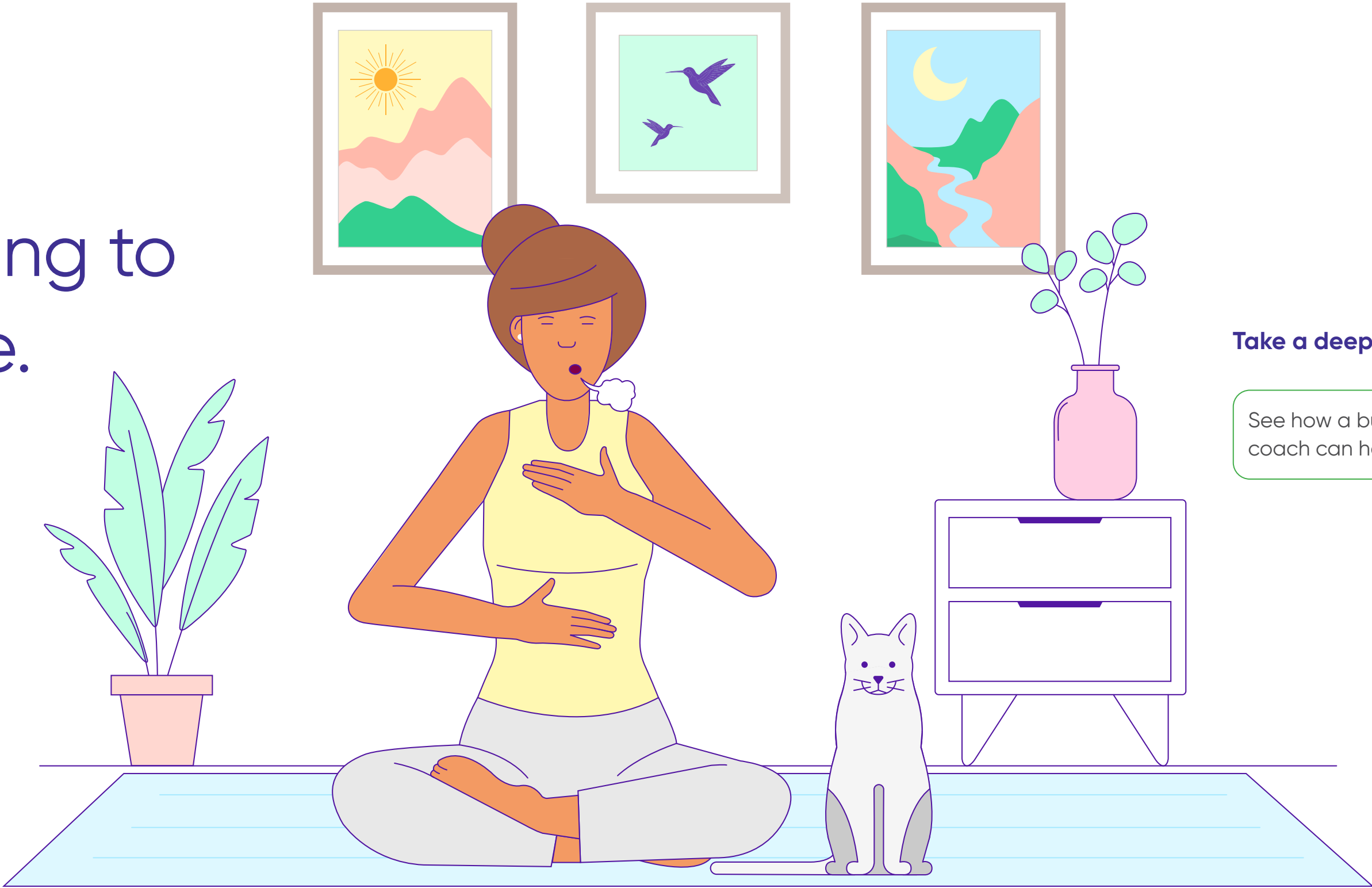
Make more improvements to my pharmacy



Shhh ... Shhh.

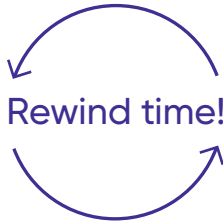
It's going to
be fine.

Deep breaths ...



Take a deep breath and ...

See how a business
coach can help



You take a sip of your beverage and reflect on the complexities of owning your own pharmacy. There's SO MUCH to do and only so much you can expect from yourself and your crew.

If only there were experts who could provide some much-needed help, access, and advice ...

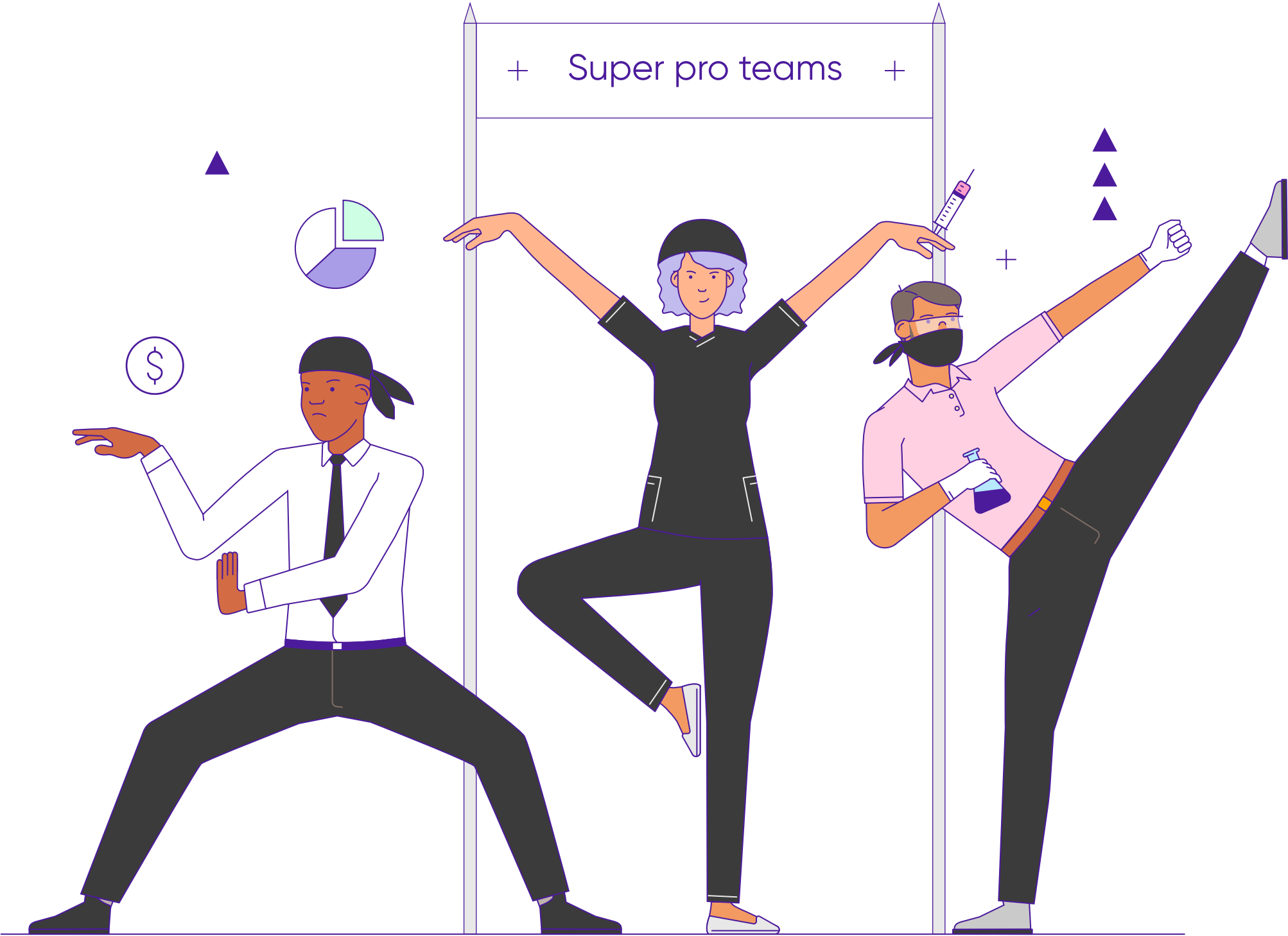
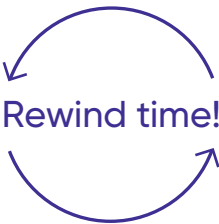
A pro at picking your path by this point, you nod knowingly and click with authority and confidence.

Make unsaleable returns faster and easier →

Increase my front-end impact →

Enhance my merchandising →

I need great OTC products →



Despite your amazing inventory management and merchandising skills, sometimes products simply expire or get damaged. Maybe a pipe burst and soaked your inventory or a sneezy toddler booger-blasted all over your counter display. It's OK. Gross, but OK. These things happen.

When they do, the Unsaleable Returns program for *Good Neighbor Pharmacy* Premier members can help you get things back on track.

Good Neighbor Pharmacy handles reconciliations with each manufacturer separately, so your business continues running smoothly, and you get expert assistance with refund processing.



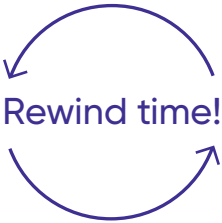
Free on-site services are provided exclusively to Premier members, which involves retail merchandising specialists processing and packaging returns for shipment on behalf of your pharmacy and delivering store-level reports.

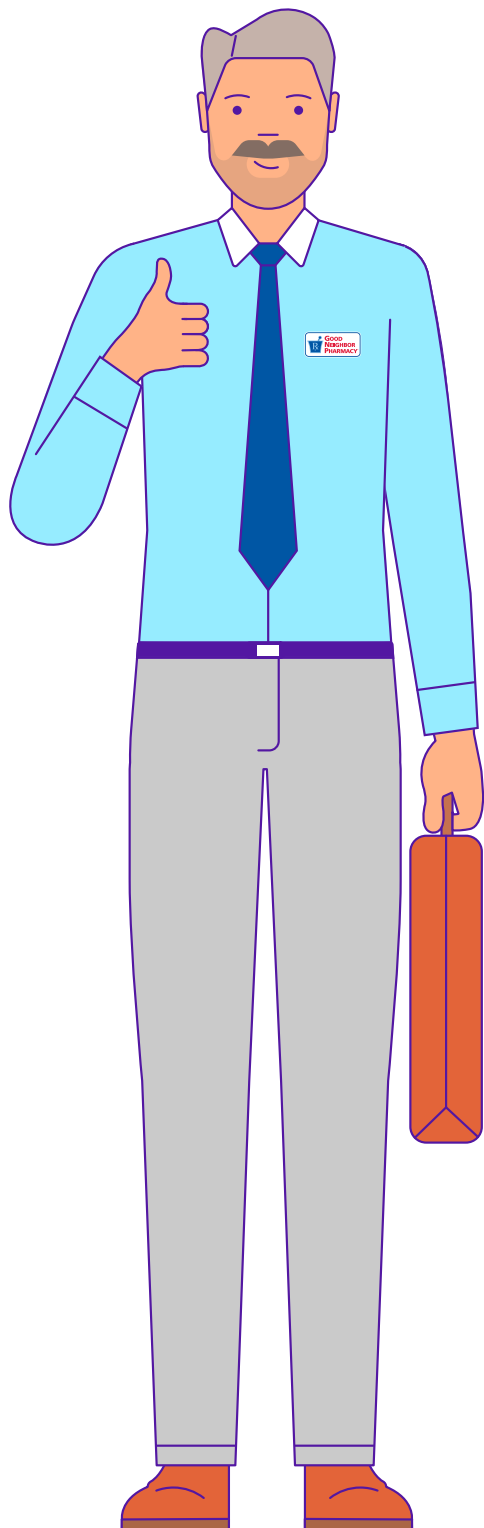
They can help you achieve optimal refunds and returns processing with confidence and without any hidden fees.

Yaaaaay, convenience!

[Learn about the Unsaleable Returns program](#) 

You don't say! What else can you offer? 





Fantastic front-ends lead to bodacious bottom lines, and *Good Neighbor Pharmacy* can help improve both with the right mix of products.

Your business coach will help you determine top items for your location and develop an action plan designed to increase your over-the-counter sales, monitor results, and recommend adjustments to maximize your front-end revenue.

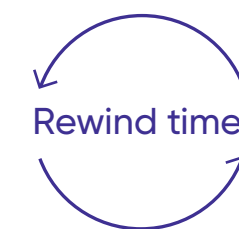
Front-end kits include easy-to-follow guides and materials designed to optimize your non-prescription business.

This kit gives you the tools you need to strengthen your front-end performance and a detailed rundown of how to implement changes, saving your staff time as they make adjustments that will have the biggest impact on your pharmacy.

Need help with pricing and inventory control?

With convenient product autoshopping, competitive local price file updates, zone pricing guidance, and Retail Remedy, a monthly magazine designed specifically for your front-end manager and pharmacy staff, you'll have all the tools you need to fine-tune your operations.

Sounds helpful! What's next? →



You may be a superstar at chemistry, business management, and country line dancing, but if your pharmacy doesn't continually wow your customers, they may start shopping elsewhere and tell their friends to do the same. All the graceful boot-scootin' in the world won't help you bring more people through your pharmacy doors.

Fear not! Retail merchandising specialists can visit your pharmacy on a regular basis to implement planograms that help your shelves stay stocked with the right high-margin, competitively priced items in the ideal layout.

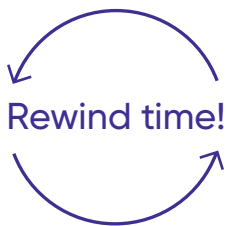
They'll also package your expired or damaged products in order to facilitate your reimbursement from unsaleable returns on eligible items.



Good Neighbor Pharmacy can also offer advice on showcasing your distinctive brand inside and outside your pharmacy with custom signage, aisle markers, vinyl graphics, rugs, and much more from an intuitive, easy-to-use ordering platform.

By installing high-quality, professional materials throughout your store, you'll boost brand awareness and front-end appeal, helping you attract more foot traffic and returning customers. Plus, you'll also have access to a variety of supplemental *Good Neighbor Pharmacy*-branded items, so your customers know your business is backed by a name they can trust.

I like it! I want to see more options →

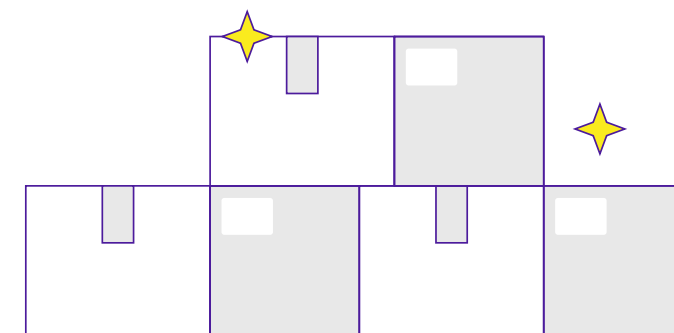




Ahhh, NOW you're talking!

With competitive pricing and dependable quality, *Good Neighbor Pharmacy* products can help elevate your bottom line while providing more options for your customers.

Their extensive line of private-label, over-the-counter products offers high-quality, lower-cost alternatives to the more expensive brand-name items you already carry in your store.



More than 800 *Good Neighbor Pharmacy* products spanning every front-end category are available to easily differentiate your pharmacy, develop lasting brand recognition, and strengthen loyalty among your more price-conscious customers.

Plus, you have the option to receive monthly shipments of top-selling, over-the-counter items automatically when you join their convenient autoship program. It's not quite a robot butler, but it's pretty close.

[Learn about private label products](#)



Oooh, nice! Let's keep going



Health is wealth

(Especially if you own a successful pharmacy.)

You sell products and services that help people live their best lives. One of the challenges that you face is that you're likely not the only pharmacy in town. So, how do you stand out and draw customers in?

Marketing, dear friend... marketing.

What's that, you say? Marketing isn't exactly your strong suit? Well, take another sip of your beverage, and read on...

You could have dedicated community marketing experts use data and analytics to help you connect more effectively with the people in your community.

You'll choose from a variety of standardized campaigns and then customize them for your pharmacy to maximize awareness of your distinctive brand. Each campaign features a different focus and professionally designed support materials, including social media content.

With support from a trusted advertising expert, you'll work together to promote your pharmacy and grow your customer base.

Your local marketing advisor will review your current digital assets, including your online presence, and help you strategize timely campaigns to correspond with the promotions that will have the biggest impact on your business.

At Brand Central Station, your one-stop shop for all your digital and print marketing needs, you'll find 700+ posters, bag stuffers, social media graphics, and much more to support your monthly campaigns on topics like Medicare Part D and flu shots.

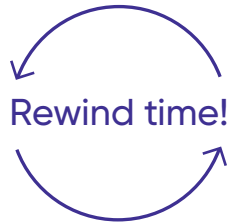
[See how customers could find my pharmacy on MyGNP.com](#)



[Learn about marketing support](#)



I feel more loved already! What's next?



As a pharmacy owner dealing with the public and the realities of healthcare every day, you've got experience-backed opinions on the way things are and the way they should be. It's high time your concerns reached the right ears.

From substantial investments of resources and funding for advocacy and coalition-building, to financial sponsorship of important pharmacy association initiatives, *Good Neighbor Pharmacy* and Elevate Provider Network are united with you at both the state and federal level.

They make it easy to join advocacy efforts for laws and reimbursement that will positively impact your independent pharmacy business, your patients, and your community.

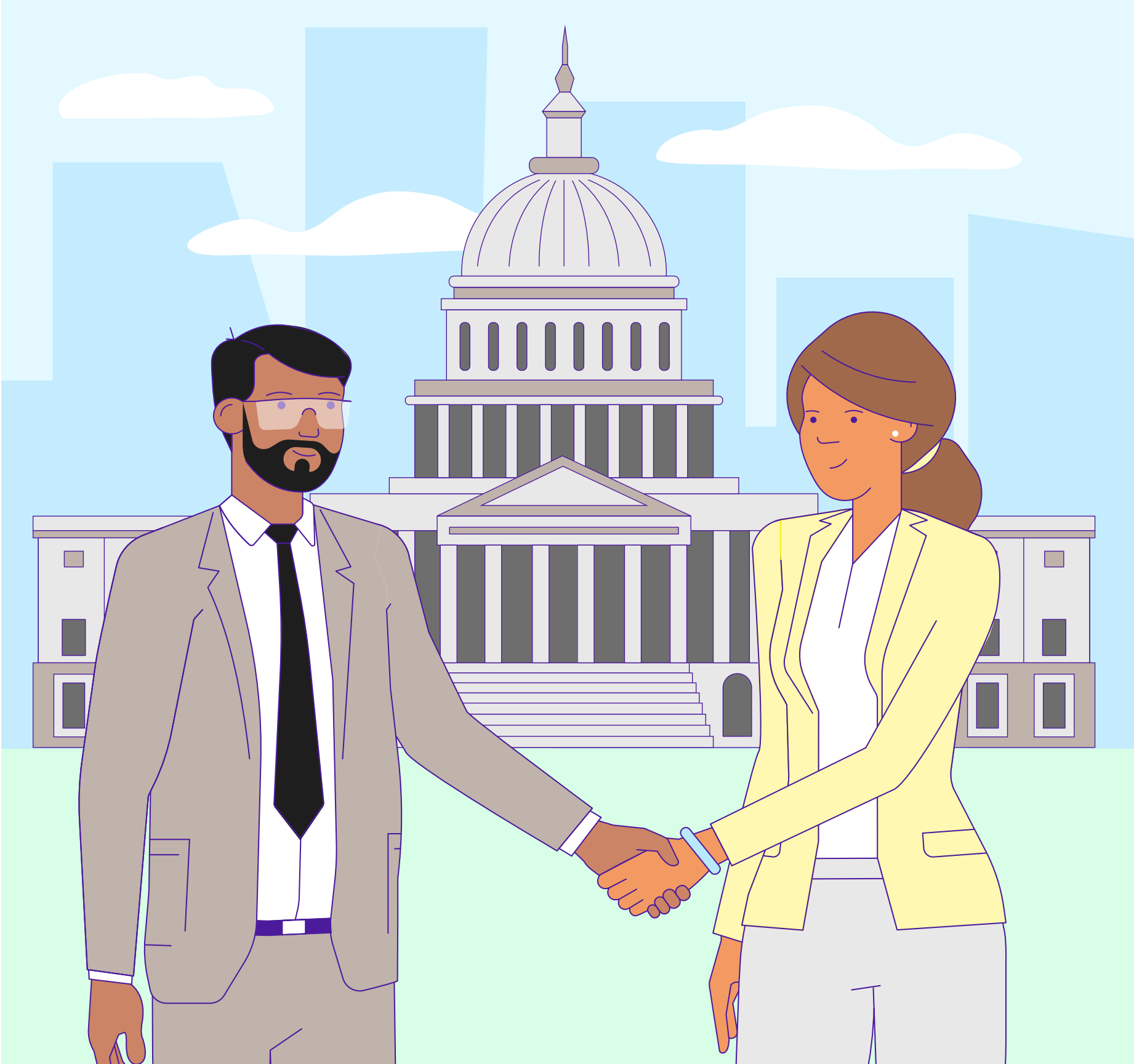
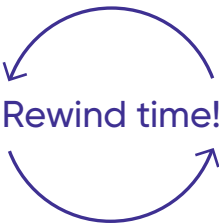
[Learn about ongoing advocacy efforts](#)

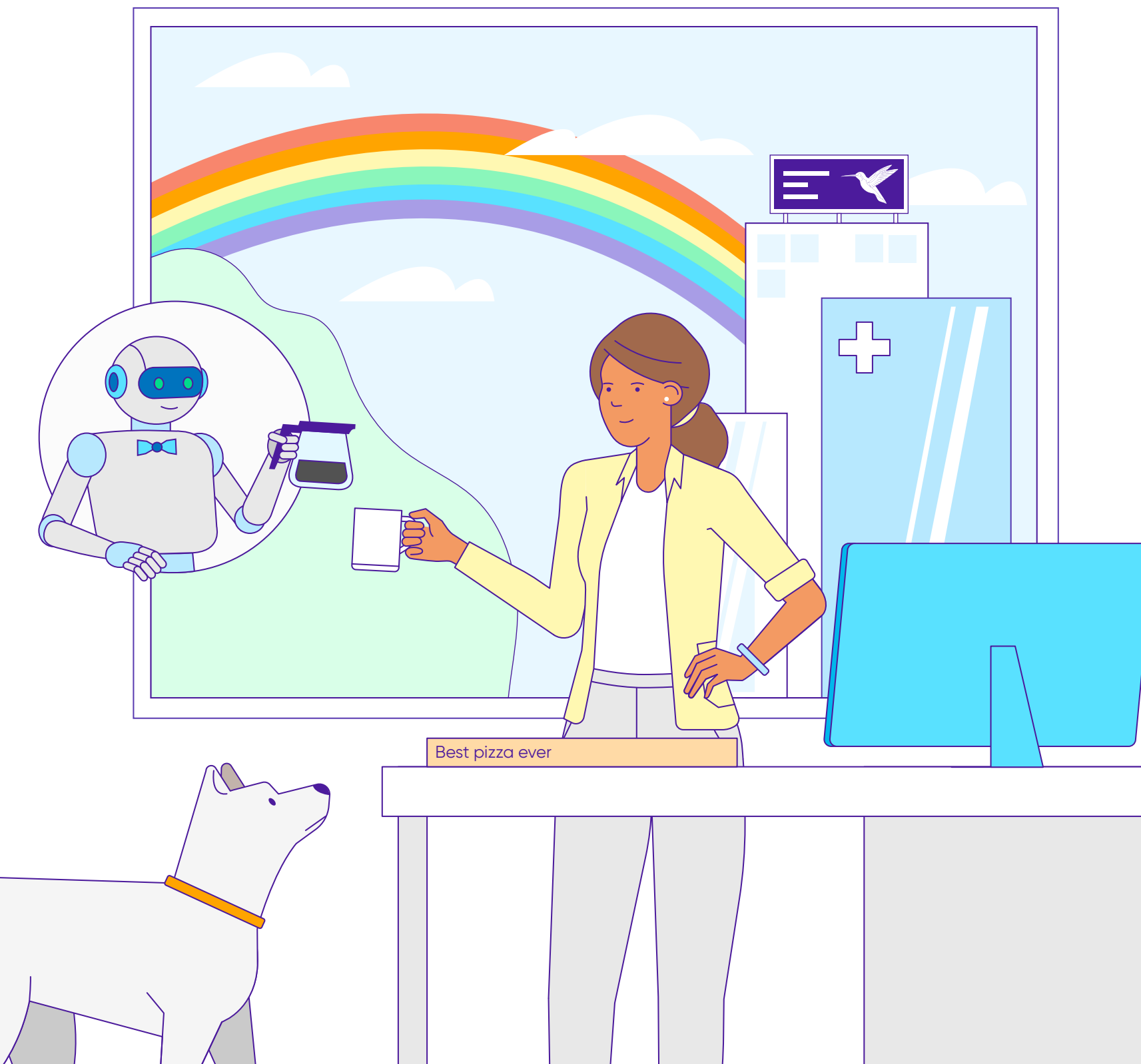


[Download free advocacy resources](#)



Make more improvements to my pharmacy →





As the sound of your decisive click fades from your ears, an overwhelming sense of positivity embraces you like the world's softest blanket fresh from the dryer. You can already feel things starting to improve.

The biggest, brightest rainbow you've ever seen suddenly arches across the sky.

A puppy parade inexplicably detours past your window.

A delivery driver shows up with a free meal from your favorite local restaurant.

Your beverage mysteriously refreshes itself. Did a robot butler sneak past you somehow?

Wait a second ... Did you just start aging in reverse?

Could this possibly be the best day of your life?

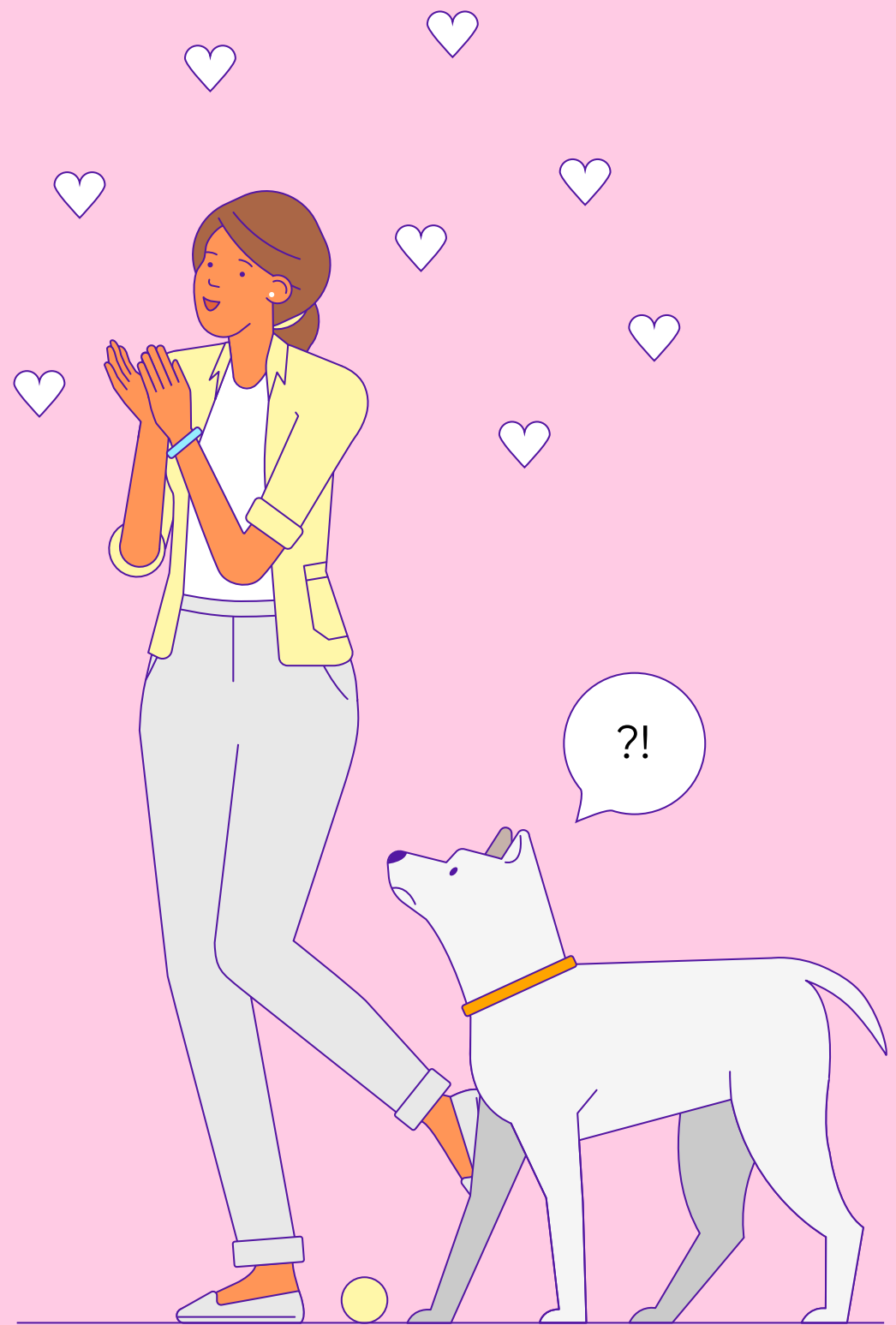
Only time will tell.

Thanks for playing along! This story is over, but your real pharmacy adventure is just beginning. Let us know how we can help!

Make more improvements to my pharmacy →

[Request more information](#)





Fiona here thinks it's high time your pharmacy got itself a mascot. Can't fault her for trying.

Give yourself a pat on the back for indulging in a bit of whimsy!

Totally worth it.

Now, on to more serious business →



Panoply

[pan-uh-plee]

Plural: panoplies

(Noun)

1. A vast and remarkable selection or display
2. A full set of armor
3. A protective shell or covering

Now you know! Use your superior vocabulary to impress your friends and colleagues.



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