

# Custom Meds, Custom Message

## Strategies for Compounding Excellence and Online Engagement

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Pharmacy Forward: Advancing Practice for a  
Healthier Tomorrow!

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# Disclosure Statement

- Erin Michael has no relevant financial relationship(s) with ineligible companies to disclose.  
*and*
- None of the planners for this activity have relevant financial relationships with ineligible companies to disclose.





# Learning Objectives

At the completion of this activity, the participant will be able to:

- Explain the essential roles and responsibilities of pharmacy technicians in compounding, with a focus on quality and safety.
- Identify best practices for compounding workflow, documentation, and regulatory compliance to ensure optimal patient outcomes.
- Describe effective strategies for marketing a compounding pharmacy, including website content and social media engagement, to reach patients and providers.

# Why This Session Matters?



- Compounding Pharmacies don't just make medicine....
  - Problem Solvers
  - Personalized Options
  - Trusted Relationships w/Providers
  - Differentiation
  - Patients Centric Care



# Compounding Excellence: The Technician Role



# Core Responsibilities and Positions

- Responsibilities

- Ingredient verification
- Precise calculations
- Compounder
- Documentation
- Formulation Development
- Others?

- Positions

- Designated Person
- TIC
- Team Leader
- Quality Control Manager
- Sales and Marketing

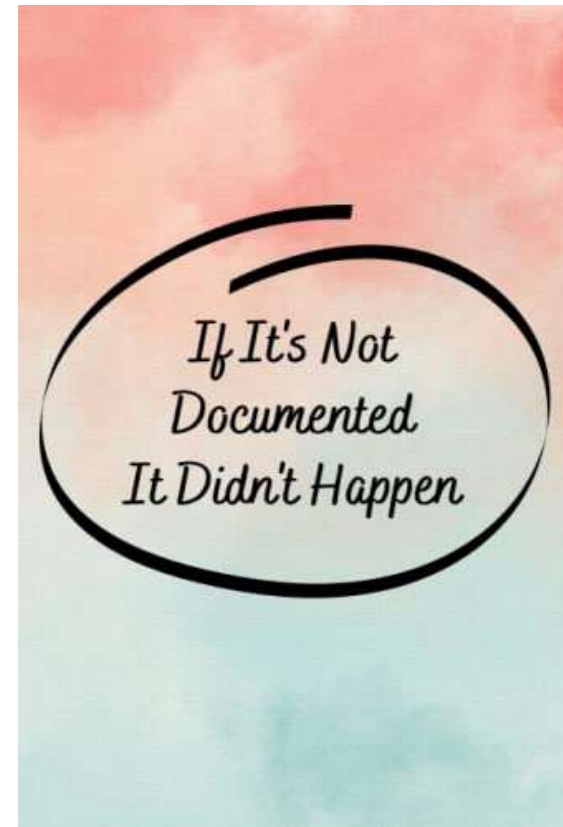
# Quality is a System



- SOPs
- Training
- Environmental controls
- Consistency
- Accuracy
- Efficiency

# Common Risk Areas

- Incomplete documentation
- Workflow shortcuts
- Outdated SOPs and Processes
- Training gaps



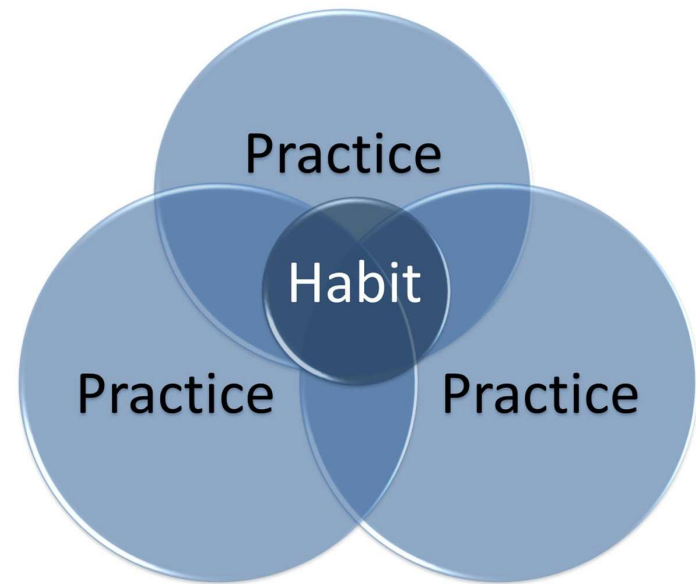
# Workflow Best Practices



- Clear roles of each Team Member
- Functional layout of the lab
- USP Compliance (795, 800, 797)
- Fewer interruptions
- Double checks
- Incorporate Technology

# Compliance Culture

- Routine
- Understood
- Embedded

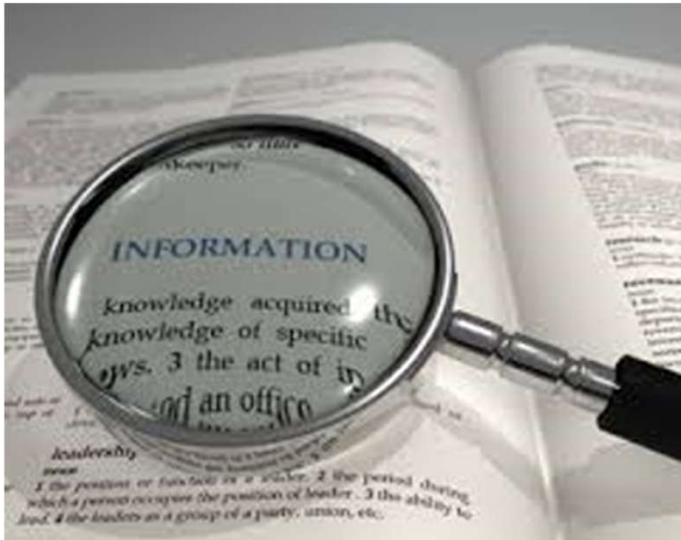


Wills, Neville (1991). MGT533 Human Resource Management. NZ: NMIT

# From Excellence to Visibility

- Technicians as Ambassadors
  - Patient Information
  - Provider Relationships
  - Pharmacy Reputation

# Your Online Presence



- Website
- Social Media
- YouTube
- Yelp
- Google

# Content Ideas

- What is compounding?
- Who you help?
- Dosage forms
- FAQs
- Safety commitments
- Get to Know the Team
- AI



# Social Tips

- **Instagram**

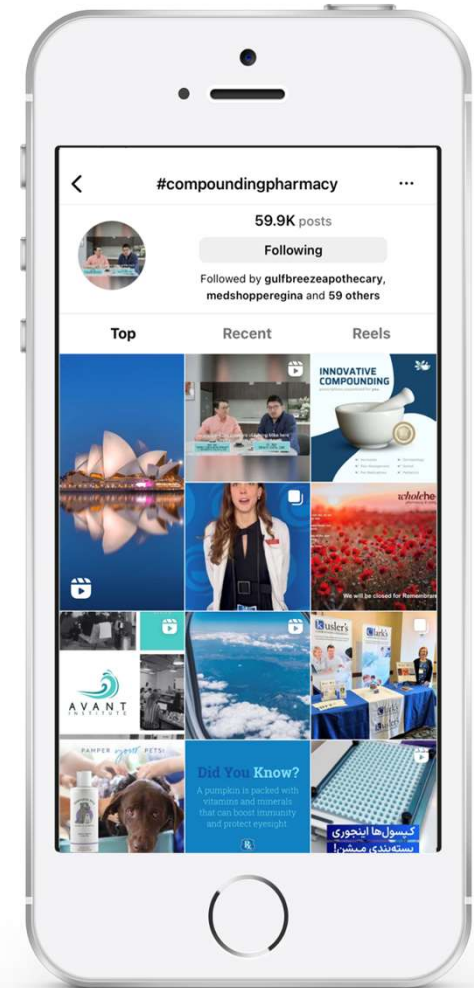
- ▶ Reels are rewarded by the algorithm (increases views)
- ▶ Link widget is available on stories for all accounts, so you can link to content on your website
- ▶ Users can **follow hashtags** to get ideas & gain inspiration
  - #compoundingpharmacy
  - #pharmacytechnician

- **Facebook**

- ▶ Facebook *loves* when we post **videos, images and links**
- ▶ Don't forget to humanize your business
- ▶ Post about virtual events & utilize Event Pages

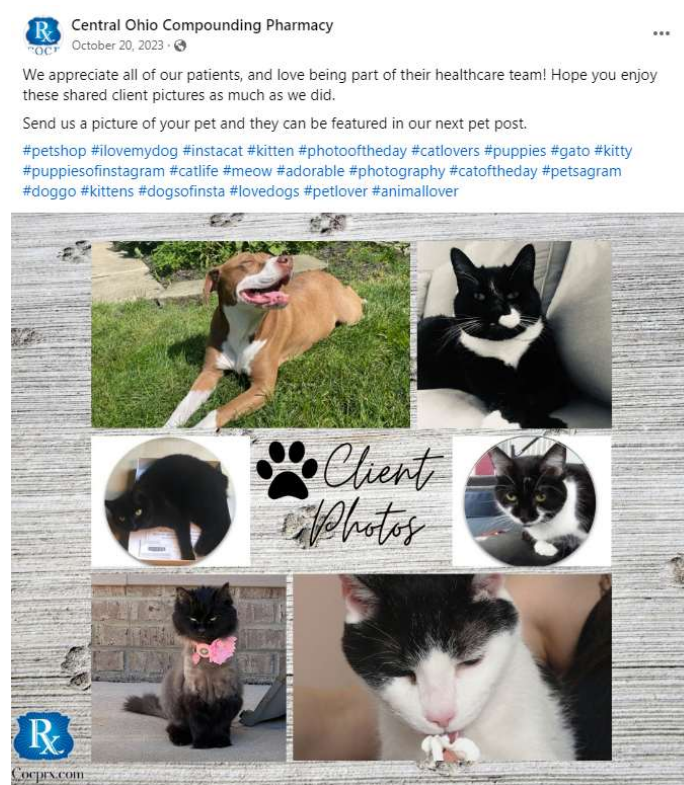
- **LinkedIn**

- ▶ Educate the prescriber
- ▶ Encourage conversation: “What other questions do you hear from patients?”
- ▶ Post photos, videos, PDFs (carousel-style) or polls



# What Works

- Short videos
- Staff spotlights
- Provider collaboration
- Seasonal needs
- Educational Posts
- Awareness days
- Behind-the-scenes



# Examples of Engaging Posts



**magnoliapharmacy**  
Original audio

magnoliapharmacy Just returned from Washington, D.C. where pharmacists from across the country gathered at the NCPA Congressional fly-in to demand real change.

@realdonaldtrump @commpharmacy

Pharmacy Benefit Managers (PBMs) "the middlemen" are driving up drug costs, limiting access, and putting independent pharmacies out of business. It's time for reform that puts patients before profits.

We're standing up for our profession—and for the communities we serve.

#ncpaonthehill #pharmacy #pbmreform #themiddlemen #transparency #pharmacist #magnoliaix

4d

natschelein What is PBM?  
4d 2 likes Reply

— View replies (2)


carolynkudeee 🙏🙏🙏  
3d Reply

sew\_beaucoup us ❤️ us ❤️ us ❤️  
4d 2 likes Reply

ashile58 #ncpaonthehill 🙏🙏  
4d 1 like Reply

blessed\_in\_vegas Keep talking, people need to hear this. Knowledge is power!  
4d

Liked by martins.wellness.pharmacy and 290 others  
4 days ago



**kuslerscompoundingpharmacy and clarksparmacywa**  
Original audio

kuslerscompoundingpharmacy A Day in the Life of a Compounding Pharmacy Owner with Dr. Dawn Ipsen, PharmD.

#compoundingpharmacy #pharmacist #adayinthelife #compoundingpharmacist

19w

A Day in the Life of a Compounding Pharmacy Owner

Liked by banovdaniel and 33 others  
December 18, 2024

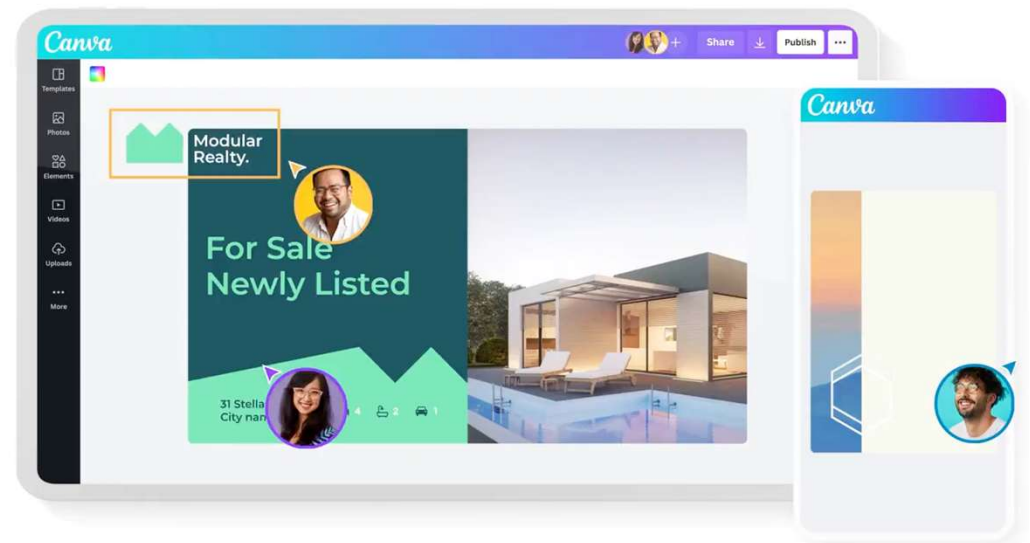


# What Not to Post

- PHI
- Claims/ Guarantees
- Controversial Content
- Non-compliant Images/Content
- AI generated content without validation

# Resources for Social Media

- **Creative Design Tools**
  - Canva
  - Adobe Express
- **Management Tools**
  - Meta Business Suite Planner
    - Facebook & Instagram
  - Hootsuite
  - Buffer
  - Sprout Social
- **AI Tools to Help With Captions**
  - ChatGPT
  - Jasper
  - Copy.ai



# Monday Morning Takeaways

- Review workflow and make necessary changes
- Improve documentation and processes
- Suggest an idea that you learned here today
- Own your role and how you contribute to the business



# Need More Information?

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