



## 5 Tips To Make Strip Packaging Work for your Pharmacy

Independent pharmacy is coming back. But in today's market, it's important to add products and services to grow and differentiate your business. Pharmacies use adherence packaging to serve long-term care and retail patients, including children who take medications mid-day at school. Patients and nurses who use pouch packaging love the convenience of having medications organized by date and time of dose.

Parata pouch packaging sets your pharmacy apart, creating a competitive advantage for success. You'll be positioned for growth with a scalable solution.

Here are a few lessons from the pros to make strip packaging work for your pharmacy:



### Buy the Technology, then Look for Facilities to Serve

You may not work with any facilities today. Purchase adherence packaging technology anyway. Long-term care facilities don't want to hear that you're thinking about offering strip packaging. They want to know you have it in your pharmacy and you know how to use it. It feels risky, but it's a calculated one that will pay off.



### Start Small

It's easier to take on three facilities that serve 30 beds each than one facility with 100 beds. Smaller facilities work closely with you, and it's easier to identify and meet their expectations. You'll learn as you go, improve and add bigger facilities along the way.



### Find a Good Marketer

Hire someone to help market your packaging to potential customers and facilities in the community. People are creatures of habit, so you need to make the effort to introduce them to something different. The market is there; you just need to capture it.



### Secure Lines of Credit for Inventory

As you add new customers, your inventory needs will increase quickly. Establish lines of credit so you can get quick access to the inventory you need to serve new patients.



### Make the Technology Work for you

Parata provides training for you and your team when your pouch packager is installed. Work with your staff to pay careful attention during training. Really soak in the information. It will help your pharmacy get up and running quickly.

## Talk To Us About the Right Packager for your Pharmacy

Pharmacists across the country are using strip packaging to set their pharmacy apart from their competition and attract new patients by creating strategic partnerships with long-term care facilities, home health agencies, insurers, summer camps and others. Want to know if Parata strip packaging is right for your pharmacy? Contact us today at [success@parata.com](mailto:success@parata.com).

