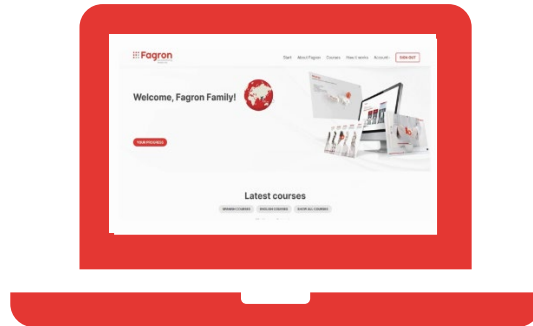


Video Platform

Welcome to the knowledge center for personalized medicine! Our platform is a centralized hub for pharmaceutical compounding courses, medical scientific training, and more.



Course contents

Marketing Your Pharmacy: How To Market To Doctors

This course provides a comprehensive guide on effectively marketing to doctors, focusing on key strategies to improve engagement and business growth. It begins with foundational concepts, including essential marketing terminology, the importance of traffic, and how to craft and direct messaging. Participants will learn how to apply these principles to social media and track success through key performance indicators (KPIs).

Additionally, the course explores best practices for visiting doctors, offering insights into leveraging in-person interactions, refining doctor detailing techniques, and avoiding common mistakes. Led by Dr. Lisa Faast, a pharmacy industry expert and business leader, this course equips participants with practical tools to strengthen relationships with doctors and enhance their marketing effectiveness.

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