



OWNER'S SUMMIT

Jekyll Island, GA March 26, 2021

WHAT IF? WHY NOT? HOW CAN?



THREE QUESTIONS TO INSPIRE YOUR TEAM AND GROW YOUR BUSINESS





PACE OF INNOVATION

CHANGING PREFERENCES

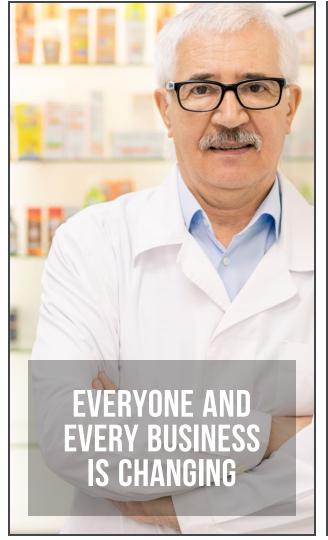
FDA OVERREACH THE UNKNOWN

TRUTH

AVOID CHANGE EMBRACE IT!



REASONS TO EMBRACE CHANGE









WHAT SHOULD MY PHARMACY 00?

SPECIALIZE

REDUCE FRICTION

CREATE VALUE

FOR EXAMPLE: WOMEN'S HEALTH, VETERINARY

FOR EXAMPLE: SHIP DIRECTLY TO PATIENTS
LIKE AMAZON DOES, BUT KEEP THE
MOM-AND-POP FRIENDLINESS

KNOW THIS: THE MORE VALUE YOU CREATE FOR OTHERS, THE MORE THEY WILL VALUE YOU AND THE MORE YOUR BUSINESS WILL BE WORTH



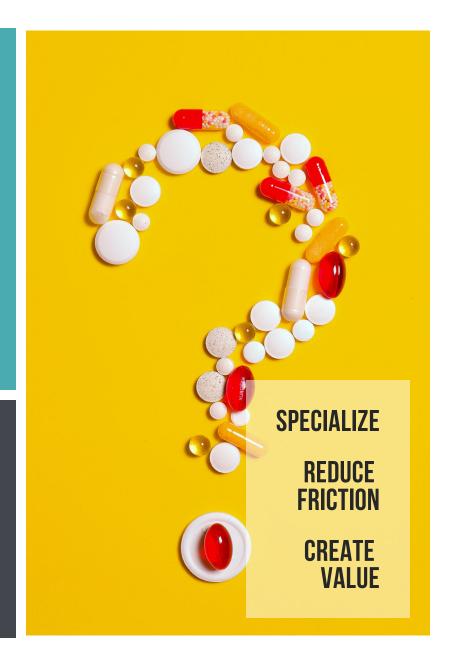
CAN

YOU

DO

ALL

THREE





MARCH 2020

• CUSTOMERS

DELIVERY

• FOOT TRAFFIC

• \$\$ RELIEF

JUNE 2020

- 50% LOWER OVERHEAD
- MORE MEALS AND PROFIT
- MORE EFFICIENT, SHARED FACILITIES
- INNOVATIONS FROM THE FRONT LINE



DELIVERY SERVICES ARE BUILDING SHARED KITCHENS, OFFERING BRANDS ACCESS TO NEW MARKETS WITHOUT INCURRING CAPITAL COSTS



EVEN BETTER

PUT THE KITCHENS IN TRAILERS AND MOVE THEM TO WHERE THEY ARE NEEDED

REDUCES RISK OF LOCATING IN AN UNPROFITABLE AREA

GREAT FOR TESTING VARIOUS BRANDS/FOODS

ADDS VALUE WITHOUT LOWERING PRICES

CHANGE THE GAME

SPEED

ORDER ACCURACY

TEMPERATURE + TASTE

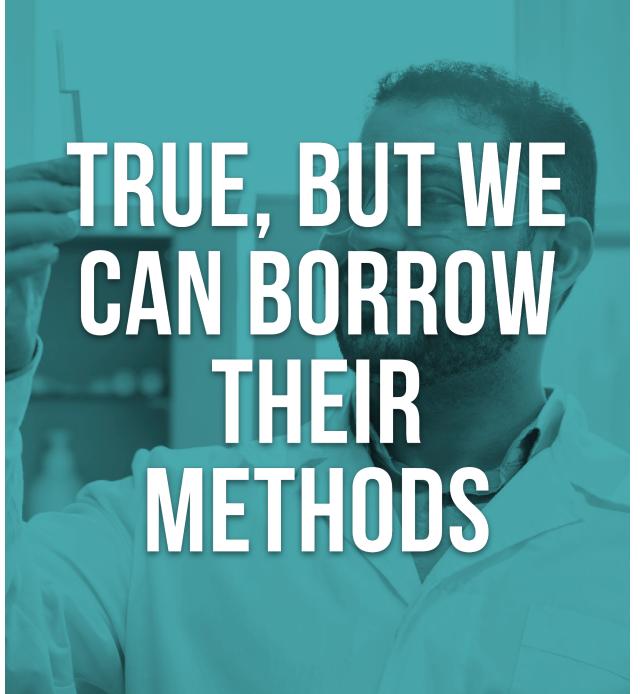
APPS + CONVENIENCE

PERSONALIZATION LIKE FAVORITES + GAMIFICATION

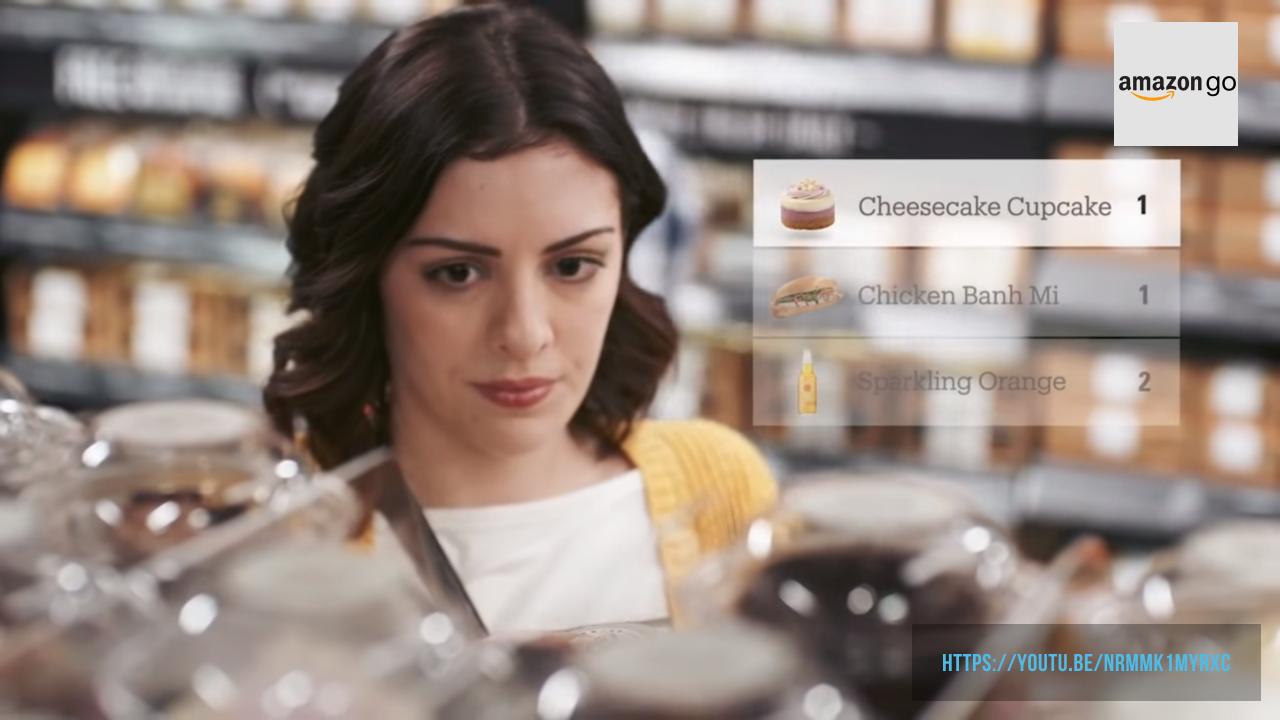














HUSE MAZING

WHY?

BELIEVABILITY CAME FROM EMOTION, TOUCH, FACIAL EXPRESSIONS, AND SITUATIONS.

YOUR BUDGET AND TALENTS ARE PROBABLY DIFFERENT THAN AMAZON'S

SULWHAI

LEAN ON YOUR INCREDIBLY POWERFUL TEAM WITH THEIR UNTAPPED IMAGINATION.

ASK THREE QUESTIONS THAT CAN TRANSFORM YOUR BUSINESS.

WHAT IF? WHY NOT? HOW CAN?





PRECISION IS EVERYTHING WANTED TO THE PROPERTY OF THE PROPERTY

WE GREW SALES?

WE IMPROVED OUR ONLINE PRESENCE?

WE BUILT OUT A SALES TEAM?

WE CONNECTED WITH MORE PRESCRIBERS?

WE CREATED A LANDING PAGE FOR PATIENTS?

WE CREATED A DIGITAL VIDEO TOUR?

TEAM 1



WHY NOT HOW CAN

WHATIFWE CONNECTED WITH MORE PRESCRIBERS?

POSSIBLE BENEFITS

WHAT IF WHAT I

WHY NOT CONNECT WITH MORE PRESCRIBERS?

POSSIBLE OUTCOMES

POSSIBLE CHALLENGES

WHY NOT HOW CAN

HOW CAN WE CONNECT WITH MORE PRESCRIBERS?

CHALLENGES OVERCOME

SPECIFIC OPTIONS

PRACTICAL FIRST STEPS



PHARMACY - PROVIDERS - PATIENTS - BLOG STORE

REFILL A PRESCRIPTION

NEW DOC?

We're here to support you every step of the way. From learning what compounding can do to helping you customize medications for your most difficult cases (human or animal).



(he's our founder and leader, 22 years in the business)



SERVICES

WOMEN'S HEALTH

From hormone imbalance to sexual dysfunction and pain. We can help.

MEN'S HEALTH

Male support for hypogonadism, somatopause and erectile dysfunction.

ALLERGY & TESTING

Testing and immunotherapy treatment options for allergy.

WEIGHT LOSS MANAGEMENT

NUTRITION THERAPY

Addressing a variety of issues related to nutrition deficiency.

PAIN MANAGEMENT

Custom formulated options for bone and joint pain, fibromyalgia, arthritis, and more.

SKIN CARE & DERMATOLOGY

Tailored to all skin types for both children and adults.

MYOPIA MANAGEMENT

Treatment options for Prescribers.

Weight loss support that works!



DISCOVER YOUR OPTIONS We cater to patients at any life stage. Learn

about options for prevention and treatment.





PRESCRIBE ONLINE Login or create an account to improve patient safety by e-prescribing. No errors. No wait.

REFILL A PRESCRIPTION Our process is simple and easy. Refill for you and your loved ones in one click.

PHYSICIAN'S PORTAL

PATIENT REFILLS

MOCK-UP OF A

PRESCRIBER LANDING PAGE



THE RIGHT SCALE GETS THE BEST RESULTS

WHAT IF

WE IMPROVED OUR ONLINE PRESENCE?

WE CREATED A LANDING PAGE FOR PATIENTS?

WE CREATED A DIGITAL VIDEO TOUR?

TEAM 2



WHY NOT HOW CAN

MHATE CREATED A DIGITAL VIDEO TOUR?

POSSIBLE BENEFITS

WHAT IF WHAT I

CREATE A DIGITAL VIDEO TOUR?

POSSIBLE OUTCOMES
POSSIBLE CHALLENGES

WHY NOT HOW CAN

HOW CAN WE CREATE A DIGITAL VIDEO TOUR?

CHALLENGES OVERCOME

SPECIFIC OPTIONS

PRACTICAL FIRST STEPS



REVIEW

AFTER EACH SESSION IN THIS OWNER'S SUMMIT THERE'LL BE 20-30 MINUTES OF DISCUSSION

KEY POINTS

EMBRACE CHANGE

ADD VALUE TO YOUR PRESCRIBERS, PATIENTS AND EMPLOYEES

USE THE 3 QUESTIONS IN SHORT, FUN MEETINGS

LET YOUR PEOPLE GROW SO THEY CAN HELP YOU GROW YOUR PHARMACY

WHILE YOU'RE HERE AT THE SUMMIT, NEGOTIATE SOME TALENT DEALS

IT'S EASY TO GET STARTED!



PUT THE POSTER IN THE LUNCHROOM TO BUILD INTEREST



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USE THE WORKSHEET AT THE WEEKLY STAND-UP MEETINGS



DOWNLOAD THE PRESENTATION AND ASK YOUR OWN QUESTIONS

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