

Pharmacy Promotion Ideas to Add to Your Calendar

January

New Year's Day
National Blood Donor Month
Healthy Weight Week

Tip: Promote diet and smoking cessation products to help patients achieve their New Year's resolutions.

February

American Heart Month
National Wear Red Day
Valentine's Day

Tip: Create a special customer appreciation promotion for Valentine's Day, such as giving away candy or hot cocoa.

March

National Nutrition Month
Patient Safety Awareness Week
St. Patrick's Day

Tip: Work with a local nutritionist and host a free session at your pharmacy about eating healthy in honor of National Nutrition Month. Or, hold a sale on vitamins.

April

Stress Awareness Month
National Public Health Week (First week of April)
Earth Day

Tip: Hold a raffle for a gift certificate to a massage therapist in honor of Stress Awareness Month.

May

National Allergy & Asthma Awareness Month
National Mental Health Month
National Women's Health Week
Mother's Day
Memorial Day

Tip: Pull allergy products to the front of your pharmacy to highlight them as allergy season gears up.

June

Men's Health Month
Migraine Awareness Month
HIV Testing Day
Father's Day

Tip: Offer a free blood pressure check or other health screening to men in honor of Men's Health Month.

July

UV Safety Month
Fireworks Safety Month
Hepatitis Day
Independence Day

Tip: Bring attention to your pharmacy by sponsoring a children's sports team or taking part in another community event.

August

National Immunization Awareness Month
Psoriasis Awareness Month

Tip: Let patients know that your pharmacy offers flu shots and other vaccinations with eye-catching signs and brochures.

September

National Cholesterol Education Month
National Preparedness Month
National Fruit & Veggie Month
Labor Day

Tip: Celebrate back-to-school season by offering kids a free month's supply of multivitamins.

October

American Pharmacists Month
National Pharmacy Technician Day
Medicare Part D Open Enrollment
Halloween

Tip: For one month, place promotional bag stuffers in patients' prescription bags about services your patients might not know your pharmacy offers.

November

National Diabetes Month
Black Friday
Small Business Saturday
Thanksgiving

Tip: Offer a diabetes education class or seminar and hold it at your pharmacy or your local community center to bring in new patients.

December

National Hand Washing Awareness Week
Medicare Part D Open Enrollment
Christmas Day
New Year's Eve

Tip: Mail holiday cards to your top 25 patients. Include a coupon that's good for your front end before December 25.