

GLP-1 companion toolkit frequently asked questions

What is the GLP-1 toolkit?

A Cencora companion-selling opportunity, endorsed by American Pharmacies that helps pharmacies support GLP-1 patients while driving incremental OTC growth.

Who is this for?

Independent pharmacies dispensing GLP-1 therapies that want to enhance patient support without adding complexity.

Execution and workflow

How much work is required to implement?

Minimal work is required and the workflow integrates into existing dispense and refill conversations.

Do I need an end-cap display?

No, you choose your approach for your pharmacy needs, whether it be an end-cap, shelf-talker, pharmacy counter displays, or a conversation-only approach leveraging the GLP-1 OTC companion conversation guide.

What does my staff need to do?

Use simple prompts to identify needs and recommend relevant OTC products. Leverage the GLP-1 OTC companion conversation guide to help plan the conversation with your customer.

Products and clinical assessment

How are products selected?

Carefully curated to address common GLP-1 side effects like GI, hydration, and nutrition.

Is this appropriate for every patient?

No, pharmacists should confirm appropriateness and refer to prescriber when needed.

Support and tools

What support will I receive?

- GLP-1 Toolkit:
 - GLP-1 toolkit overview
 - GLP-1 recommended OTC companion products
 - GLP-1 OTC companion conversation guide
- Conversation starters for staff
- Optional signage and merchandising guidance

Business impact

How does this drive value for my pharmacy?

Positions pharmacy staff as trusted healthcare advisors and enhances GLP-1 patient outcomes while also helping pharmacies improve margins and incremental OTC sales

How will success be measured?

- Increases OTC basket tied to real patient needs
- Improves patient experience and adherence
- Creates consistent, confident recommendations
- Category penetration growth

Getting started

What are the first steps?

1. Review the GLP-1 toolkit overview
2. Select your activation approach
3. Utilize the GLP-1 OTC companion conversation guide
4. Begin using conversation prompts at first fill/refill