

GLP-1 companion toolkit

Implement in-store signage to help GLP-1 patients find relevant OTC companion products

Turn GLP-1 patient needs into an easy-to-shop OTC destination. By grouping companion categories like digestive health, hydration, nutrition, protein, and anti-nausea products in one place, this makes it easier for patients to find products aligned to common therapy-related needs. It also helps pharmacy teams reinforce counseling at the point of sale and drive incremental OTC sales. Additionally, find *Good Neighbor Pharmacy* brand products options within these categories—delivering value for your patients while capturing higher margins.



This is an example of a suggested GLP-1 end-cap.

Recommended GLP-1 companion product categories to display on your end-cap or pharmacy counter

A curated assortment aligned to the most frequent patient needs, including:

- Digestive health support for constipation, diarrhea, gas, and reflux/indigestion
- Vitamins and nutrition support
- Hydration support like oral rehydration/electrolytes
- Protein powders and protein bars
- Anti-nausea products



Click the [link](#) to view the full list of suggested products featured on the end cap.

For *Good Neighbor Pharmacy* members, access the [signage portal](#) today.

Access GLP-1 marketing materials in Brand Central Station and SOCi

For *Good Neighbor Pharmacy* members, print and digital marketing materials are available in the GLP-1 library in [SOCi](#) and [Brand Central Station](#). Use SOCi to access ready-to-publish social media posts and Brand Central Station to order or download print marketing materials and other digital marketing assets. Use signage such as shelf talkers or a pharmacy counter card to promote side effect management to patients.

In Store promotions

- Display posters and counter cards from Brand Central Station in high-traffic areas.
- Place a counter card or cling at checkout to catch your patients' attention and start conversations.
- Use GLP-1 end-caps to highlight top-selling companion products.
- Insert bag stuffers in patients' bags at checkout.
- Order more marketing materials from Brand Central Station if your supplies run short.



Scan to access Brand Central Station and SOCi via the AB Solutions Portal.

Contact your local marketing advisor to help develop and optimize your digital marketing strategy or email gnpmarketing@cencora.com

Digital promotions

Social media

Post regularly on social media using the provided social media graphics on Brand Central Station and SOCi so that patients know your pharmacy can support GLP-1-related OTC needs. Consider posting content such as:

- Short videos with your pharmacists or staff members talking about specific companion products.
- Educational posts or Q&As with staff members answering common questions
- Short videos explaining hydration and nutrition tips, and relevant companion products.
- Testimonials from patients who reduced GLP-1 side effects with OTC support.
- Digital screen graphics in your pharmacy through Mesmerize.
- For guidance on posting to social media, [click here](#).*

*Social media content on GLP-1s should be educational in nature. Please avoid any unsupported medical claims. For example, use words like "may" or "can" when promoting products as part GLP-1 support. Avoid using words like "will" or "guarantees."

How this helps your patients and pharmacy:



For patients:

- Addresses common side effects early, reinforces counseling at dispense and refill, and ultimately provides better adherence and experience
- Helps navigate relevant categories like digestive health, hydration, nutrition, and protein



For your pharmacy:

- From a business standpoint, these companion categories are tied to an **active clinical need**, which naturally drives incremental OTC basket and margin.
- Reinforces pharmacist counseling at dispense and refill while giving your team confidence to recommend relevant OTC companion products

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26-PAH-10385