BIRTH CONTROL
PHARMACIST

Marketing Guide and Playbook

From service launch to sustained pharmacy growth

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Introduction to Marketing

Community pharmacies are uniquely positioned to broaden access to contraception and reproductive care. This playbook is designed to help you make the most of this opportunity.

Often, the biggest hurdle isn't following regulations or stocking supplies; it's patient awareness. You are equipped with the expertise, the authority, and the medication to provide a convenient, private option for contraception. However, how many people in your community know that it's available? Think about the students, young professionals, and busy parents who live nearby but may not be regular pharmacy patrons. They might be skipping doctor appointments due to time, cost, or privacy worries.

This playbook aims to bridge that gap, turning your ability to prescribe and dispense birth control into a clear, valuable service for patients. By putting the strategies outlined in this playbook into action, you can reach more people, enhance patient care, and solidify your pharmacy's reputation as a proactive and vital resource for community health, directly supporting the well-being of the individuals and families you serve.

How to use this Playbook

For a general overview, see our Marketing Checklist, packed with ideas to help you begin to market your services effectively. When you are ready to dive into additional marketing avenues, consider using a combination of strategies. Take note of the guidance on how to display information about your services within your store, boost your online visibility, reach out to local partners, and raise community awareness.

You'll find example messaging for your pharmacy website and social media, along with links to free marketing resources and optional products designed to help your pharmacy.

Marketing Resources → Order Materials →

As you work through the playbook, think about what makes sense for your pharmacy and your community.

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Marketing Strategies

IN STORE

Your pharmacy already has an engaged customer base with lots of foot traffic. So your physical pharmacy spaces should be a priority for raising awareness of new pharmacy services.

For patients seeking reproductive health services, the atmosphere of your store is especially critical. Stigma, privacy concerns, and fear of judgment still influence how and where patients seek reproductive health care. Make use of the strategies outlined in this section to ensure your store is a welcoming environment that is sensitive to patient needs and concerns.

Strategic Signage Placement: In addition to the prescription counter, include signage near areas where you are giving vaccines or providing other services. Think about where your target demographic, individuals of reproductive age, might be browsing. Keep in mind that shoppers of reproductive age may not visit the pharmacy counter frequently. Promote your services in the aisles they visit, such as family planning, menstrual care, infant care, and even travel size items.

Make emergency contraception readily available on shelves and not locked away. Even better, spotlight your service right next to it. This not only builds trust but also reminds people to take advantage of your expertise.

From counter tents and buttons to bag stuffers, rack cards, and window decals, you can use our templates, order materials through our website, or create your own.

Contraceptive Services Flyer*
Customizable Marketing Flyer
Posters and signage
Counter tents
Bag stuffers*
Rack cards
Window decals

*ALSO AVAILABLE IN SPANISH

Appealing and Engaging Signage: Invest in informative signage that clearly communicates the availability of birth control prescribing services. This could include simple, friendly graphics and concise messaging that highlights the benefits of obtaining contraception through your pharmacy, such as convenience, confidentiality, and expert guidance.

Create a Welcoming Atmosphere: Ensure that your store's overall ambience feels approachable and comfortable for discussions about reproductive health. This means maintaining a clean, organized, and visually appealing space with a private area for contraceptive discussions.

Train all pharmacy staff to be discreet and professional when discussing sensitive topics. Wear a button on your white coat that lets patients know you prescribe birth control.

Buttons and pins

Talk up your Services: Train your pharmacy technicians, staff, interns, and students to promote your birth control prescribing services when patients are checking out or inquiring about refills. If time allows, hold an in-store event to talk about birth control to a wider audience.

Use Inclusive Visuals: Use marketing visuals that represent the diversity of your community; individuals of various ages, ethnicities, abilities, and identities. This, along with texts in multiple languages, will help individuals feel seen and understood.

Build Early Loyalty: By proactively offering these services and creating a supportive environment, you can attract new patients and build loyalty with community members who may not currently use your pharmacy. This early engagement can lead to long-term relationships built on trust and convenience.

Make use of Technology: Consider updating your pharmacy's phone system or IVR message to briefly mention your expanded services. Automated text messages or phone calls to patients can also let them know you offer birth control prescribing. Target audiences based on broad demographics like age, gender, or location to ensure PHI is not being used for marketing purposes.[1] You can also make announcements about your birth control services in your monthly email or newsletter.

Don't Forget Outdoor Visibility: Utilize existing outdoor marketing like marquee, changeable letter, or sidewalk signs to let people know about your birth control service.

1. US Department of Health and Human Services. Health Information Privacy: Marketing. https://www.hhs.gov/hipaa/for-professionals/privacy/guidance/marketing/index.html. Accessed March 11, 2026.

ONLINE VISIBILITY

Make it easy for patients seeking birth control to find your pharmacy online. Optimize your website and local listings so that when someone searches for "birth control prescription near me," your services appear prominently, attracting new patients right to your door.

Make it Easy for Patients to Find You: Make sure your pharmacy is listed on our Birth Control Pharmacies directory to make it easier for patients to find you. Your pharmacy should have a basic website that lists your location, business hours, and services provided. If you do not have a website, look into easy-to-use services to build a simple website such as Wix, Wordpress, Squarespace, Square Online, or GoDaddy.

Add your birth control service to your pharmacy's website. Highlight the services your pharmacy provides that will benefit patients like extended and weekend hours, walk-ins welcome, if the consultation is covered by insurance, etc. Include a link for patients to book appointments directly from your website. See our **Example Website Copy** below for language you can customize and add to your website.

Define your service in simple, patient-friendly language. Most patients do not search for "pharmacist prescribing authority." They are searching for solutions to problems like:

- "Where can I get birth control today?"
- "Do I need a doctor to refill my prescription?"
- "Does my insurance cover birth control?"

Maximize Search Engine Visibility: Make the most of your pharmacy website by incorporating keywords potential patients are already searching for to improve search engine optimization (SEO). Include these keywords in a blog post or address patient concerns in an FAQ section on your website.

Common Keywords
birth control, birth control pills, the pill, emergency contraception, Plan B, birth control prescription, birth control methods, birth control patch, birth control ring, birth control shot, contraception options, OTC birth control, over-the-counter birth control, skipping periods, condoms, prevent pregnancy, side effects, family planning.

Leverage Social Media: Use your existing social media accounts (Facebook, Instagram, TikTok, LinkedIn, etc.) to spread the word. You can use our ready-to-use social media shareables or create your own images to raise patient awareness and promote your services. Save time and make your posts more efficient by cross-posting between Facebook and Instagram. Increase your reach by engaging with topical content, like commenting on posts about birth control.

Hashtags are used to classify or categorize content on social media, allowing your posts to be seen not just by your immediate followers, but anyone else searching for those topics. See our **Suggested Social Media Captions** below for examples of hashtags that will help your social media posts reach your intended audience.

If you have the resources, you can consider using paid advertising on social media to reach people in specific zip codes local to your pharmacy. You can also partner with local influencers to help improve engagement and reach more people in your community.

Ready-to-Use Social Media Shareables

Business Listings: Add your birth control service to your pharmacy's business review pages (e.g., Yelp or Google) and healthcare provider review websites (i.e., Healthgrades). You can also create a business page on Nextdoor and engage with the local community by replying to health-related posts.

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LOCAL PARTNERS

Your pharmacy can be a vital resource for patients facing long waits to see their doctor or reproductive health provider. By partnering with local clinics and providers, you can help bridge the gap by offering timely birth control services and ensuring patients receive continuous care. Position your pharmacy as an accessible, rapid solution for birth control prescriptions, ensuring patients receive timely care while they await their regular physician visits.

Foster Relationships with Local Providers: Contact local healthcare providers like urgent care clinics, primary care physicians, and OB/GYN offices. Explain how your services provide a safety net for their patients facing long scheduling delays or unexpected gaps in care. You can visit in person and leave materials like flyers, rack cards, or business cards at local provider offices for patients to view. You can also start the conversation by using our Provider Marketing Fax template to quickly spread the word about your services.

Provider Marketing Fax

Focus on Public Health: Partner with your local public health department to raise awareness in your community. Partner with organizations like community centers or women's resource centers to reach people who may not visit your pharmacy.

COMMUNITY AWARENESS

It is important to tap into the demographic of reproductive-aged individuals who may not typically visit pharmacies for prescriptions. By raising awareness, you'll attract new customers and position your pharmacy as a trusted and convenient option for their birth control needs.

Get the Word Out: Share what your pharmacy is doing by speaking with local journalists and news outlets, they are often looking for positive, actionable stories about healthcare improvements. You can also write an article or press release and submit it to local news outlets to raise awareness. If you have the resources, consider leveraging mass media marketing through radio, television, and newspaper ads.

Find Your Market: Spread the word to local community colleges, universities, and high schools. Place flyers in high-traffic community gathering spaces like grocery stores, coffee shops, or daycares. Participate in community events and health fairs to reach a broader group of people.

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Strategy Prioritization

Marketing may feel overwhelming, so use the information below to help prioritize your strategy based on what makes sense for your pharmacy. Return on Investment (ROI) is a financial metric that measures how much profit or impact is generated from a project compared to the effort or cost that was put into the project. Prioritize marketing strategies that will have the greatest impact and highest ROI for your pharmacy.

QUICK WINS (low effort, high impact) - highest ROI

Start with marketing efforts that are easy to implement, low cost, and have a high impact. This could include putting up flyers in your store, using bag stuffers to let patients know about your birth control services, or simply talking to your patients about the service.

BIG PROJECTS (high effort, high impact)

When you have more time or resources to spend, focus on bigger projects that will have a high impact. These might include projects like partnering with a local health department or creating a TV commercial. Utilize pharmacy students, interns, and residents to spearhead bigger projects.

FILL-INS (low effort, low impact)

These are easy-to-accomplish tasks that could be helpful, but might not be worth your time.

TIME SINKS (high effort, low impact) - lowest ROI

These ideas are potential marketing strategies, but they may not be worth your energy or cost compared to the expected return. Examples may include paying for social media ads, which can be costly, or giving talks at community events, which may take too much pharmacist time.

Use the blank **Impact vs Effort Matrix** on the next page to plan your marketing strategy.

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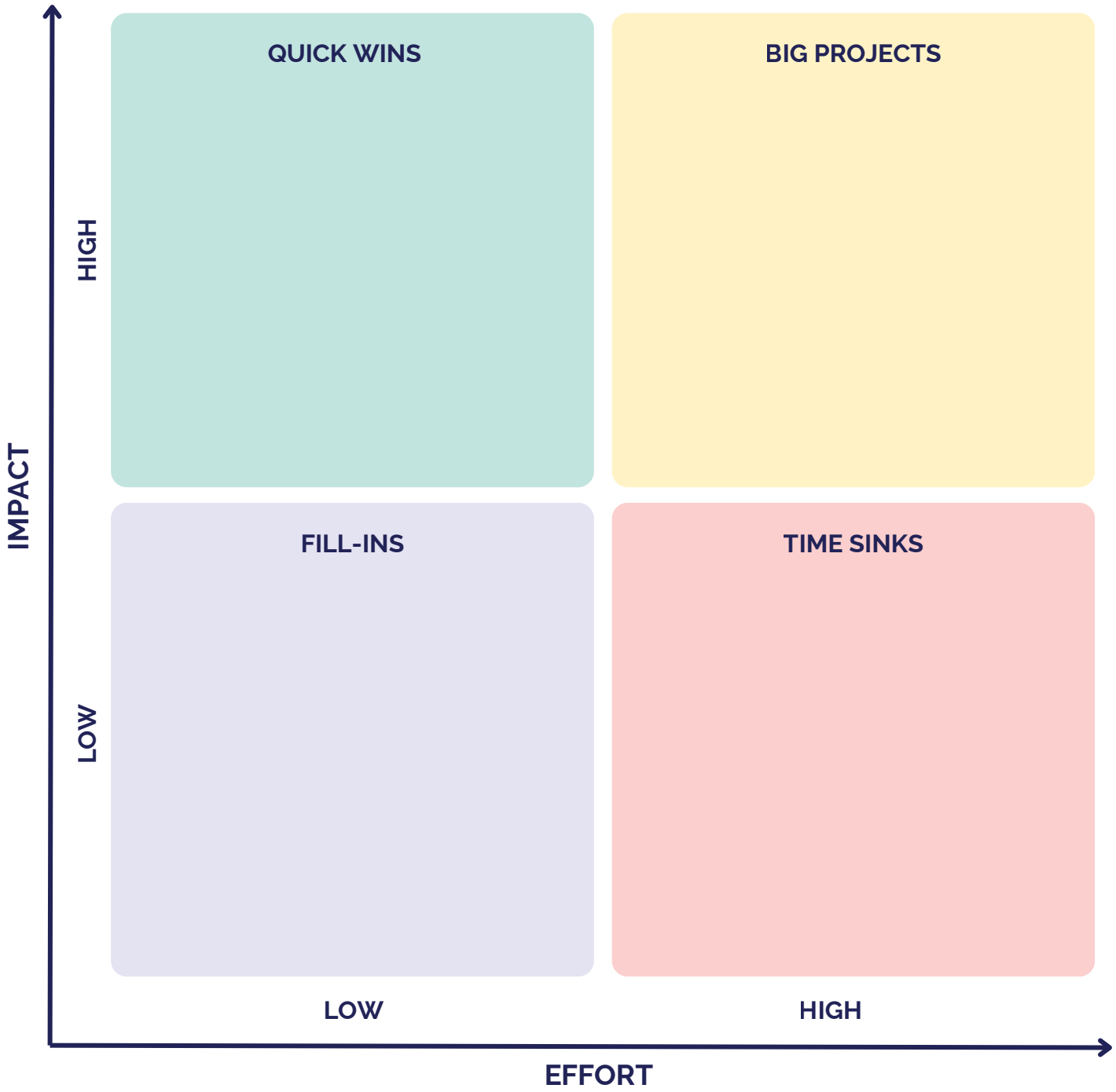
Impact vs Effort Matrix



Example Website Copy

Your pharmacy website should have a webpage dedicated to your birth control service. The following example website copy has been created to help your pharmacy show up in search results for your potential patients.

Search Engine Optimization (SEO) helps your website show up when a patient searches for something, for example “birth control prescription near me.” Answer Engine Optimization (AEO) helps your website provide direct answers when a patient asks a question, for example “where can I get birth control near me?” The more your website uses both of these strategies, the more likely it will show up for your potential patients.

You can find additional tips on SEO and AEO strategies from the Independent Pharmacy Cooperative.

Instructions: Replace the text in **[brackets]** on the next two pages with your pharmacy’s information. Be detailed and use patient-friendly language. Then copy and paste the text into your webpage.

Get Birth Control at [Pharmacy Name] in [City, State]

Need birth control? At **[Pharmacy Name]**, our pharmacists can prescribe birth control for you, with no doctor's appointment needed. Meet with a pharmacist for a quick, private visit, and in most cases you can pick up your birth control the same day. Walk in or book an appointment at our **[City]** pharmacy.

Talk to a Pharmacist About Your Birth Control Options

Not sure which birth control is right for you? Our pharmacist can review your health history, answer your questions, and help you choose the best option for your body and lifestyle.

You can get personalized care at our pharmacy, without the need for a separate doctor's visit.

Birth Control Options Available at Our Pharmacy

Our pharmacists can prescribe:

- **Birth control pills**
- **The birth control patch**
- **The vaginal ring**
- **The birth control shot**

We also carry emergency contraception, like Plan B, which is available over the counter with no prescription needed. Ask us about getting up to a 12-month supply of your birth control.

How It Works

- Schedule an appointment for a private consultation or walk-in at your convenience.
- Discuss your needs and options with our trained pharmacist.
- We will write your prescription and fill it right away.
- Walk out with your birth control supplies for a full year!

Visit Us

[Pharmacy Name]
[Street Address, City, State ZIP]
[Phone Number]
Hours: **[Mon to Fri, 9am to 7pm; Sat, 10am to 4pm]**
Walk-ins welcome | Most insurance accepted | **[Se habla español]**

Tip: Include any services that make your pharmacy stand out

Book Your Birth Control Appointment in [City]

Ready to get started? Book online or stop by **[Pharmacy Name]** today. Our pharmacy proudly serves patients in **[list all local neighborhoods and cities]**. Walk-ins are always welcome.

Book a Birth Control Appointment →

Tip: Include a button that links to your scheduling software

Frequently Asked Questions About Getting Birth Control at the Pharmacy

Can a pharmacist prescribe birth control?
Yes! In **[STATE]**, specially trained pharmacists can prescribe birth control for you, with no doctor's appointment needed.

Do I need a doctor's appointment?
No doctor's appointment needed! The pharmacist will discuss your medical history form and help you find a birth control product that is safe and effective for you.

Do I need an exam?
No physical exam needed! Just fill out a health history form and review with the pharmacist. The pharmacist may need to check your blood pressure. Let the pharmacist know if you have any preferences for your birth control, like less acne, skipping periods, or a non-daily method.

How much does it cost?
A birth control visit at **[Pharmacy]** is $**[XX]**. You can use your health savings account for the visit fee. You can use your prescription insurance to pay for medications prescribed by the pharmacist. Most insurance plans cover the birth control medication with no patient copay.

Does insurance cover the birth control visit?
[Update with pharmacy and/or state specific coverage details. Example: "Some medical insurance plans, like Medicaid, will cover the visit fee."]

How long does the appointment take?
Most visits take about **[XX]** minutes, and we can usually fill your prescription right away.

What should I bring?
If you have insurance, bring your medical and prescription insurance cards. If you want a refill of your current birth control method, bring the label or a picture to show the pharmacist.

What kind of birth control can I get from the pharmacist?
The pharmacist can prescribe the birth control **[pill, patch, ring, and shot]**.

Book a Birth Control Appointment →

Tip: Include common brand names that your pharmacy carries, as patients may search for the brand name of their preferred product.

Example Messaging

Use the following messaging for your newsletters or social media posts. Customize the verbiage to fit your pharmacy's unique voice and appeal to your community and target audience. Consider using emojis in your captions to grab attention and boost engagement.

SUGGESTED ANNOUNCEMENT

Our pharmacy now offers birth control consultations! Our friendly pharmacists can supply the birth control **[pill, patch, ring, or shot]** without a doctor's appointment. Available by appointment **[link to schedule]** or walk-in.

SUGGESTED SOCIAL MEDIA CAPTIONS

Did you know that pharmacists can prescribe birth control? That's right! Our friendly pharmacists can supply the birth control pill, patch, ring, or shot without a doctor's appointment. Come visit **[Pharmacy Name]** to learn more! #birthcontrolpharmacies #birthcontrolpharmacist #birthcontrol #contraceptivecare #reproductivehealth #birthcontrolprescription

Whether you're looking to start birth control for the first time or need a refill, our friendly pharmacists are here to support you. #birthcontrolpharmacies #birthcontrolpharmacist #birthcontrol #contraceptivecare #reproductivehealth #birthcontrolprescription

Don't have time for a doctor visit? Come speak to our friendly pharmacists about your birth control needs **[Monday - Friday 8am-5pm]**. #birthcontrolpharmacies #birthcontrolpharmacist #birthcontrol #contraceptivecare #reproductivehealth #birthcontrolprescription

[Pharmacy Name] now offers birth control services! Call us at **[###-###-####]** to set up an appointment or walk in **[anytime]** to speak with our friendly pharmacists about your birth control needs. #birthcontrolpharmacies #birthcontrolpharmacist #birthcontrol #contraceptivecare #reproductivehealth #birthcontrolprescription

Ready for a birth control refill? Ask us how you can get up to a 12-month supply! #birthcontrolpharmacies #birthcontrolpharmacist #birthcontrol #contraceptivecare #reproductivehealth #birthcontrolprescription

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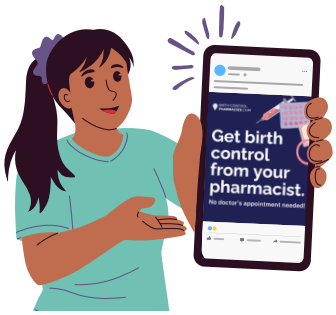
SOCIAL MEDIA SHAREABLES



Download and post the ready-to-use images to your social media accounts or pharmacy website to raise patient awareness and promote your pharmacy's participation in contraception services. For a full list of ready-to-use social media shareables, visit our resource library.

Customize the captions with your pharmacy details. Highlight patient-friendly services such as extended hours, weekend availability, walk-ins, or insurance-covered consultations.

Ready-to-Use Social Media Shareables

Sustained Growth

Your pharmacy's greatest strength is convenience and trust. When you clearly communicate that patients can receive high-quality, professional care without long waits or complicated scheduling, you position your pharmacy as a modern healthcare destination, not just a place to pick up prescriptions.

Pharmacist prescribing is reshaping healthcare access. Strategic marketing ensures your community actually benefits from the services you are ready to provide. When patients understand that you are available to meet their needs, they will come, and they will return.

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