

ALLIANCE
PERFORMANCE
SHARING
PROGRAM
2025



Affordability

UBT Project Idea:

Increase Over-the-Counter Sales

Here's Why

- Over-the-counter (OTC) medicines, or OTCs for short, are available without a prescription. They provide symptomatic relief and are a trusted first-line defense.
- By offering OTC products, we enable members to get everything they need in one stop, so they can get home sooner and recover faster.
- Recommending OTCs improve patient satisfaction.

How to Help

- **Start a UBT project today to increase OTC sales by 5% or more.**
- **Consider placing seasonal OTC products near checkout lines to prompt sales.** For example, display sunscreen in the summer months.
- **When ringing up a member, offer to provide any OTCs they may have forgotten to select or didn't find on the shelves.**
- **Recommend supporting OTCs based on the prescription picked up.** For example, if someone is picking up a cough syrup prescription, suggest cough drops.



For more ideas and inspiration on affordability, scan the QR code.



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