

PHARMACY TODAY

PRÉCIS MEETING



OVERALL RESPONSE

AU

AGREE/DISAGREE

AURAS

The biggest hurdle in the redesign of PT is **revealing and revamping the structure of the magazine.**

GOALS

- ☐ The best representation of the power and credibility of APhA is a **category-leading** publication.
- ☐ More emphasis on **editorial packages** built around critical subject areas that emphasize practicing pharmacists concerns and utility.
- ☐ Development of an editorial calendar built around more substantial **feature stories**.
- ☐ **Stronger structure** in the PT issue map of mission categories and magazine content types.
- ☐ Stronger franchise content and stronger branding: **title/concept/template**.
- ☐ **Profiles that matter.** Innovators, thought-leaders, advocates

THE MISSION

AUDIENCE

- ☐ *Pharmacy Today* strives to be the leading industry publication serving pharmacists in all professional capacities, by promoting the APhA goal of extending the role of pharmacist participation in patient healthcare.

SCOPE

- ☐ *Pharmacy Today* intends to be the most valuable resource for continuing education and professional advancement by clearly and thoroughly presenting the latest, most useful information on drugs and disease; advocating the expansion of best practices by searching out emerging trends and innovators within all parts the industry; and providing insight and analysis about regulation and rules that affect the modern pharmacy.

EDITORIAL INITIATIVE

- ☐ *Pharmacy Today*, leveraging the industry expertise and powerful advocacy initiatives of APhA, actively seeks to present innovations and ideas from recognized thought-leaders and stimulate articulate, well-moderated discussion about industry concerns and take a leadership role in advancing solutions.

RECOMMENDATIONS

STRUCTURE & NAVIGATION

The book needs to be divided into mission areas and departments need regularized names and concepts and feature stories should be grouped into a feature well, treated with more dramatic design and art treatments and be expanded into packages of content.

RECOMMENDATIONS

TYPOGRAPHY & GRAPHICS

Use more contemporary type families that provide a wide array of widths and weights. Create more sophisticated and diverse head treatments.

Eliminate highlight boxes.
Eliminate pull-quotes except for selected formats such as features or columnists.
Allow stories to flow from page to page

Reduce the words-per-page 20%.
Develop standard uses and formats for infographics.

RECOMMENDATIONS

COVER

Re-imagine the cover to feature a mix of focus-feature topics, tent-pole stories and portraits (when they are appropriate because the feature is important). Add a better variety of cut line positions and options that give readers a better feel for the value of content. Eliminate the clutter around the nameplate, and create a stronger, more contemporary logotype that can carry into the book.

RECOMMENDATIONS

TOC

Features should get a more prominent presentation with greater abstraction.

Spurious elements should be combined and placed on another page.

Create a clean, enticing TOC that enhances its value as premium positions for advertising.

RECOMMENDATIONS

GRAZING

A front-of-book grazing section can combines elements of all of the current grazing sections, and lead with a topical high-value story.

RECOMMENDATIONS

DEPARTMENTS

All of the departments should be reevaluated for their content mix, both in terms of the Mission categories and their high-concept structure.

Columnists need to be identified through design as well as content.

Departments need to have specific templates that improve their unique value instead of a single universal template.

RECOMMENDATIONS

FEATURES

There is a need for a feature well in *Pharmacy Today*.

Special sections and vertical markets should be collected into a feature story.

There should be a place in the magazine for a two-to four-page story about any category.

Tent-pole issues should create the capacity for creation of a super-sized feature.

RECOMMENDATIONS

OVERALL DESIGN & ARCHETYPE

Pharmacy Today should adopt an archetype that fuses B2B elements with a news magazine template.

ACTION PLAN

COVER

TOC

EDITOR'S LETTER This should be about the issue content, not a general opinion piece. If there is a desire for a general topic it should become a new department.

GRAZING SECTION (combining current sections, bulletin, highlights of PIA, Drug Info (as a sidebar) Hub, Showcase

TODAY'S TREATMENT (Drugs and diseases) This section needs some patient tear-outs and some short-take overviews. It needs some more high-concept department ideas.

PRACTICAL PHARMACY (Practice and Trends) also includes number of elements from current policy section that involve day-to-day administration or acclimation to new regulation and legislation. After all, that is really part of best practices.

FEATURE WELL includes the Focus topic, now eliminated as a navigational concept, any special sections, perhaps a third or fourth small feature, and the Health System Edition content presented as a feature package at the end of the well. Profiles would go in the well as part of a feature package, but only appear as a cover image when they are an important innovator or thought-leader with their own feature.

PT HEALTH SYSTEM EDITION

This additional content should be integrated into the main book to look seamless instead of being called out with special branding.

POLICY MATTERS (Policy, regulation, advocacy) More pin-pointed to advocacy, actual new legislation, rules and regulations that are changing the way to do business, with implementation stories moving to the Practice section.

Apha WORKS (Pharmacists in Action) the entire section moved to back, with regularized design lead by the CEO editorial.

NEW END COLUMNIST OR MTM PEARLS. Something of an esoteric-socialization column that is reader-driven, like the Interactives section in Pharmacy Times, since MTM Pearls is not well-liked (mostly, I guess, because it contains little take-away and less amusement).

ACTION PLAN

DESIGN FOUNDATION

- ☐ Develop a new, modular grid
- ☐ Contemporary legible font families
- ☐ Navigation/branding system that reflects the new issue map.

CREATE A NEW COVER TEMPLATE.

- ☐ New nameplate
- ☐ Eliminate APhA branding except for the mark
- ☐ Improve the tagline
- ☐ Move the date to the label box and add the web address.
- ☐ Rethink the cover concepts to promote the feature story
- ☐ Minimize the newsstand look of the cutlines
- ☐ Add page numbers for stories to get them into the book.

BUILD A SIMPLER TOC.

- ☐ First page contains feature well stories with longer abstracts.
- ☐ Keep the CPE story at the bottom.
- ☐ Move postal information to editors page with masthead.
- ☐ Second page, minimize or eliminate the social icons,
- ☐ Add more content to the departments by using the department title as an eyebrow, with the headline and an abstract.
- ☐ Move editorial board to another page.
- ☐ Integrate HSE content into the page (create an alternate form for the first 4 pages)

BUILD DEPARTMENT TEMPLATES.

- ☐ Work on run sheet to create unique content.

CREATE REAL FEATURE FORMATS.

- ☐ Build feature packages.

TRY PRESENTING CPE MATERIAL A NEW WAY.

- ☐ New ways to highlight.
- ☐ References to similar material.
- ☐ Glossary/terms
- ☐