

# PHARMACY TODAY

## **PRÉCIS MEETING**



# OVERALL RESPONSE

A large, stylized graphic element on the left side of the slide. It features a large, light yellow letter 'A' with a white outline. Inside the 'A', there is a white, cursive-style letter 'U'. The entire graphic is set against a white background with a faint yellow circular arc behind it.

U

# AGREE/DISAGREE

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 combine 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
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