

The Pharmacy Training Club ...

... new and improved

What they do

Johnson & Johnson has a long and proud history of supporting pharmacy and wanted to re-launch their current **The Pharmacy Training Club** in both hard copy and online learning modules.



Johnson & Johnson

What we did

Working alongside Johnson & Johnson's Brand Managers and their Medical writers, **Precision** targeted key pharmacies who already had an interest in pharmacy training along with those that wanted to sign up for the programme. Direct mail campaigns and email campaigns were used to target those that we knew loved training and those that would need more encouragement.