

Recruitment Tips

Drop-Off (Tech/Assistant-Led)

Goal: Spark interest + handoff to pharmacist

Option 1:

“We’re offering extra support for people with diabetes through a program at the pharmacy. It doesn’t add extra work for you. Would you like me to have the pharmacist go over it with you?”

Option 2:

“You might be a good fit for a diabetes support program we’re running. I can have the pharmacist speak with you while you’re here. Would that be okay?”

Pickup (Tech/Assistant → Pharmacist Handoff)

Goal: Transition to pharmacist conversation

Option 1:

“Before you go, the pharmacist just wanted to quickly speak with you about a program we have to help with diabetes care. It’ll just take a few minutes—would that be okay?”

Option 2:

“The pharmacist has a quick program to help with diabetes—can they chat with you for a minute?”

Pharmacist Follow-Up (Once Engaged)

Goal: Convert interest → enrolment

Option 1:

“We’re running a program to help improve your diabetes care and lower your A1C. It fits into what you’re already doing and just involves a few check-ins over about 6 months. There’s nothing extra outside your usual care. Would you be interested in taking part?”

Option 2:

“Based on your labs/medications, you’d be a great fit for a program we’re running to help improve blood sugar control. It’s simple and built into your regular care. Would you like to get started?”