

WORK SUMMARY

RetailMyMeds Marketing & Con- version System

DELIVERABLES & NEXT STEPS

| Marketing Strategy | Conversion System | Technical Infrastructure

Overview

This document summarizes the marketing strategy, conversion system, and technical infrastructure built for RetailMyMeds over the past two working sessions. Everything described here is **built, tested, and deployed** — not theoretical. The system is designed to solve a specific problem: identifying which of the ~19,000 independent pharmacies are the right fit for RetailMyMeds' \$275/month prescription routing service, and converting them efficiently through Kevin's Wix website.

The work falls into four categories: (1) strategic research and positioning, (2) a qualification scoring system that works at both individual and portfolio scale, (3) segment-specific landing page copy with A/B test variants, and (4) a live API endpoint that connects Kevin's Wix form to automated scorecard generation.

Strategic Research & Positioning (7 Reports)

Before building anything customer-facing, we needed to understand the competitive landscape, quantify the pain points pharmacies face, and identify the strongest positioning angles for RetailMyMeds. These reports establish the factual foundation that all copy, scoring, and targeting decisions are built on.

Deliverables

STRATEGIC ANALYSIS

`retailmymeds_strategic_analysis.pdf`

Comprehensive market analysis covering the DIR fee crisis, MFP program impact, GLP-1 economics, and RetailMyMeds' positioning. Includes TAM calculation (\$62.5M), competitive differentiation, and go-to-market recommendations.

GLP-1 ROUTING VALUE PROPOSITION

`glp1_routing_value_proposition.pdf`

Deep dive into GLP-1 loss economics. Documents the \$37–42/fill loss, 95% of pharmacies losing money, and the ROI math that makes RetailMyMeds' \$275/month price point defensible.

MFP CRISIS RESPONSE BRIEF

`mfp_crisis_response_brief.pdf`

Analysis of the Medicare Most Favored Nation program impact. Cycle 1 (Jan 2026) creates a \$722.55/transaction cash flow gap. Cycle 2 (Jan 2027) adds 15 more drugs including Ozempic/Wegovy.

COMPETITIVE LANDSCAPE & DIFFERENTIATION MAP

`competitive_landscape_differentiation_map.pdf`

Maps RetailMyMeds against competitors (SureCost, RxRevu, ProfitGuard, Prescriptive). Key differentiator: flat \$275/month vs. per-claim fees, and routing focus vs. analytics-only.

PMS INTEGRATION FEASIBILITY STUDY

[pms_integration_feasibility_study.pdf](#)

Technical assessment of pharmacy management system APIs. Ranked PioneerRx (Priority 1), Liberty (Priority 2), PrimeRx (Priority 3). Informs the scoring model's PMS weighting and Kevin's form dropdown options.

STATE ASSOCIATION REPLICATION PLAYBOOK

[state_association_replication_playbook.pdf](#)

Outreach strategy for state pharmacy associations (NCPA affiliates). Conference sponsorship tiers, speaking slot positioning, and association-endorsed pilot program templates.

TRADE PUBLICATION VISIBILITY STRATEGY

[trade_publication_visibility_strategy.pdf](#)

Media placement strategy across Drug Topics, Pharmacy Times, NCPA Digest, and specialty outlets. Byline article templates and editorial calendar.

HOW TO USE

These reports are reference material. The data and positioning from these reports has already been incorporated into the scoring model, landing page copy, and form spec. Share the Strategic Analysis and Competitive Landscape with Arica for investor/partner conversations. The PMS study directly informed the qualification form's PMS dropdown and the scoring weights.

Pharmacy Qualification Scorecard

Not every pharmacy is a good fit for RetailMyMeds. A pharmacy with 1,500 Rx/month and no GLP-1 exposure won't generate enough savings to justify \$275/month. Arica needs to qualify pharmacies at the store level before investing sales time. The scorecard automates this qualification with a repeatable, data-driven scoring model.

Deliverables

SCORING MODEL

`data/pharmacy_scorecard.py` (541 lines)

Three-dimension weighted scoring: Financial Fit (45%), Operational Readiness (30%), Market Urgency (25%). Computes an overall score 0–100 with grades A/B/C/D. Auto-generates ROI projections (conservative/moderate/aggressive), breakeven calculations, and narrative recommendations.

PDF SCORECARD TEMPLATE

`templates/scorecard_pharmacy.tex`

2-page branded scorecard with circular gauge visualization, dimension progress bars, factor breakdowns, ROI table, “Your Numbers vs. Industry Average” comparison, and personalized recommendation.

3 SAMPLE SCORECARDS

`Pharmacy_Scorecards/` folder

Walker's Family Pharmacy (87/A — Strong Fit), HealthFirst Pharmacy (70/B — Good Fit), Main Street Drug (35/D — Not Recommended). Demonstrates the full range of scoring outcomes.

HOW TO USE

For Arica: Use the CLI tool or API to score individual pharmacies before sales calls. The score tells you whether to invest time in that prospect. A/B grades = pursue. C = conditional (pilot). D = deprioritize.

For Kevin: The scorecard PDF is what gets emailed to the prospect after they complete the Wix form. It's their personalized “profitability report” — the conversion tool that turns a form submission into a sales conversation.

Wix Qualification Form Spec

Kevin is building the Wix website. The guided question flow on the site is the primary lead capture mechanism. This spec gives Kevin the exact fields, dropdown options, step-by-step flow, and backend mappings he needs to build the form — no guesswork.

Deliverables

FORM SPECIFICATION

`wix_qualification_form_spec.pdf`

5-step form flow: (1) Your Pharmacy, (2) Your Volume, (3) Your Systems, (4) Your Situation, (5) Get Your Scorecard. 10–12 fields total, designed to complete in under 2 minutes. Every field has exact dropdown options, required/optional flags, backend field names, and mapping logic to the scoring model.

HOW TO USE

For Kevin: This is your implementation spec. Build the Wix form exactly as documented. The “Backend Field” column tells you what to name each field in the form submission payload. The “Mapping” column shows how dropdown values convert to numbers for the scoring engine.

The form submits to the `/scorecard` API endpoint (see Technical Infrastructure section). The API returns the score, grade, and a PDF — Kevin's site can display the score immediately and/or email the PDF to the prospect.

A/B Landing Pages (3 Segments)

Not all pharmacies feel the same pain. A pharmacy drowning in GLP-1 losses responds to different messaging than one hit by MFP cash flow gaps or DIR fee compression. Segment-specific landing pages speak to each pharmacy's primary pain point, increasing conversion from the same traffic.

Deliverables

GLP-1 LOSS LEADER LANDING PAGE

`landing_glp1.html`

Headline: "You're Losing \$14,000+ Every Month on GLP-1 Prescriptions." Targets pharmacies with high GLP-1 volume. Stat bar: 95% losing money, \$37–42/fill, 394 avg fills, 8-fill breakeven.

MFP CASH FLOW CRISIS LANDING PAGE

`landing_mfp.html`

Headline: "Medicare's New Pricing Is Draining \$10,000+/Week From Your Pharmacy." Targets pharmacies dispensing MFP-negotiated drugs. Includes MFP cycle timeline visualization.

DIR FEE SQUEEZE LANDING PAGE

`landing_dir.html`

Headline: "Your Reimbursement Dropped 15 Points. Your Costs Didn't." Targets pharmacies hit by DIR reform. Includes reimbursement compression visualization (AWP-11% to AWP-26%).

A/B LANDING PAGE SPEC

`ab_landing_page_spec.pdf`

Complete copy document for Kevin with all 3 segments, headline A/B variants (pain-forward vs. solution-forward), CTA A/B variants (score-focused vs. action-focused), 5-week test sequence, UTM tracking setup, and Wix implementation notes.

HOW TO USE

For Kevin: The 3 HTML files are reference designs — open them in a browser to see the layout, then adapt for Wix. The `ab_landing_page_spec.pdf` has all the copy, variants, and implementation instructions.

For Arica: Each landing page funnels to the same Wix scorecard form. Traffic from different sources (trade pub ads, association emails, Google) gets routed to the segment-specific page that matches their pain point. UTM parameters track which segment converts best.

Live Scorecard API (Deployed)

The Wix form needs somewhere to send data. The API endpoint accepts form submissions, computes the qualification score, generates a branded PDF scorecard, and returns everything in a single response. This is the bridge between Kevin's frontend and the scoring engine.

Deliverables

POST /SCORECARD ENDPOINT

`api.py` (deployed on Render)

Accepts JSON matching the Wix form fields. Returns: overall score, grade (A/B/C/D), dimensional scores, breakeven fills, plain-text recommendation, and the complete PDF scorecard as base64. Response time: 5–10 seconds (includes remote PDF compilation).

POST /SCORECARD/PDF ENDPOINT

`api.py` (deployed on Render)

Same input, returns the raw PDF directly as a download. Useful for direct-link scenarios.

HOW TO USE

For Kevin: Wire the Wix form's submit action to POST the form data as JSON to the `/scorecard` endpoint. The response includes `overall_score`, `overall_grade`, and `pdf_base64`. Display the score on a confirmation page. Decode the base64 PDF and offer it as a download or email it to the prospect.

Status: Live and deployed. CORS is configured for `retailmymeds.com`. Email delivery is stubbed for Phase 2 (`email_sent: false` in response).

Portfolio Analysis Framework

Arica wants to qualify pharmacies at scale — not one at a time. When she gets a list of 50 or 200 prospect pharmacies from an association directory or her own CRM, she needs to score them all, rank them, and know exactly where to focus outreach first.

Deliverables

BATCH SCORING CLI

`scripts/generate_portfolio_analysis.py`

Reads a CSV of pharmacy data, scores every pharmacy through the same qualification model, and generates a ranked portfolio report. Supports `--min-grade B` to filter to actionable prospects and `--individual-scorecards` to generate a PDF per pharmacy.

PORTFOLIO REPORT PDF

`portfolio_analysis.pdf`

Executive summary, grade distribution, tier ranking table (all pharmacies sorted by score), segment breakdown (GLP-1 vs. MFP vs. DIR), outreach priority matrix (Immediate/Nurture/Conditional/Deprioritize), and top 10 prospect profiles with key stats.

SAMPLE CSV TEMPLATE

`sample_portfolio.csv`

12 sample pharmacies demonstrating the input format. Arica fills in real prospect data in the same columns and runs the tool to generate her outreach priority list.

HOW TO USE

For Arica: Copy `sample_portfolio.csv`, replace with real prospect data, and run the script. The portfolio report tells you exactly which pharmacies to call first (Immediate Outreach quadrant), which to nurture, and which to skip. Individual scorecards can be generated in bulk for email campaigns.

System Architecture

The entire system is built on a single Python codebase (Texume) with three interfaces:

CLI TOOLS

Command-line scripts for individual scorecards (`generate_pharmacy_scorecard.py`) and batch portfolio analysis (`generate_portfolio_analysis.py`). Run locally, generate PDFs via local LaTeX.

API (LIVE ON RENDER)

FastAPI application with `/scorecard` and `/scorecard/pdf` endpoints. Accepts JSON, returns scores + PDF. Compiles PDFs via remote LaTeX service. CORS configured for `retailmymeds.com`.

WIX FRONTEND (KEVIN'S BUILD)

Guided question flow built in Wix. Submits form data to the API. Displays score on confirmation page. Segment-specific landing pages drive traffic to the form.

File Inventory (RetailMyMeds Folder)

Folder	Files	Contents
Strategic_Reports/	9 PDFs	Market research, competitive analysis, positioning
Landing_Pages/	3 HTML + 1 PDF	Segment landing pages + A/B spec for Kevin
Pharmacy_Scorecards/	3 PDFs	Sample scorecards (A, B, D grades)
Portfolio_Analysis/	1 PDF + 1 CSV	Batch ranking report + input template
Research/	2 markdown docs	State association playbook, web brand assessment

Immediate Next Steps

KEVIN: BUILD THE WIX FORM (24–48 HOURS)

Kevin has the `wix_qualification_form_spec.pdf` with exact fields, dropdowns, and step flow. The form submits to the live `/scorecard` API endpoint. Kevin needs to: (1) build the 5-step form in Wix, (2) wire the submit action to POST JSON to the API, (3) build a confirmation page that displays the score and offers the PDF download. The API is live and ready to receive requests.

KEVIN: IMPLEMENT LANDING PAGES

The 3 HTML reference designs and the `ab_landing_page_spec.pdf` give Kevin everything needed to build segment-specific pages in Wix. Start with one segment (recommend GLP-1 — largest addressable audience) and add MFP and DIR pages as traffic sources warrant.

PHASE 2: EMAIL DELIVERY AUTOMATION

Currently the API returns the PDF but does not email it. Phase 2 adds SMTP or SendGrid integration so that on form submit, the scorecard PDF is automatically emailed to (a) the prospect and (b) Arica. This closes the full loop: form submit → score → PDF → email → sales call.

ARICA: REAL PROSPECT DATA FOR PORTFOLIO ANALYSIS

The portfolio analysis framework is ready for real data. Arica provides a CSV of prospect pharmacies (name, city, state, volume, PMS system — see the sample CSV for format). The tool scores and ranks them all, generating a priority list for outreach. This can be run on demand as new prospect lists come in.

ABOUT THIS DOCUMENT

This work summary documents the marketing strategy, conversion system, and technical infrastructure built for RetailMyMeds. All deliverables described in this document are built, tested, and deployed — not proposals or mockups. Source code is version-controlled on GitHub. The API endpoint is live on Render.

Prepared For	Arica Collins & Kevin — RetailMyMeds
Prepared By	Matthew Scott
Date	February 2026
Total Deliverables	9 PDFs + 3 HTML pages + live API + CLI tools + scoring model