IMPLEMENTATION SPEC

Wix Qualification Form

Guided Question Flow | Field Mapping | Velo Integration

RETAILMYMEDS

PREPARED FOR **Kevin McCarron**

PREPARED BY **Matthew Scott**

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Overview

This document specifies a multi-step guided question flow for the RetailMyMeds Wix site. The form collects **10–12 data points** from pharmacy owners in approximately **2 minutes**, feeds a scoring engine that computes a qualification score across three dimensions (Financial Fit, Operational Readiness, Market Urgency), and generates a personalized PDF scorecard with projected ROI.

The form should feel like a consultation, not a survey. Tone: pharmacist-to-pharmacist, direct, not salesy. Avoid jargon like "qualification" or "assessment" in user-facing copy. Say "see how RetailMyMeds fits your pharmacy" instead.

This form is the conversion point for prospects identified by the GLP-1 Pharmacy Targeting Database (41,775 pharmacies scored across 6 federal datasets). Arica's outreach drives pharmacies to the site; this form qualifies them using the same scoring dimensions the targeting data is built on.

> V2.1 UPDATE — WIX STUDIO + VELO INTEGRATION
>
> This revision replaces the previous zero-code webhook architecture. **Matthew provides production-ready Wix Velo code** that handles form submission, field mapping, API calls to the scoring engine, scorecard delivery, and marketing automation triggers — all running natively within Wix Studio. Kevin deploys the Velo code and builds the visual form layout in Studio. Estimated effort on Kevin's side: **2–4 hours**. No external webhook configuration, no Google Sheets intermediary, no custom JavaScript to write.

Step 1: Your Pharmacy

> USER-FACING HEADER
>
> *Let's see how RetailMyMeds fits your pharmacy.*

Field	Type	Options	Req.	Backend Mapping
Pharmacy Name	Text input	Free text	Yes	`pharmacy_name` Direct text value
City	Text input	Free text	Yes	`city` Direct text value
State	Dropdown	All 50 states (abbreviations)	Yes	`state` Direct text value (e.g., "LA", "KY")
Years in Business	Dropdown	Less than 5 / 5–10 / 10–20 / 20+	No	`years_in_business` Less than 5 → 3, 5–10 → 7, 10–20 → 15, 20+ → 25

Step 2: Your Volume

USER-FACING HEADER

These numbers help us estimate your potential savings.

HELPER TEXT

If you're not sure about GLP-1 volume, we'll estimate based on your total volume. The national average is about 7%.

Field	Type	Options	Req.	Backend Mapping
Monthly prescriptions filled	Dropdown	Under 2,000 / 2,000–3,999 / 4,000–5,999 / 6,000–7,999 / 8,000+	Yes	`monthly_rx_volume` Under 2K → 1500, 2–4K → 3000, 4–6K → 5000, 6–8K → 7000, 8K+ → 9000
GLP-1 fills/month (Ozempic, Wegovy, Mounjaro, Zepbound)	Dropdown	I'm not sure / Under 100 / 100–200 / 200–350 / 350–500 / 500+	Yes	`glp1_monthly_fills` Not sure → null (auto-calc at 7%), Under 100 → 75, 100–200 → 150, 200–350 → 275, 350–500 → 425, 500+ → 600
Percentage of patients on Medicare Part D or Medicaid	Dropdown	Under 20% / 20–40% / 40–60% / 60–80% / Over 80%	Yes	`payer_mix_medicare_pct + payer_mix_medicaid_pct` Under 20% → 10+5, 20–40% → 20+10, 40–60% → 32+18, 60–80% → 45+25, Over 80% → 55+30

Step 3: Your Systems

USER-FACING HEADER

Helps us understand integration options.

Field	Type	Options	Req.	Backend Mapping
Pharmacy management software	Dropdown	PioneerRx / Liberty Software / PrimeRx / Rx30 / BestRx / QS/1 / Computer-Rx / Other / I don't know	Yes	`pms_system` Exact text of selected option
How many pharmacy technicians on staff?	Dropdown	0 / 1 / 2 / 3–4 / 5+	Yes	`num_technicians` 0 → 0, 1 → 1, 2 → 2, 3–4 → 4, 5+ → 6

Step 4: Your Situation

> USER-FACING HEADER
>
> *A few quick questions about what you're seeing in your business.*

Field	Type	Options	Req.	Backend Mapping
Are you currently losing money on any prescriptions you fill?	Radio buttons	Yes / No / I'm not sure	Yes	`aware_of_underwater_rx` Yes → true, No → false, Not sure → false
Have you lost patients to Amazon Pharmacy, mail-order, or online pharmacies?	Radio buttons	Yes / No	Yes	`lost_patients_to_mail_order` Yes → true, No → false
How would you describe the impact of DIR fees on your business?	Radio buttons	Manageable / Significant squeeze / Threatening viability	Yes	`dir_fee_pressure` Manageable → “mild'', Significant → “moderate'', Threatening → “severe''
Are you filling any drugs in Medicare's Most Favored Nation pricing program?	Radio buttons	Yes / No / I'm not sure	No	`dispenses_mfp_drugs` Yes → true, No → false, Not sure → true (default if skipped: true)

Step 5: Get Your Scorecard

USER-FACING HEADER

We'll send your personalized pharmacy scorecard with projected ROI within 24 hours.

Field	Type	Options	Req.	Backend Mapping
Your Name	Text input	Free text	Yes	`owner_name` Direct text value
Your Title	Dropdown	PharmD / RPh / Owner / Manager / Other	No	`(informational only)` Not passed to scoring engine
Email	Email input	—	Yes	`(delivery address)` Where the scorecard PDF is sent
Phone	Phone input	—	No	`(follow-up contact)` For call center follow-up
Best time to reach you	Dropdown	Morning / Afternoon / No preference	No	`(scheduling preference)` For call center follow-up

Default Values for Omitted Fields

These fields exist in the scoring model but are not asked in the form to keep it under 2 minutes. They use conservative defaults:

Field	Default Value	Rationale
`estimated_glp1_loss_per_fill`	null (uses $39.50 benchmark)	Pharmacy owners don't know this number
`owner_engagement`	“high''	If they're filling out the form, they're engaged
`willing_to_train_tech`	true	Engaged owners are willing to dedicate staff
`has_mail_order_experience`	false	Conservative assumption
`current_routing_method`	“none''	Most prospects don't have one
`considering_closing`	false	Don't ask this in a sales form
`competitors_nearby`	2	Average for most markets
`num_pharmacists`	1	Minimum for operation
`mfp_weekly_transactions`	10 if MFP = true, else 0	Average from Three Axis Advisors data

After Submission

What the User Sees

CONFIRMATION SCREEN

Thank you, [Name]. Your personalized pharmacy scorecard is being prepared.
You'll receive it at [email] within 24 hours.
In the meantime, here's what **95%** of independent pharmacies have in common: they're losing **$37–$42** on every GLP-1 prescription they fill.

CTA Button: Schedule a Call Now (links to calendly or phone)

What Happens on the Backend

WIX VELO — PROVIDED BY MATTHEW

Matthew provides production Wix Velo code that runs inside the Wix site. On form submission, the Velo backend module:

1. Collects all form field values and applies the mapping logic documented above (dropdown labels → numeric values, null-fill defaults)
2. Constructs the JSON payload matching the scoring engine's expected schema
3. Sends a `POST` request to the scoring API endpoint via `wixData` or `fetch`
4. Receives the score, grade, dimensional breakdown, and base64-encoded PDF scorecard
5. Triggers a Wix Triggered Email with the scorecard PDF attached, sent to both the prospect and Arica
6. Logs the submission to a Wix CMS collection (pharmacy name, contact info, score, grade, timestamp) for Arica's lead tracking
7. Redirects the user to a dynamic confirmation page displaying their score and grade

WHAT KEVIN DOES

Kevin handles the visual layer and deployment in **Wix Studio**. Estimated effort: **2–4 hours**.

- Build the 5-step form layout in Wix Studio using the field specs in Steps 1–5
- Drop Matthew's Velo files into the Studio code panel (`backend/scorecard.jsw`, `pages/form.js`)
- Configure the Triggered Email template in Wix Ascend (Matthew provides the HTML template)
- Create a CMS collection named `ScorecardSubmissions` with the schema Matthew specifies
- Publish from Studio

Kevin does not need to write JavaScript, configure webhooks, manage API keys, or understand the scoring logic. The Velo code handles all of that. This spec is also self-contained enough to hand off to another developer if Kevin prefers.

> **WHY VELO INSTEAD OF WEBHOOKS**
>
> The v1.0 spec proposed a zero-code webhook pattern to avoid requiring Kevin to write JavaScript. In practice, this created two problems: (1) Wix's 14-second timeout on frontend-to-backend calls meant the prospect couldn't see their score in real time, and (2) the webhook approach required manual email configuration and offered no native CRM logging. Wix Velo solves both — the code runs server-side within Wix's own runtime, with full access to Triggered Emails, CMS collections, and async fetch. Matthew provides the code; Kevin deploys it.

Wix Velo Integration Architecture

The Velo integration consists of three files that Matthew provides and Kevin deploys into Wix Studio. In Studio, Velo is always enabled — there is no “Dev Mode'' toggle. The code panel is accessible from the left sidebar under the `{}` icon. No external services need to be configured beyond the scoring API endpoint (already live on Render).

File Structure

File	Location	Purpose
`backend/scorecard.jsw`	Studio Code Panel → Backend	Server-side module: accepts form data, applies field mappings, calls scoring API, returns score + PDF. Runs in Wix's Node.js backend — not visible to the browser.
`pages/form.js`	Studio Code Panel → Page Code	Client-side controller: multi-step form navigation, input validation, submit handler that calls the backend module, confirmation page rendering with score display.
`emails/scorecard-template.html`	Wix Ascend → Triggered Emails	HTML email template: branded scorecard delivery email with PDF attachment, personalized greeting, and “Schedule a Call'' CTA.

Data Flow

END-TO-END SEQUENCE

1. Prospect fills out the 5-step form on retailmymeds.com
2. `pages/form.js` validates inputs client-side (required fields, email format)
3. On submit, `form.js` calls `backend/scorecard.jsw` with the raw form values
4. `scorecard.jsw` applies field mappings (documented in Steps 1–5 above), merges with defaults (documented in Default Values), constructs JSON payload
5. `scorecard.jsw` sends `POST /scorecard` to the Render API
6. API returns: `overall_score`, `overall_grade`, dimensional scores, `pdf_base64`, recommendation text
7. `scorecard.jsw` writes a row to the `ScorecardSubmissions` CMS collection
8. `scorecard.jsw` triggers a Wix Triggered Email with the PDF attached
9. `scorecard.jsw` returns the score and grade to `form.js`
10. `form.js` renders the confirmation screen with the prospect's score, grade, and “Schedule a Call'' CTA

CMS Collection Schema: `ScorecardSubmissions`

Field	Type	Description
`pharmacyName`	Text	Pharmacy name from Step 1
`ownerName`	Text	Owner name from Step 5
`email`	Text	Prospect email from Step 5
`phone`	Text	Prospect phone (optional)
`city`	Text	City from Step 1
`state`	Text	State abbreviation from Step 1
`overallScore`	Number	0–100 score from API response
`grade`	Text	A / B / C / D from API response
`segment`	Text	GLP-1 / MFP / DIR from API response

Field	Type	Description
`pdfDelivered`	Boolean	Whether the email was successfully triggered
`submittedAt`	DateTime	Timestamp of form submission
`bestTimeToReach`	Text	Morning / Afternoon / No preference

This collection gives Arica a live lead list within the Wix CMS — filterable by grade, state, and date — without needing any external CRM.

Marketing Automation via Velo

The Velo code enables three automation triggers that Kevin can configure in Wix Ascend:

AUTOMATION 1 — SCORECARD DELIVERY

Trigger: New row in `ScorecardSubmissions`.
Action: Triggered Email with scorecard PDF attached. Sent to prospect email. BCC to Arica.
Timing: Immediate (within the same form submission flow).

AUTOMATION 2 — A-GRADE ALERT

Trigger: New row in `ScorecardSubmissions` where `grade = "A"`.
Action: Internal notification email to Arica with prospect details and score breakdown.
Timing: Immediate. High-value leads surface to Arica within minutes.

AUTOMATION 3 — FOLLOW-UP SEQUENCE

Trigger: 48 hours after submission, if no call has been booked.
Action: Follow-up email with segment-specific content (GLP-1 loss data, MFP impact numbers, or DIR fee analysis — based on the `segment` field).
Timing: Delayed. Requires Wix Ascend Automation builder (no Velo code needed for this one).

Design Notes for Kevin

Kevin owns the visual layer and Studio deployment. Matthew provides all Velo code and email templates. The notes below cover form layout, mobile considerations, and the deployment checklist.

Layout

- One step per screen (not all fields on one page)
- Progress indicator at top (Step 1 of 5, Step 2 of 5, etc.)
- Large, tappable buttons for mobile — radio buttons should be card-style, not tiny circles
- “Next'' button at bottom of each step, “Back'' link above it
- Studio's responsive editor handles breakpoints — verify the form renders correctly at mobile, tablet, and desktop widths

Mobile

- Must work on phone — many pharmacy owners will see this at the store
- Dropdowns should use native mobile select pickers, not custom widgets
- Studio's mobile preview mode is useful but not sufficient — test on actual iOS Safari and Android Chrome before launch

Deployment Checklist (Wix Studio)

> EFFORT ESTIMATE
>
> This checklist should take roughly **2–4 hours** in Wix Studio. No custom JavaScript needs to be written — only the files Matthew provides need to be placed in the correct locations. The most time-intensive step is building the form layout (Step 1), which is standard Studio drag-and-drop work.

1. Build the 5-step form layout in Wix Studio matching the field specs above (drag-and-drop — this is where most of the time goes)
2. Open the code panel (`{}` icon in the left sidebar — Velo is always enabled in Studio, no toggle needed)
3. Add `backend/scorecard.jsw` to the Backend section in the code panel
4. Add `pages/form.js` to the form page's Page Code
5. Create the `ScorecardSubmissions` CMS collection with the schema on page 9 (12 fields, all standard types)
6. Set up the Triggered Email in Wix Ascend using Matthew's HTML template
7. Publish from Studio
8. Test with a sample submission — verify score displays, email arrives, CMS row appears

CTA Placement on Site

- Hero section: “See If RetailMyMeds Is Right for Your Pharmacy'' → opens form
- Sticky header/footer CTA on all pages
- After any content section about GLP-1 losses or MFP impact: “Check your pharmacy's score''

A/B Test Candidates

- Hero headline: “Stop Losing Money on Every GLP-1 Fill'' vs. “See Your Pharmacy's Profitability Score''
- Form length: 5-step version (this spec) vs. 3-step version (steps 1+2 combined, 3+4 combined, step 5)
- CTA button: “Get My Scorecard'' vs. “See My Score'' vs. “Check My Pharmacy''

Complete JSON Output Example

When the form is submitted, the data should be structured like this for the scoring engine:


```
{
    "pharmacy_name": "Walker's Family Pharmacy",
    "owner_name": "Wyatt Walker, PharmD",
    "city": "Livonia",
    "state": "LA",
    "date": "February 2026",
    "monthly_rx_volume": 5000,
    "glp1_monthly_fills": 425,
    "estimated_glp1_loss_per_fill": null,
    "payer_mix_medicare_pct": 32,
    "payer_mix_medicaid_pct": 18,
    "payer_mix_commercial_pct": 0,
    "payer_mix_cash_pct": 0,
    "pms_system": "PioneerRx",
    "num_pharmacists": 1,
    "num_technicians": 4,
    "owner_engagement": "high",
    "willing_to_train_tech": true,
    "has_mail_order_experience": false,
    "current_routing_method": "none",
    "dispenses_mfp_drugs": true,
    "mfp_weekly_transactions": 10,
    "dir_fee_pressure": "moderate",
    "considering_closing": false,
    "competitors_nearby": 2,
    "lost_patients_to_mail_order": true,
    "aware_of_underwater_rx": true,
    "years_in_business": 15
}
```


This JSON is passed directly to the scorecard generator. No transformation needed beyond the field mappings documented in each step above.

Sources

1. NCPA 2024 Digest — Independent pharmacy financial benchmarks
   https://ncpa.org/annual-digest
2. Three Axis Advisors — MFP per-transaction shortfall analysis (2025)
   https://threeaxisadvisors.com/research

3. CMS Medicare Most Favored Nation Program — Drug pricing data (2026)
   https://www.cms.gov/medicare/payment/part-b-drugs/mfn-model
4. RetailMyMeds Pharmacy Qualification Scorecard — Scoring model documentation
   Internal: data/pharmacy_scorecard.py (541 lines, 3-dimension weighted model)
5. Wix Velo API Reference — Backend web modules, Triggered Emails, CMS
   https://dev.wix.com/docs/velo
6. RetailMyMeds GLP-1 Targeting Database — 41,775 pharmacies, 36 columns, 6 federal datasets
   Internal: pharmacies_glp1_targeting.csv (Feb 2026)

ABOUT THIS DOCUMENT

This implementation spec was prepared for the RetailMyMeds website build. It documents the guided question flow, field mappings, Wix Velo integration architecture, marketing automation triggers, and CMS schema for the Pharmacy Qualification Scorecard system.

v2.0: Replaced zero-code webhook architecture with Wix Velo integration. Added CMS collection schema, marketing automation triggers, Velo file structure, and deployment checklist. Matthew provides all Velo code; Kevin deploys the visual layer.

v2.1: Updated for Wix Studio (Kevin's platform). Replaced all classic Editor references with Studio workflow. Added effort estimates (**2–4 hours**). Spec is self-contained enough to delegate if Kevin prefers.

Prepared For	Kevin — RetailMyMeds
Prepared By	Matthew Scott
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