

Wix Qualification Form

RETAIL MY MEDS

| Guided Question Flow | Field Mapping | Scorecard Integration

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.

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	<code>pharmacy_name</code> Direct text value
City	Text input	Free text	Yes	<code>city</code> Direct text value
State	Dropdown	All 50 states (abbreviations)	Yes	<code>state</code> Direct text value (e.g., “LA”, “KY”)
Years in Business	Dropdown	Less than 5 / 5–10 / 10–20 / 20+	No	<code>years_in_business</code> 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	<code>monthly_rx_volume</code> 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	<code>glp1_monthly_fills</code> 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	<code>payer_mix_medicare_pct + payer_mix_medicaid_pct</code> 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	<code>pms_system</code> Exact text of selected option
How many pharmacy technicians on staff?	Dropdown	0 / 1 / 2 / 3–4 / 5+	Yes	<code>num_technicians</code> 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	<code>aware_of_underwater_rx</code> Yes → true, No → false, Not sure → false
Have you lost patients to Amazon Pharmacy, mail-order, or online pharmacies?	Radio buttons	Yes / No	Yes	<code>lost_patients_to_mail_order</code> Yes → true, No → false
How would you describe the impact of DIR fees on your business?	Radio buttons	Manageable / Significant squeeze / Threatening viability	Yes	<code>dir_fee_pressure</code> 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	<code>dispenses_mfp_drugs</code> 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	<code>owner_name</code> 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_fillmark	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

MVP WORKFLOW

MVP workflow (manual): Form submits to a Google Sheet via Wix automation. The scorecard generator is run with the JSON data. PDF is attached to a follow-up email from Arica.

AUTOMATED WORKFLOW

Automated workflow (future): Wix form POST hits a hosted API endpoint. API generates the PDF and emails it automatically. The scoring engine and PDF generator already exist in the Texume pipeline.

Design Notes for Kevin

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

Mobile

- Must work on phone — many pharmacy owners will see this at the store
- Dropdowns should use native mobile select pickers, not custom widgets
- Test on iOS Safari and Android Chrome before launch

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
2. Three Axis Advisors — MFP per-transaction shortfall analysis (2025)
3. CMS Medicare Most Favored Nation Program — Drug pricing data (2026)
4. RetailMyMeds Pharmacy Qualification Scorecard — Scoring model documentation

ABOUT THIS DOCUMENT

This implementation spec was prepared for the RetailMyMeds website build. It documents the guided question flow, field mappings, and integration points for the Pharmacy Qualification Scorecard system.

Prepared For Kevin — RetailMyMeds

Prepared By Matthew Scott

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