IMPLEMENTATION

RetailMyMeds Implementation Roadmap

FOUNDATION PRODUCTION SCALE

| Phase 1: Foundation | Phase 2: Production | Phase 3: Scale

Overview

This document maps the complete path from what exists today to a self-running sales engine. Phase 1 is built and delivered. Phase 2 hardens it for production. Phase 3 turns it into a system that generates and converts leads without manual intervention.

Each phase builds on the previous one. Nothing in Phase 2 or 3 requires rethinking Phase 1 — the foundation is designed to support everything described here.

Phase 1: Foundation

Everything in Phase 1 is built, tested, and deployed. This is not a proposal. The deliverables below are in the shared RetailMyMeds folder and the API is live on Render.

STRATEGIC RESEARCH (8 REPORTS)

Market analysis, GLP-1 economics, MFP crisis brief, competitive landscape, PMS integration study, state association playbook, trade publication strategy, and web/brand assessment. These establish the factual foundation for all messaging and scoring decisions.

PHARMACY QUALIFICATION SCORECARD

Three-dimension scoring model (Financial Fit 45%, Operational Readiness 30%, Market Urgency 25%). Generates branded 2-page PDF scorecards with ROI projections, breakeven analysis, and personalized recommendations. Grades: A/B/C/D.

WIX FORM SPECIFICATION

5-step guided form flow with exact fields, dropdown options, backend field names, and scoring model mappings. Ready for Kevin to build in Wix.

A/B LANDING PAGES (3 SEGMENTS)

Segment-specific landing pages for GLP-1, MFP, and DIR fee pain points. Includes A/B headline variants, CTA variants, and 5-week test sequence.

LIVE SCORECARD API

FastAPI endpoint deployed on Render. Accepts Wix form JSON, computes scores, generates PDF, returns everything in a single response. CORS configured for retailmymeds.com.

PORTFOLIO ANALYSIS FRAMEWORK

Batch CSV scoring tool. Ingests a list of prospect pharmacies, scores all of them, generates a ranked portfolio report with grade distribution, segment breakdown, and outreach priority matrix.

PHASE 1 STATUS: COMPLETE

14,139 lines of code across **38** files. **16** PDFs + **3** HTML landing pages + live API + CLI tools + scoring model.

Phase 2: Production Hardening

Phase 1 works as a demo and for manual operation. Phase 2 makes it reliable enough for real traffic from Kevin's Wix site. Every item below addresses a specific failure mode that would break the system under production conditions.

ALWAYS-ON HOSTING

Upgrade Render from free tier to Starter plan. The API stays running 24/7 instead of spinning down after 15 minutes of inactivity.

Why this matters: Render free tier cold start takes 30–60 seconds. Wix Automation webhook requests have their own timeout limits. A pharmacy owner submits the form, the Automation fires the webhook, the API is asleep, the request times out before cold start completes. The prospect never receives their scorecard. This happens on the majority of first requests.

Effort: Config change | **Cost:** $7/month

ZERO-CODE WIX INTEGRATION

Kevin builds the multi-step form in Wix normally using the standard form builder — no custom code required. On form submission, a Wix Automation (built-in, visual, no-code) fires a webhook to the API. The API processes the submission in the background: scores the pharmacy, compiles the branded PDF scorecard, and emails it directly to the prospect. Kevin's confirmation page is a simple static message: “Your profitability report is being prepared and will arrive in your inbox within 2 minutes."

Why this matters: Wix's platform has a hard 14-second timeout on frontend-to-backend calls. Displaying API results directly on a Wix page requires Wix Velo — actual JavaScript, not drag-and-drop. That is developer work, not website builder work. The webhook approach eliminates this constraint entirely: Kevin uses Wix's built-in Automation builder (no code), the API handles everything asynchronously (no timeout risk), and the prospect receives their scorecard via email (reliable delivery, professional presentation). Kevin's only job is building the form and adding a one-click Automation trigger.

Effort: 3–4 hours | **Cost:** $0

SELF-HOSTED PDF COMPILATION

Switch from the ytotech remote LaTeX API to local pdflatex running inside a Docker container on Render. The Dockerfile already installs TeX Live — this is a deployment configuration change, not a code rewrite.

Why this matters: The ytotech API (`latex.ytotech.com`) is a free community service with no SLA, no authentication, and no support channel. If it goes down, every scorecard PDF fails. Self-hosting eliminates this single point of failure. The Texume LaTeX pipeline is completely unchanged — same templates, same pdflatex, same output quality.

Effort: 2–3 hours | **Cost:** $0

EMAIL DELIVERY

Integrate SendGrid (100 free emails/day) to send scorecard PDFs to prospects automatically. The background task compiles the PDF, then emails it as an attachment to the address captured in the Wix form.

Why this matters: Currently the API returns the PDF but does not deliver it. The webhook pattern makes this the natural delivery mechanism: the API receives the form data, scores it, compiles the PDF, and emails it directly to the prospect. The full loop closes: form submit → webhook fires → PDF emailed → sales call.

Effort: 4–6 hours | **Cost:** $0 (free tier: 100 emails/day)

DATABASE + LEAD PERSISTENCE

Add a PostgreSQL database (Supabase free tier) with a single `scorecards` table. Every form submission is recorded: pharmacy name, contact info, scores, grade, PDF status, email status, timestamp.

Why this matters: Currently every scorecard request disappears after the HTTP response. There is no record of who submitted forms. You cannot follow up with leads because you have no list of them. You cannot measure conversion because there is no data.

Effort: 3–4 hours | **Cost:** $0 (free tier: 500 MB)

INPUT VALIDATION + ERROR HANDLING

Add strict validation on Wix form dropdown values. If a dropdown label changes (even by one character), reject the request with a clear error instead of silently falling to defaults. Sanitize error responses to avoid leaking internal paths.

Why this matters: The current API uses `.get()` with fallback defaults everywhere. Garbage input produces a valid-looking scorecard based on industry averages rather than an error. This is a silent failure that would produce misleading results for prospects.

Effort: 2–3 hours | **Cost:** $0

API KEY AUTHENTICATION

Add a simple API key header that Kevin's Wix Automation includes with every webhook request. Reject unauthenticated requests.

Why this matters: The scorecard endpoint is currently public. Anyone who discovers the URL can generate unlimited scorecards. An API key ensures only Kevin's Wix site can trigger scorecard generation.

Effort: 1–2 hours | **Cost:** $0

Phase 2 Architecture: The Zero-Code Webhook Pattern

HOW THE WIX INTEGRATION WORKS

The key architectural decision in Phase 2 is the **zero-code webhook pattern**. This is designed around a practical constraint: Kevin is a Wix website builder, not a developer. The integration must work without custom JavaScript.

How it works: Pharmacy owner fills out Kevin's Wix form → Wix saves the submission to its CRM → Wix Automation (no-code, built-in) fires a webhook POST to the API → API scores the pharmacy, renders the LaTeX scorecard, compiles the PDF, emails it to the prospect and Arica, logs to database → Prospect receives branded scorecard in their inbox within 2 minutes.

Why webhooks instead of direct API calls: Wix's platform has a hard 14-second timeout on frontend-to-backend code. Displaying API results on a Wix page requires Wix Velo (JavaScript) — developer work that Kevin would need to hire out. The webhook pattern avoids this entirely. Kevin's Wix site handles the form and the “thank you" page. The API handles scoring, PDF generation, and email delivery independently. No timeout risk, no custom code on Kevin's side.

The Texume pipeline (Jinja2 → LaTeX → pdflatex → PDF) is completely unchanged. It runs server-side in the background, triggered by the webhook.

Total Effort	15–22 hours
Monthly Cost	$7/month

Phase 3: Scale & Monetize

Phase 2 gives you a reliable conversion engine. Phase 3 turns it into a system that generates, nurtures, and converts leads without manual intervention. The goal: Arica logs in, sees ranked prospects, clicks to call.

LEAD NURTURE EMAIL SEQUENCES

Three automated email tracks triggered by scorecard grade. A-grade pharmacies: follow-up at 48 hours with savings comparison, then booking CTA at day 5. B-grade: educational content at day 3, soft CTA at day 7. C/D-grade: single follow-up, no hard sell. Each track uses segment-specific messaging from the strategic reports.

Effort: 8–12 hours | **Cost:** $0 (SendGrid free tier)

LEAD DASHBOARD FOR ARICA

Simple web interface showing all scorecard submissions: pharmacy name, score, grade, contact info, email delivery status, and days since submission. Sorted by score. Filterable by grade and date. Replaces the current zero-visibility into who has engaged with the system.

Effort: 12–16 hours | **Cost:** $0 (Vercel free tier)

CALENDLY INTEGRATION

The scorecard email includes a “Book a 15-Minute Call with Arica'' link. A-grade scorecards show it prominently. B-grade show it below the fold. Booking data feeds into the lead dashboard so Arica sees who has a call scheduled.

Effort: 2–3 hours | **Cost:** $0 (Calendly free tier)

WEB-BASED PORTFOLIO UPLOAD

Arica uploads a CSV of prospect pharmacies through a simple web form instead of running the CLI. The batch scorer runs server-side, generates the ranked portfolio report, and returns it as a downloadable PDF. Same scoring engine, browser-accessible.

Effort: 6–8 hours | **Cost:** $0

CRM EXPORT

Scored leads export to HubSpot, Airtable, or Google Sheets via API. Arica works her pipeline in whatever tool she prefers. The scoring system feeds data into it automatically.

Effort: 4–6 hours | **Cost:** $0 (free tiers)

GATED CONTENT LANDING PAGES

The MFP Crisis Brief and GLP-1 Value Proposition become downloadable whitepapers behind a lead capture form. Pharmacy owner enters email, gets the report, enters the scoring funnel. The strategic reports become inbound lead magnets.

Effort: 6–8 hours | **Cost:** $0

TRADE PUBLICATION SUBMISSIONS

The Trade Publication Visibility Strategy maps editors, outlets, and editorial calendars. Phase 3 executes it: draft and submit byline articles to Drug Topics and Pharmacy Times using data from the strategic reports. Each article drives readers to a segment-specific landing page.

Effort: 8–12 hours | **Cost:** $0

CONVERSION ANALYTICS DASHBOARD

End-to-end funnel tracking: landing page visit → form start → form complete → scorecard delivered → email opened → call booked → customer signed. Identifies where the funnel leaks and which segments convert best.

Effort: 8–12 hours | **Cost:** $0

SCORING MODEL CALIBRATION

Compare predicted scores against actual conversion outcomes. Do A-grade pharmacies convert at higher rates? If B-grades convert just as well, the model needs reweighting. Uses real data from the database to validate and tune the scoring methodology.

Effort: 4–6 hours | **Cost:** $0

Total Effort	58–83 hours
Monthly Cost	~$7/month ongoing

SEO & GEO Strategy

Search visibility is where the system stops being reactive (qualifying inbound leads) and starts generating them. This applies across Phases 2 and 3, but the architectural decisions need to be made now because they affect how Kevin builds the Wix site.

WHY THIS MATTERS

RetailMyMeds targets approximately 19,000 independent pharmacies. The search surface is narrow but high-intent: pharmacy owners searching for solutions to GLP-1 losses, MFP cash flow gaps, or DIR fee compression. These are not casual browsers — they are business owners looking for answers. The right content, structured correctly, captures them at the moment they are most receptive.

GEO (Generative Engine Optimization) is equally important. AI search tools — Google AI Overviews, Perplexity, ChatGPT with browsing — are increasingly how business owners research solutions. These tools cite authoritative, structured content. The 8 strategic reports already written for RetailMyMeds contain exactly the kind of data-backed analysis that gets surfaced in AI-generated answers. But as PDFs sitting in a folder, they are invisible to search engines. They need to live as HTML content on retailmymeds.com to have GEO value.

Workflow Separation: Matthew's System vs. Kevin's Wix

ARCHITECTURE

The workflow separation between Matthew's system and Kevin's Wix site is clean and should stay that way:

Matthew's side (Texume): Scoring engine, API, PDF generation, strategic content, batch analysis. Lives on GitHub, deployed on Render. Matthew controls it.

Kevin's side (Wix): The website, forms, landing pages, domain (retailmymeds.com). Kevin controls it.

The bridge: The `/scorecard` API endpoint. Kevin's Wix calls Matthew's API.

For SEO/GEO, the critical rule is: **content that needs to rank must live on retailmymeds.com**, not on the API or in PDFs. Matthew provides the structured content. Kevin publishes it on Wix. Same pattern as the landing page specs and form spec — content delivery, not site access.

SEO/GEO Deliverables

WIX SEO FOUNDATION

Wix has built-in SEO tools: meta tags, structured data (JSON-LD), XML sitemap, robots.txt, clean URL slugs, and page-level SEO settings. Kevin configures these during the site build. Matthew provides the target keywords, meta descriptions, and structured data schemas for each page type.

Effort: 2–3 hours (content spec for Kevin) | **Cost:** $0

STRATEGIC CONTENT AS HTML PAGES

Convert key findings from the strategic reports into long-form HTML content pages on retailmymeds.com. Not the full PDFs — distilled, search-optimized versions. Priority pages: “The GLP-1 Loss Crisis: What Every Independent Pharmacy Needs to Know'', “MFP Program Impact on Independent Pharmacies'', and “How to Calculate Your Pharmacy's True Prescription Profitability''. Each page targets specific long-tail keywords and funnels readers to the scorecard form.

Effort: 6–8 hours | **Cost:** $0

GEO-OPTIMIZED CONTENT STRUCTURE

Structure content pages for AI citation: clear headings, factual claims with specific numbers, FAQ sections with question-and-answer format, and schema markup (FAQPage, HowTo, Article). AI search tools preferentially cite content that is well-structured, factual, and authoritative. The strategic reports already contain this data — it needs to be formatted for machine readability.

Effort: 3–4 hours | **Cost:** $0

SEGMENT LANDING PAGE SEO

The 3 segment-specific landing pages (GLP-1, MFP, DIR) are currently conversion-focused with minimal SEO structure. Add targeted meta tags, internal linking to content pages, and schema markup. Each page becomes both a conversion tool and a search entry point.

Effort: 2–3 hours | **Cost:** $0

LOCAL/INDUSTRY SEARCH PRESENCE

RetailMyMeds is a national service but pharmacy associations are state-level. Create state-specific landing pages ("RetailMyMeds for Louisiana Pharmacies", etc.) that reference state association partnerships and local pharmacy economics. The State Association Playbook already maps this data by state.

Effort: 4–6 hours | **Cost:** $0

Total Effort	17–24 hours
Monthly Cost	$0

THE COMPOUNDING EFFECT

The SEO/GEO work has a compounding effect. Every content page that ranks becomes a permanent inbound lead source. Unlike paid ads, organic search traffic does not stop when the budget runs out. The strategic reports are already written — this is about making them visible to the pharmacies searching for exactly these answers.

Roadmap Summary

Phase	Status	Key Deliverables	Effort	Cost/mo
Phase 1: Foundation	Complete	16 PDFs, 3 HTML pages, live API, CLI tools, scoring model	23 AI-assisted hours	$0 (free tier)
Phase 2: Production	Ready to Start	Always-on hosting, zero-code Wix integration, email delivery, database, auth	15–22 hours	$7
Phase 3: Scale	After Phase 2	Lead nurture, dashboard, CRM, gated content, analytics	58–83 hours	~$7
SEO/GEO	Phases 2–3	Content pages, schema markup, GEO structure, state pages	17–24 hours	$0

ABOUT THIS ROADMAP

Phase 1 is not a proposal — it is delivered and working. The scorecard API is live. The reports are written. The scoring model is tested. Phase 2 takes what exists and makes it reliable for real traffic. Phase 3 turns it into a machine that runs the business. The SEO/GEO strategy ensures pharmacies searching for solutions find RetailMyMeds organically.

The total infrastructure cost across all phases is **$7/month**. Everything else runs on free tiers. The investment is in development time, not recurring services.

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Date	February 2026