

RxMTM
Quarterly

Pharmacy Marketing for
Your Independent Pharmacy

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For He's a Jolly
Good Fellow
MEET ACA'S
NEW PRESIDENT
JAY WATTS

The Event Issue

Exhibiting

Attending

Planning

PLUS: WHAT WORKS FOR ME: TIPS & TRICKS FROM THE EXPERTS

Medicine Heals the Body, Music Heals the Soul

by Jim Perry

In 2009 our pharmacy went through a major change as we converted our practice from a hybrid pharmacy to a compounding only practice. One of the major hurdles that we encountered was what to do with all of our space. The vision was to create a space that looked different from any other pharmacy. By converting to a compounding only practice it was important to change the look, the feel and vibe. Our answer to this dilemma was a no brainer... lets make an education room, which can be easily converted to a concert show room.

Being a musician and a lover of music it made sense to utilize our 3,000 square foot space to help promote music locally and nationally. Lozier shelving was removed and replaced with a movable desk, staging, sound system and professional lighting. The space is large enough to hold up to 70 concert goers, all within an intimate setting.

In the last 10 years there has been an increasing movement among artist to play small "house" shows. Small is the new big. Most acts regardless of the talent are lucky to play in front of 30 to 40 people when they play a new area. The fans are thrilled to be able to "rub" elbows and share stories with their musical icons.

Perhaps Mozart was on to something when he played house parlor shows. The rich socialites of his time were willing to pay plenty in order to display a relationship with him. However now days you do not need to be rich to host such a show. Providing an artist with a fair guarantee, snacks and hotel can be easily covered with a \$15 to \$20 donation by each guest.

I never liked to color within the lines. For me customized medicine is an art: a vehicle where I can weave science, medicine and creativity. Music stirs the soul; it will move you perhaps even heal.

In a day an age when the internet is full of pre-

fabricated, music delivered by "paint-by-number" artists, it's nice to run into listeners who still "get" what makes something authentic.

"We love to play at Pharmacy Jim's (That's what we call him) drugstore. The stage is small. The sound and lighting is adequate. But when you can do a show, then get good health advice and a bottle or three of supplements for whatever ails you . . . well, that's a gig like no other!" - Grammy Nominated artist- Steve Hindalong (www.thechoir.net)

"This was a tiny miracle oasis in the middle of my tour. Jim has created something quite fantastic. There was such an intensity and devotion from everyone in the audience, so hungry and excited to hear something true and new. They made me feel like I was playing in my hometown. As a promoter and host, Jim's energy and awesome love of music, along with his care and attention to the tiniest details, was a giant breath of fresh air. It is inspiring and comforting to know there are still rabid music lovers, true believers, out there fighting

the good fight." - Musician Michael Miller (michaelmillercrusade.com)



Photos by Gary A. Smoot

Jim Perry is the owner of District Drugs & Compounding Center in Rock Island, Illinois and an avid music fan. To learn more about District Drugs or catch a show visit www.districtdrugs.com.