

Example 12-Month Clinical Services Marketing Calendar

This calendar is meant to spark ideas, not set requirements. You can use the same marketing channels month to month and simply rotate which service you're highlighting based on seasonality and what's working for your pharmacy. Pick what applies and ignore the rest.

January

Peak illness season
Illness testing (flu, COVID, strep)
Convenience care messaging

February

Heart health awareness
Blood pressure checks
Medication adherence conversations

March

Preventive care awareness
Colorectal cancer screening (if participating)
Late-season illness testing

April

Spring wellness
Allergy support
Travel vaccines (early planners)

May

Women's health focus
Contraception services
UTI test-to-treat

June

Men's health focus
Preventive screenings
Illness testing and convenience care

July

Summer illness care
Non-vaccine injectables (if offered)
Sports or work-related health needs

August

Back-to-school season

Vaccines
Illness testing and TB tests (if applicable)

September

Vaccine season
Flu, COVID, RSV vaccines
Prevention messaging

October

Vaccine season continues
Transition to illness testing awareness

November

Cold and flu season
Illness testing and test-to-treat education
“Get care quickly” messaging

December

Holiday health and convenience
Illness testing

You do not need to promote every service or follow this calendar exactly. Use it as a guide to rotate what you highlight over time, based on what makes sense for your pharmacy.