


**DRUG STORE NEWS**

APRIL 2020

**dsn**

**Pharmacy:  
State of  
the Industry  
P. 64**



**LEADING  
THE WAY**

**Drug and food retailers take a  
leading role in the battle against  
the coronavirus pandemic**

## FEATURES

- 8 Industry News**
- 20 Pandemic Consumer Behavior**  
A Path to Purchase Institute survey sheds light on how COVID-19 has affected shoppers' behavior
- 28 Retailer Update: Rite Aid**  
Rite Aid is moving forward with a plan for a new forward-looking store format and revamped pharmacy workflow
- 32 Products to Watch**
- 34 Selfcare Roadmap Insights**  
Anxiety shopper insight powered by GMDC | Retail Tomorrow's and HRG's Selfcare Roadmap Insights tool
- 38 Focus On: Simply Good Foods**
- 40 CBD News**  
New products and updates on the category
- 46 Cover Story: Retailers Lead the Way Amid the Pandemic**  
How drug and food retailers are leading the charge in the battle against the COVID-19 pandemic
- 56 Crisis Talk Columns**  
Organizations and companies share perspectives on COVID-19



## COLUMNS

- 6 Editor's Note**
- 36 Counter Talk**  
with Direct Source's Brad Fick
- 84 Counter Talk**  
with Tabula Rasa HealthCare's Sandra Leal
- 110 Last Word**  
with David Orgel Consulting's David Orgel

## PHARMACY

- 64 State of the Industry**  
Executives across the industry — from automation to pharma and technology — weigh in on where pharmacy is and where they see it going

## HEALTH

- 86 VMS**  
With the ongoing pandemic, immunity takes a front seat, but companies continue to innovate
- 92 VMS New Products**
- 94 Eye and Ear Care**  
No longer just categories shopped when consumers are in dire straits, eye and ear care turn an eye toward prevention and maintenance

## 100 News

## INSIDE BEAUTY

- 102 Voices of the Industry**  
Beauty executives weigh in on how COVID-19 will impact the category and force manufacturers and retailers to adapt



## SOCIAL

 [Facebook.com/DrugStoreNews](https://www.facebook.com/DrugStoreNews)

 [Twitter.com/DrugStoreNews](https://twitter.com/DrugStoreNews)



# DO MORE GOOD™

Upsher-Smith Laboratories, LLC is a U.S. pharmaceutical company that strives to improve the health and lives of patients through an unwavering commitment to high-quality

products and sustainable growth. With a heritage in generic medications dating back to 1919, we bring specialty generics as well as branded prescription migraine and seizure medications to a wide array of customers, backed by our award-winning attentive service, strong relationships, and consistent supply.

As we begin our second century in business, Upsher-Smith continues to experience an era of accelerated growth, propelled in part by our 2017 acquisition by Osaka, Japan-based Sawai Pharmaceutical Co., Ltd. Together we seek to deliver the best value for our stakeholders, employees and partners. Most importantly, we aspire to Do More Good™ for the patients we serve.

Learn more about us at [upsher-smith.com](https://www.upsher-smith.com)

Do More Good™ means that, together, we seek to deliver the best value for our stakeholders, and most importantly, do more to improve the lives of the patients we serve.

Do More Good is a trademark of Upsher-Smith Laboratories, LLC.

Upsher-Smith Laboratories, LLC, 6701 Evenstad Drive, Maple Grove, MN 55369 1-800-654-2299  
© 2020 Upsher-Smith Laboratories, LLC PM-000738.01

**UPSHER-SMITH**

*Partners in Health Since 1919*