



THE SELFCARE ROADMAP

WHAT WILL TRADING PARTNERS LEARN?

There is a fundamental mismatch between the complexity of social problems affecting the healthcare sector and the alignment of the players and opportunities that the retail industry and its suppliers have to offer. The Selfcare Roadmap initiative is a joint program, originated by GMDC, that provides stakeholders in the industry an outstanding opportunity to have a collaborative impact on how the shopper shops for health and wellness products across all channels of trade. By consistently collecting data and measuring results while holding retail partners accountable for the suggested reconfiguration of their stores to optimize the shopper's health and wellness experience, GMDC is creating a new framework that will identify how to effective touch points of healthcare can be created across the store.

Through the identification of key need states across about a dozen selfcare occasions, the resulting tool will enhance the opportunities for in-store associates to interact with and offer directional guidance to aid the selfcare process. Use of the model will also deepen the relationships with key suppliers to drive new merchandising strategies and offer more efficient solutions and product assortments.

THE KEY DELIVERABLES OF THIS TOOL WILL BE:

- Identify key selfcare occasions that drive customers into stores and chart their category interactions and localized support needs.
- Analyze the current issues with traditional brick-and-mortar, understand the misconceptions, and inspire new plans of action towards creating stores of healthcare destinations.
- Compare the threats and opportunities that online health suppliers and advocates pose to retailers and how to leverage synergies.
- Understand new consumer behaviors and attitudes towards the legacy healthcare systems that exist, and pinpoint where/how retailers can gain trust and loyalty through convenience and cost-savings.
- By following the decision-tree of each selfcare occasions, retailers and their trading partners will be able to visualize new concepts of "store in store" service and design modules to enhance the experience and offer the right product at the right time.
- Create a playbook that helps retail to reflect the new healthcare mindset of the consumer – generate flexible aisles/models that display a holistic approach that will impact diet, support wellness and counsel shoppers for a healthier lifestyle through signage, layout, coaching, and adjacency.



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