

Health Mart Program Summary



To ensure a consistent brand experience, Health Mart has developed a set of required and recommended programs – as fully defined in the Health Mart Operations Manual.

PROGRAM OPTIONS: Health Mart has two program offerings – “Basic” and “Basic Plus”

1. **Basic - \$325 Monthly Fee:** Includes all of the base Health Mart programs such as FrontEdge Pricing, Planograms, and access to Health Mart private label. There will be no front-end services – SPAR Merchandiser, Monthly Circular, or Auto-Ship.
2. **Basic Plus - \$350 Monthly Fee:** Includes all of the base Health Mart programs and
 - Receipt of Health Mart monthly circular featuring “over the counter”(OTC) private label merchandise
 - Front-end merchandising support services
 - Auto-ship program for OTC private label merchandise

PROGRAM REQUIREMENTS:

1. **Managed Care:** To optimize third-party prescription management, enrollment in AccessHealth or in a Health Mart-accredited managed care program is required.
2. **Clinical Services:** To enable Health Mart to compete and differentiate from a clinical perspective, enrollment in the Sponsored Clinical Services Network is required. Owners determine their specific participation in the various Clinical Services opportunities that help generate revenue and produce optimal patient outcomes.
3. **Exterior Signage:** To optimize brand recognition, you will receive a complimentary signage kit to enhance your local identity with the Health Mart brand and to meet minimum branding guidelines. Additional exterior signs must be approved by Health Mart.
4. **Electronic Quality Information Platform for Plans and Pharmacies (EQUIPP):** EQUIPP is the first national platform for pharmacy quality measurement, benchmarking, and feedback. Use of EQUIPP enables pharmacies and health plans to analyze the quality of patient medication use and similar performance data against peer groups and determine strategies to improve outcomes.
5. **Termination, Renewal, Transfer:** Health Mart locations that do not participate in mandatory programs may be terminated for cause. Stores wishing to cancel their Health Mart agreement must provide 90 days written notice.

STRONGLY RECOMMENDED PROGRAMS:

1. **Health Mart Reimbursement Advantage (HMRA):** To help maximize third party reimbursements, HMRA is an optional program that a Health Mart franchisee may choose to participate in. A fee of \$200-\$400 is charged depending on prescription volume.
2. **Health Mart Private Brand Merchandise:** We encourage stores to purchase HM Private Brand Merchandise contained in planograms merchandised in their location.
3. **Front EdgeSM Merchandiser:** To get the most out of front-of-store retail categories, stores that have elected the Basic Plus option are recommended to participate in this program which includes monthly in-store merchandising support and planogram services (note: this program is not available to stores that have selected the Basic option).
4. **Front EdgeSM Retail Pricing:** We recommend that stores participate in this program that helps manage pricing on HEALTH MART® Brand Private Label OTC non-prescription drugs and merchandise as well as all Third Party Brand OTC non-prescription drugs and merchandise.
5. **Interior Decor:** To enhance brand recognition and support the shopping experience, installation of brand-compliant interior décor is recommended. Interior decor must be ordered from healthmartdecor.com.