

Health Mart[®] Marketing Solutions

Tools to help bring more patients to your store



Promote your store, your way.



Belower resorration plans change every year while our commission to you stays the same. We offer the low proconsumingly quality service you count on.

Sur asing in your Medicare Part D prescriptions



0

Local Marketing Support

We know that every pharmacy is unique, and you want to promote your store ... your way.

Save time with the Marketing Hub

Our online website has hundreds of professionally designed marketing assets to suit your needs and budget, from bag stuffers to radio scripts and vehicle wraps to billboards.

Reduce costs with matching funds

Qualified stores receive \$200 per month to offset up to 50% of costs for items available on the Marketing Hub.

Help when you need it

Call or email to maximize your use of Marketing Hub tools, or get ideas and how-to's online 24/7.

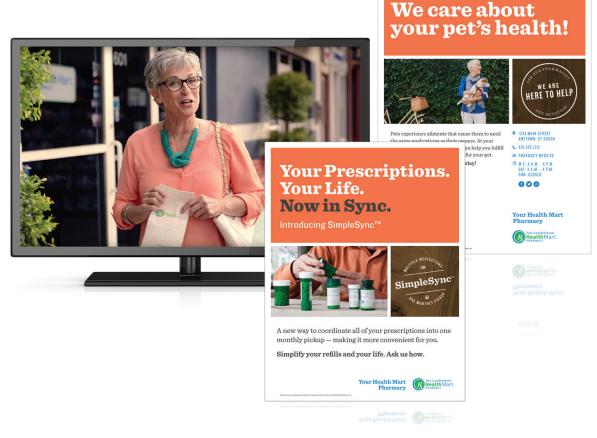


Local Marketing Support offers a time-saving menu of flexible marketing materials, \$200 per month in matching funds to stretch your budget, plus support when you need it.



Contact us

Phone: 855.MKTG.HUB (855.658.4482) Email: support@marketinghubsupport.com



Blunplify your realls and your life. Ask us how

500+ marketing items –

Find what you're looking for on the Marketing Hub.

Ads

Facebook, movie theater, golf scorecard, print ads, receipt backs, shopping carts

Branded merchandise

Apparel, giveaways, name badges

Business cards/stationery

Business cards, envelopes, letterhead

Digital

Directory listings, reputation management and Facebook content subscription services, Digital Health Assessment, Facebook ads, Facebook page customization, email

Events

Tents, event kit rentals, giveaways

Flexi Templates

A wide range of completely customizable templates for you to better showcase your pharmacy's unique identity

In-store

Bag stuffers, counter signs, posters, digital signage

Mailings

Every Door Direct Mail, Money Mailer, PennySaver, Valpak, postcards, purchase a list, singlesheet circular, New Movers and New Parents subscriptions

Manufacturer items

Free in-store promotional and educational materials from manufacturers

Marketing materials

Brochures, flyers, newsletters, wellness newsletter copy, posters, bag stuffers, press releases

Outdoor

A-frames, banners, billboards, vehicle wraps, on-bus ads, bus shelters/benches, door hangers

Public relations

Press release templates, media outreach

Radio/TV

Customizable pre-recorded spots and scripts

Translation

Service providing translation into 180+ languages



Flexi-Templates

Create your own campaigns and use matching funds to save.

These professionally designed and produced marketing materials give you a range of customization options so you can better present your pharmacy's identity and convey what's unique about your services and products. All content is customizable, including text and images — you can even add your own store logo!



Easy customizations - including store logos.

Flexi-Templates are designed for maximum customization, with a variety of styles to fit your needs.



Many items can be downloaded and printed from your own computer for free.



Bag stuffer (multi-store)



Our services make staying healthy a little easier.

rintion Servi We fill prescriptions fast so yo

Prior Authorizations

- We'll work with your in you are getting the med
- lealth Mart is y our diab

Health Classes ver health and v luding nutrition, exercise, diabet

Tri-fold brochure





Add your unique promotion headline here Here's space for your short subhead Here's space for you to add a bulleted list to sup
This could be the second item on a possible list Your Health Mart Pharmacy · You can use this space for a third item on your list • 1234 MAIN STREET **415.555.1212** Your Locally Owned Health Mart, @ PHARMACY WEBSITE Movie theater ad Add your unique promotion <u>headline</u> here I234 MAIN STREET ANYTOWN, ST 00000
M-F: X A.M. - X P.M. **Enter your custom** feature here

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Your Health Mart Pharmacy

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SAT: X A.M. - X P.M. SUN: CLOSED

PHARMACY WEBSITE

R Health Mart

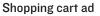
415.555.1212

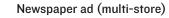


Write your rosa.. \$. 415.555.1212 Ley's Pharmacy

R Health Mart.

Door hanger





In-store advertising -

Let customers know about your services with posters, bag stuffers,

counter signs and more.

You've gotten your patients in the door — now make sure they know all of the ways you can help them protect their health. Use promotional signage to promote your services, upcoming events or specials.



Digital signage

TV and radio

Use your own ad or choose from pre-recorded ads and scripts. Save with matching funds!

Radio ads can be customized to include your location and contact information. A variety of different scripts are available. Some ads are also available in 60-second or Spanish versions.

Poster

TV commercials include a :06 opening segment featuring YOU and end with a localized end frame showing your store(s') information.

Topics include:

- Health Mart brand spot
- Fast prescriptions and home delivery
- Med sync
- Medicare Part D Open Enrollment
- Medicare Part D savings



Bag stuffer

Mailings

Target new customers with a direct mail campaign using your own list or a purchased one.



Every door direct mail Delivered to all houses on the mail carrier's route



Postcard Use your own list or a purchased one





Money mailer, PennySaver and Valpak Modify these ads on the Marketing Hub and contract with these companies directly

Mailing subscription programs

Monthly postcards mailed automatically to new movers and new parents in your neighborhood make it easy to reach potential customers.



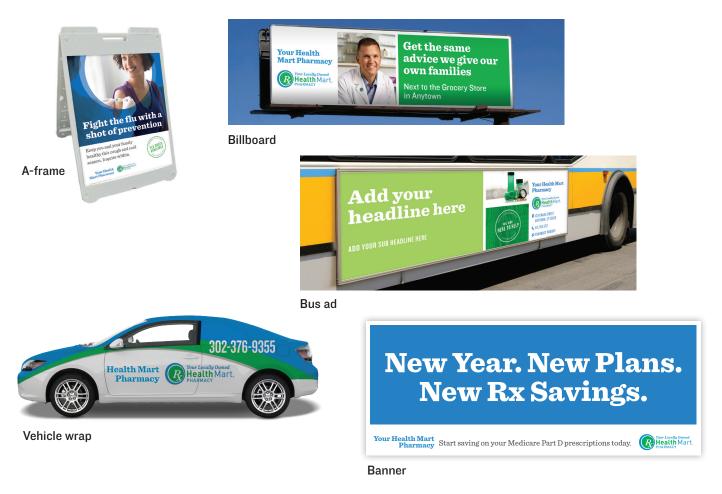
New movers

New parents

Outdoor -

Outdoor advertising helps bring new patients to you.

The Marketing Hub offers a variety of marketing assets to get your name out there, from A-frame signs and banners to attract passers-by into your store, to bus ads and vehicle wraps to get your message mobile.



Events

Celebrate special occasions, host a wellness fair or participate in a community event.





Branded merchandise -

Giveaways, apparel, name badges and uniforms.



Branded vests, lab coats, scrub tops and other apparel give your employees a professional look. Don't forget name badges, too! Health Mart-branded promotional items help keep your pharmacy top of mind.

Stationery

Your Health Mart Pharmacy Werkenwith Gravel				
	Realth Mart. Starting Name		Your Health Mart Pharmacy	First Name Last Name Professional Title email@url.com
			Your Locally Overed Health Mart, PHARMACY	I234 Main Street Anytown, ST 00000 t 415.999.9999 t 704.442.9870 your pharmacy website
		Letterhead and envelopes	Business cards	
Your Health Murt Pharmacy 254 Mais Stream Market State State 775 44 6200 276 44 6200 276 44 6200				

Ideas: Promote your offerings

We make it easy to promote your services with a variety of customizable options.

Compliance packaging

Promote packaging options and boost medication compliance



Med Sync

Highlight synchronized refills to differentiate your pharmacy



Introducing SimpleSync™



A new way to coordinate all of your prescriptions into one monthly pickup — making it more convenient for you.

Simplify your refills and your life. Ask us how.



Generic drugs Identify cost savings over brand-name equivalents



Home delivery

Market your home delivery services to stand out from the competition



Med D Plan Reviews

Advertise to new and existing patients during the Medicare Part D Open Enrollment season (Oct-Dec)

Concerned about your Medicare drug costs and coverage?



SCHEDULE YOUR FREE PLAN REVIEW TODAY.

R Health Mart.

R Health Mart.

VISIT US AT THESE HEALTH MART Locations:

Your Health Mart Pharmacy 1



Medicare Part D plans change every year. Talk with one of our experts to make sure you get the medications you need, at a reasonable cost, from the pharmacy you trust.

fo here Write your location e. 415.555.1212 Your Health Mart Pharmacy 2 Write your location i 415.555.1212

fa here 555.1212

Join us at our Medicare Part D Plan Review event on [Day], [Date], at [Location]. Mention this card when you call to schedule your free appointment.

Flu

Give your business a shot in the arm with these flu shot promotions



Pet Meds

Let customers know you can help their pets, too

We care about your pet's health!





ets experience ailments that cause them to need 9 1234 MAIN STREET the same medications as their owners. At your locally owned Health Mart®, we can help you fulfill many common medication needs for your pet. Ask us about pet medications today!

415.555.1212 PHARMACY WEBSITE M-F: X A.M. - X P.M. SAT: X A.M. - X P.M. 600



Your Health Mart Pharmacy R Health Mart.

Immunization services Promote your pharmacy as a vaccination destination



Pharmacy

Ideas: Promote your offerings cont.

We make it easy to promote your Rx and non-Rx services.



Diabetes services and products Engage patients and prescribers with your diabetes offerings



Pre-written materials: digital

Level the playing field with chains by promoting your mobile services.

Mobile app

Let your patients know that you have mobile prescription management options



Ideas: Bring new patients

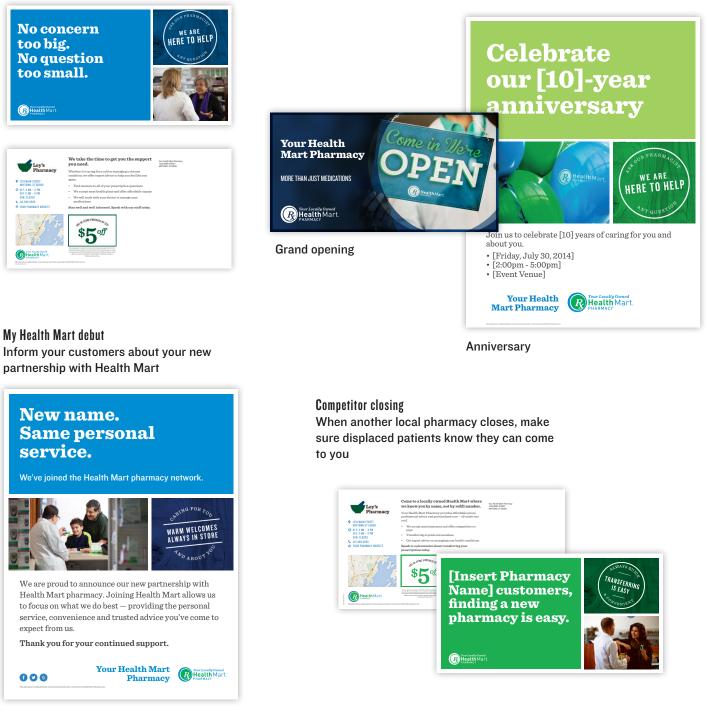
Attract new patients by promoting your services or an upcoming event.

New patients

Promote convenience, savings and personalized care

Events

Everything you need for a successful store event — grand openings, wellness events and anniversaries!



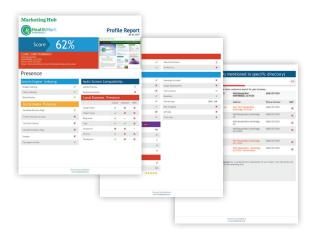
Digital

Your customers are online. Are you?

Today it's vital to have an online presence that lets customers know who you are and the services you offer. The Marketing Hub has the tools you need so customers can easily find and connect with you online.

Your digital health assessment

Get a snapshot of your pharmacy's online presence A FREE service that rates your pharmacy's online presence your pharmacy's website, social media and ability to be found online



Directory listings

Make sure you can be found online

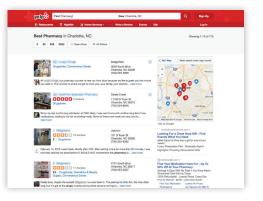
Ensure your store is accurately included in popular search directories such as Facebook, Google and Yelp



Reputation management

First impressions are everything

Know what is being said about your pharmacy—positive and negative—so that you can respond



Facebook programs

According to a 2018 Pew Research Center study, 68% of all U.S. adults use Facebook, and except for YouTube, no other major social media platform can equal its popularity.* We make it easier to stay engaged with this growing community with Facebook pages, ads and automated posts.

Facebook pages

Let us create or customize a Facebook page for you

Facebook posts

Automatic content for your Facebook page with posts 3+ times per week

Facebook ads

Deliver messages tailored to the people you want to target; specify by age, gender, interests and geography



Your Pharmacy Onlinesm program

 $Go\,mobile\,and\,get\,found$

- Your Pharmacy Online provides you with a customized, mobile-friendly website and mobile app for refill management
- Submit online prescription refills
- Receive prescription reminders
- View prescription history
- Get pharmacy-to-patient refill status notifications
- View the latest news about your pharmacy
- Manage these functions on the go with a mobile app!



Already have a website?

Add the prescription management tool to your store website to give your patients easy access both online and on the go

Protect your digital health

Over 25% of patients visit a prospective pharmacy's website before going to a store in person**

 $*\,http://www.pewresearch.org/fact-tank/2018/04/10/5-facts-about-americans-and-facebook/$

 ** Custom research conducted by McKesson Corporation. "Survey - 2000 Recent Pharmacy Switchers."

Prescriber marketing

Know your local prescribers. Make sure they know you.

Marketing to prescribers is essential for a pharmacy's success and should be a part of every independent pharmacy's strategic plan. The Marketing Hub provides you with the tools you need to build strong and beneficial relationships with your area prescribers.



Physician Outreach Program

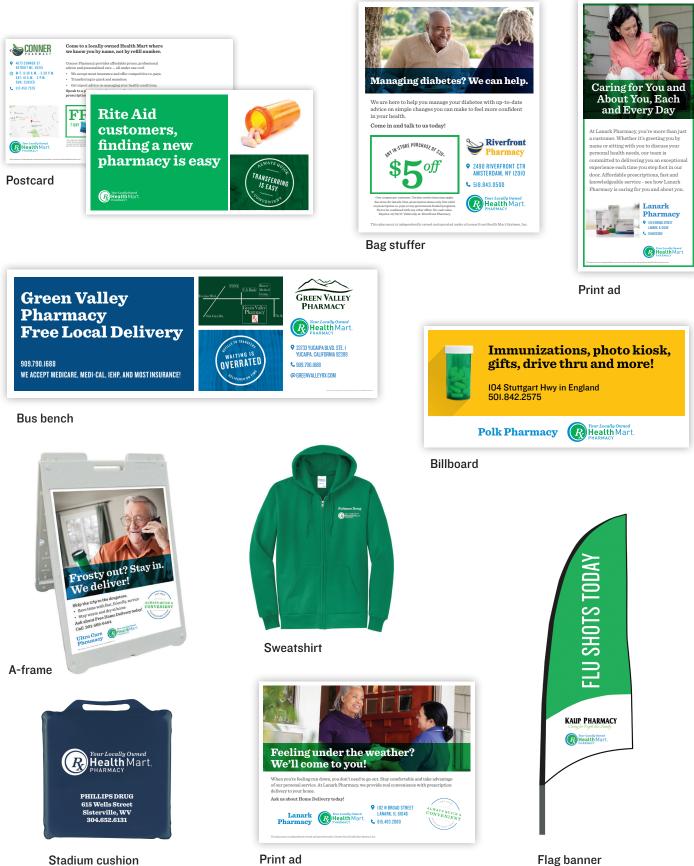
Build new and existing relationships faster. Use prescriber data to quickly identify the critical prescribers in your market and professional tools tailored to reach them

- Attract new patients by building stronger relationships with local prescribers
- Fill scripts faster with instant access to quality data: prescriber DEA and NPI numbers, specialty, script volume, phone and fax numbers, and more
- Plan new business ventures such as niche business offerings or new store options

Physician Outreach Program is not eligible for matching funds

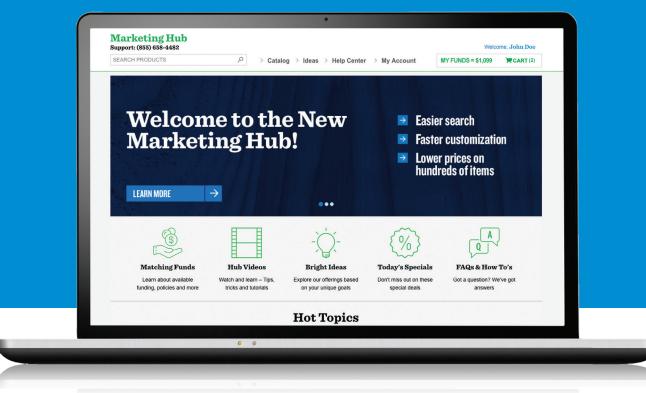


See what other pharmacies are doing





Ready to log on?



From **myHealthMart.com**, go to Marketing and select Marketing Hub.

Not enrolled?

Follow instructions to start using the Marketing Hub today.



Questions? 855.MKTG.HUB (855.658.4482) support@marketinghubsupport.com



MSKESSON

Health Mart is proud to be a member of the McKesson family, sharing in the collective industry knowledge and experience residing within all of the McKesson corporate affiliates. Since 1833, McKesson has been committed to the success of independent pharmacies through the delivery of innovative programs and reliable distribution services. Learn more at mckesson.com. ©2018 Health Mart. All rights reserved. HM-190321-05-18