



# Why Health Mart?

## YOUR PHARMACY, YOUR WAY

### Health Mart® celebrates your independence.

We're committed to providing the solutions and support that enable you to grow your business, your way.

- ✓ Manage your business
- ✓ Increase store traffic
- ✓ Expand your products and services for more revenue
- ✓ Improve your performance

### Why now?

Partnerships with industry leaders provide national recognition and help grow your business. You can count on us to provide the right partnerships to put your Health Mart on the map. We're working to reinvent the pharmacy experience for patients and help you become a primary partner in patient care.



### Get started today!

**Your success is our main focus.** We're evolving to help you navigate the current climate and prepare for the future. Health Mart provides services, programs, and expertise to help you practice at the top of your license and the flexibility to support the distinct needs of your community.

#### Want to become a Health Mart franchisee?

Call **855.458.4678** or visit [join.healthmart.com](https://join.healthmart.com).

Or...

**Already a Health Mart?** Visit [myhealthmart.com](https://myhealthmart.com) or email [healthmartoperations@mckesson.com](mailto:healthmartoperations@mckesson.com) to take advantage of our partnerships and resources.

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The most important thing as an independent pharmacist is that we have the flexibility to really do what's best for our patients.

We enjoy the flexibility of being independent, but I am a pharmacist by nature, not a businessperson. Health Mart and McKesson make the most of my independence by providing the tools and support that we need.

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### HEATHER FERRARESE

*Owner and Pharmacist,  
Bartle's Pharmacy*



# Exclusive Health Mart franchise benefits

MEMBER BENEFIT	DESCRIPTION	WHAT'S AVAILABLE
<b>Manage your business</b>		
myHealthMart	Manage your business and access tools, programs, EQUIPP™ dashboards and Operations Toolkit resources for med sync, business operations, clinical services and more	✓
Results Optimization	Virtual coaching tool uses your store-specific data to help you solve problems	✓
Industry subscriptions	Pharmacist's Letter™, Pharmacy Technician's Letter™, Natural Medicines and Bula	✓
OIG Exclusions Check	Protect your business and save time and money with monthly checks	✓
Health Mart University <sup>SM</sup>	Complete CE, certification and compliance courses and interact with experts to expand your knowledge	✓
Technician training solutions	Self-directed online training course or preceptor-guided, accredited training program	DISCOUNTED \$
Opioid disposal and patient safety	In-home disposal, in-store disposal, and education for pharmacies and patients	✓ <sup>1</sup>
Purchasing Advantage	Discounts up to 60% on essential business supplies	✓
Front End Insights	Analyze your point-of-sale performance and look for new or lost revenue opportunities	DISCOUNTED \$
Purchasing Insights	View purchasing behavior, rebates, savings and compliance measures to help maximize your profitability	✓
Optimize generics	Gain access to competitive pricing and a dedicated generics specialist	✓
Access to business experts	Dedicated sales manager, eight VPs of Pharmacy Retail Operations with 200+ years combined experience, and RxOwnership® advisors to help you buy, sell or start a pharmacy	✓
<b>Increase store traffic</b>		
Front End Solutions	Pricing, planograms, circulars, merchandising services and private label products	✓ <sup>1</sup>
Amazon Hub Program	Attract new patients by bringing package delivery into your pharmacy	✓
Exterior design and interior décor	Spruce up your store with a one-time decor allowance and get access to design, decorating, signage and floor plan experts	✓
Local Marketing Support	Get matching funds and access to 400+ marketing materials, social media and reputation monitoring tools, and expert support	✓
Your Pharmacy Online <sup>SM</sup> and Health Mart mobile app	Develop customizable mobile-friendly website and manage refill prescriptions	DISCOUNTED \$
Physician Outreach Program	Identifies high-opportunity prescribers and local prescription trends	DISCOUNTED \$
<b>Expand your products and services for more revenue</b>		
Immunizations	Start or maximize an immunization business, take virtual immunization training and benefit from flu vaccines with no-risk reservations	DISCOUNTED \$ <sup>1</sup>
Exclusive partnerships and national campaigns	HHS: Ready, Set, PrEP and COVID-19 test collection National campaign: "Stop Medical Distancing"	✓
<b>Improve your performance</b>		
Health Mart Atlas™ managed care support	Gain access to the right networks and tools like ProviderPay <sup>2</sup> and My Performance Dollars	✓
McKesson Performance Rewards Program	Provides monetary rewards based on your pharmacy's performance	✓
McKesson Reimbursement Advantage <sup>SM</sup>	Identifies reimbursement opportunities to improve your bottom line	DISCOUNTED \$

<sup>1</sup> Product cost not included

<sup>2</sup> Discounted



## McKesson

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](http://mckesson.com).

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