



# Why Health Mart?

## YOUR PHARMACY, YOUR WAY

Health Mart® helps bolster your independence by providing innovative tools, technologies and expertise to help your business thrive, so you can focus more on what matters most — caring for your community.

Backed by the strength of McKesson, being a part of the Health Mart franchise provides support for your pharmacy through:

- ✓ Business operations
- ✓ Financial strength
- ✓ Patient care
- ✓ Marketing

**When you succeed, we succeed.**



Health Mart's services, programs and expertise will help you practice at the top of your license with 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).

**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.

“

*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.*

”

**HEATHER FERRARESE**  
Owner and Pharmacist,  
Bartle's Pharmacy



## Health Mart expertise to help your business thrive

Bolster your pharmacy operations with these Health Mart membership benefits		
Business Operations	myHealthMart	Manage your business and access tools, programs, EQUIPP™ dashboards and Operations Toolkit resources for med sync, business operations, clinical services and more
	Industry subscriptions	Access Pharmacist's Letter™, Pharmacy Technician's Letter™, Natural Medicines and Bula
	Exclusion Screening	Protect your business with monthly OIG and/or SAM preliminary screening
	Health Mart University™ (HMU)	Complete annual compliance training, continuing education, and required courses to expand your knowledge, and receive training certificates
	Technician training solutions	Train new technicians with basic, on-demand or ASHP/ACPE accredited training programs. Expand technician responsibilities with certificate and badge courses.
	Opioid disposal and patient safety	Access training, information and supplies to help your patients safely dispose of unneeded opioid medications to avoid accidental ingestion, misuse and abuse
	Purchasing Advantage	Discounts up to 40% on essential business supplies or services
	Front End Insights*	Analyze your point-of-sale performance and look for new or lost revenue opportunities
	Purchasing Insights	View purchasing behavior, rebates, savings and compliance measures to help develop ongoing business strategy
	Optimize generics	Gain access to competitive pricing and a dedicated generics specialist
Patient Care	Access to business experts	Get help from your dedicated sales consultant and a team of pharmacy retail operations executives with 150+ years combined experience
	Immunizations*	Prepare your pharmacists and technicians with virtual immunization delivery training, enhance your immunization operations, and access no-risk flu vaccine reservations
	Exclusive partnerships and national campaigns	Gain access to programs such as: Ready, Set, PrEP; ICATT COVID Test Safety Net; FRPP COVID-19 Vaccination Program; APhA Operation Diabetes Network; first access to new patient care opportunities
Marketing/Branding	Front End Solutions	Leverage suite of pricing, planograms, circulars, merchandising services and private label products, as well as the Children's Free Vitamin Program, to increase front-end utilization
	Store design and decor	Spruce up your store with access to design, décor, signage and floor plan experts
	Local Marketing Support	Expand your brand's reach with Health Mart branded materials; qualify toward matching funds; and access 400+ marketing materials, social media and reputation monitoring tools, and expert support
	Digital portfolio	Establish or enhance your digital presence in your community with consistent Health Mart platforms to engage your patients and manage your business

Strengthen your reimbursement and cash flow strategy with these McKesson solutions		
Health Mart Atlas®	Gain access to the right managed care contracts, solutions and support with the nation's largest PSAO	
McKesson Reimbursement Advantage®*	Make sure you aren't leaving money on the table with comprehensive reimbursement optimization package including pre- and post-editing, AWP resubmission and dedicated program advisors	
ProviderPay®*	Bring order and visibility into the monitoring and management of pharmacy claims, remittances and payments with McKesson's pharmacy reconciliation solution	
RxOwnership®	Leverage industry experts to help with the financial health of your pharmacy from opening to retirement	
Pinpoint Community Solutions™	Operate efficiently and improve working capital with McKesson's fully integrated perpetual inventory solution	

\*Available for a discounted rate



## 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](https://mckesson.com).

©2023 Health Mart Systems, Inc. All rights reserved. HM-779405-0623