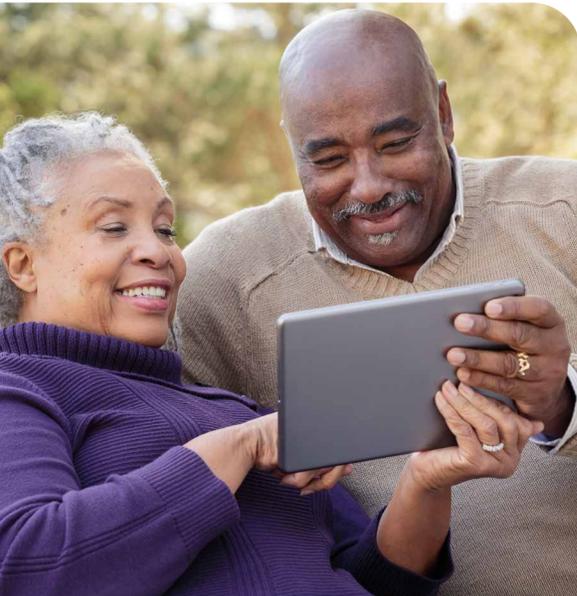


## HEALTH MART DIGITAL PORTFOLIO

# Introducing an enhanced online experience for pharmacies and patients

*Health Mart® is excited to partner with PrescribeWellness, a Tabula Rasa HealthCare solution, to provide you with new digital tools for an elevated online presence and personalized patient experience.*



Today's consumers expect user-friendly design and robust functionality from every website.

### With Health Mart Digital Portfolio, you can:

- Attract new patients with a modern, optimized and easy-to-navigate website.
- Highlight your services with customized webpages. Stand out from competition by featuring your unique services and industry expertise.
- Strengthen relationships with patients through the customer portal via web browser or mobile app. Connect with patients in real time with two-way chat, educate patients on available pharmacy offerings, and provide essential medication management services.

An optimized website and mobile app can help make a great first impression among patients and strengthen brand loyalty.



### Did you know?

**94% of a website user's first impression is design-related.**

Source: kinesisinc.com



Comparison table on the next page.  
Select the right subscription for you. ►

# Health Mart Digital Portfolio

\$299/mo

Premium

Premium Concierge



## PHARMACY LOCATOR AND LISTING

Store location finder, address, hours of operation, phone number, and pharmacy services

X

X



## CUSTOMER PORTAL

Easy-to-use portal, available via web browser and mobile app that allows patients to manage medication lists; request prescription refills and transfers; add medication reminders; and connect family member profiles to easily share information with the entire healthcare team

X

X



## LANDING PAGE

A basic landing page that includes pharmacy services, address, phone number, fax number and hours

X

X



## CUSTOMIZED WEBSITE

Modern, mobile-friendly web pages that include general pharmacy information (Home, About Us, and Our Services); additional web pages with personalized content (blogs and newsfeed)

X

X



## ENHANCED COMMUNICATION

Real-time communication via secure HIPAA-compliant two-way chat

X

X



## DEDICATED MARKETING CONSULTANT

Access to a dedicated marketing consultant to regularly create, edit and manage your website; provide recommendations on marketing content; and help grow patient engagement

X

12-month term pricing for all tiers

**+\$600**  
one-time  
web setup

OR

**+\$175/mo**  
ongoing  
web support



Visit [my.healthmart.com/Healthmartdigitalportfolio/home.htm](https://my.healthmart.com/Healthmartdigitalportfolio/home.htm)  
or go to myHealthMart > Marketing > Health Mart Digital Portfolio  
program page to learn more and sign up!



## 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).

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