



# Press Release

**Media Contact:**

Akiko Abe

Phone: 415.365.6845

Email: [healthmart@cohnwolfe.com](mailto:healthmart@cohnwolfe.com)

## Health Mart Welcomes its 2,500<sup>th</sup> Pharmacy

*Innovative patient services and marketing programs fuel Health Mart's unparalleled 850 percent growth over the past four years*

**SAN FRANCISCO — January 27, 2010 —** Health Mart®, a leading network of independently owned pharmacies across all 50 states, today announced that it has welcomed its 2,500<sup>th</sup> pharmacy, marking a significant milestone for the fourth largest retail pharmacy chain in the United States. By empowering community pharmacies to optimize business profitability and deliver high-quality patient care, Health Mart continues to help franchisees increase their visibility in their communities and solidify the future of independent pharmacy. Health Mart was recently ranked the “Highest Customer Satisfaction among Chain Drug Store Pharmacies” in the J.D. Power and Associates 2009 National Pharmacy Study<sup>SM</sup>.

Health Mart pharmacists are clinically-trained specialists who care deeply about the health and well being of their patients; they help fill an unmet need for their communities as accessible healthcare service providers. The Health Mart franchise offers a complete program for locally-owned independent pharmacies with national branding, third-party contracting and reimbursement services, in-store merchandising, clinical programs, and other business services. These programs help independent pharmacies compete more effectively and expand their role in the healthcare delivery system.

“Being ranked highest in customer satisfaction by J.D. Power and Associates, coupled with our growth to 2,500 pharmacies, is a further demonstration of Health Mart’s commitment to the local Health Mart pharmacists and staff who serve their communities,” said Tim Canning, president, Health Mart. “Health Mart is focused on providing the highest-quality patient care, and it’s clear that consumers and pharmacists alike continue to take notice of the unmatched, affordable, and personal care that Health Mart pharmacies deliver.”

For many Americans, independent community pharmacists are critical members of their healthcare teams, coaching them on what to expect when taking their medicines and advising them about potential side effects. Community pharmacists can fill a gap in today’s busy healthcare system by providing value-added services such as health screenings, immunizations, medication therapy management, diet and exercise advice, and personalized recommendations on ways to reduce people’s medication spend by helping them understand their prescription drug coverage and generic medicine options.

“We joined Health Mart to take advantage of the innovative marketing, operational, and patient care programs available to its network of independent pharmacies. Then we found out we were the 2,500<sup>th</sup> pharmacy to go blue and green, which is exciting because we just celebrated 80 years of serving the community. We think that Health Mart will help us succeed for another 80 years.” said Tom Fakih, owner of Trudell Health Mart Pharmacy (Dearborn, Michigan). “By providing new services and programs that help us better care for, educate, and inform our patients—such as Health Mart’s recent *Health Across America* campaign to test people for diabetes risk—Health Mart pharmacies are making a difference in our customers’ lives. This personalized attention is especially important for patients with chronic conditions, such as diabetes, who can benefit from ongoing coaching and advice to help manage their condition.”

## Business-Building Solutions Drive Franchisee Success

Health Mart helps independent pharmacies compete and grow in today's healthcare industry by delivering an unmatched combination of business-building programs and services designed to help franchisees:

**Attract new customers** with national television advertising campaigns that showcase the personalized care that patients can only receive at a Health Mart pharmacy. Health Mart members also have access to robust, customizable marketing and advertising tools and consumer-preferred signage to let their communities know that their locally owned pharmacy is part of a trusted national brand. In addition, the Health Mart Managed Care Network helps ensure that Health Mart is listed in the top PBM's patient-facing materials to let patients know that Health Mart honors their prescription plans.

**Maximize the value of existing customers** with FrontEdge programs designed to keep the front end up to date and easy to shop, including monthly visits from trained FrontEdge Merchandisers who update promotions while putting the newest products on the shelves. The Health Mart Diabetes Life Center<sup>®</sup> helps position local Health Marts as full-service diabetes care destinations and the McKesson Patient Outreach Network allows Health Mart pharmacists to get reimbursed by manufacturers for providing high-value patient adherence services.

**Enhance business efficiency** with McKesson Reimbursement Advantage<sup>sm</sup>, the industry's most comprehensive reimbursement optimization package comprised of financial and analytical services, market-leading pre and post edit (PPE) capabilities, and a dedicated advisor who identifies untapped opportunities for increasing reimbursements. Plus, franchisees are now able to leverage their collective buying power to receive discounts from participating vendors on office supplies and shipping services with the new Health Mart Purchasing Advantage program.

In addition, Health Mart is currently running pilot programs for several solutions such as Medication Therapy Management and Central Fill for independent pharmacies. To find a locally-owned Health Mart pharmacy near you, or to inquire about becoming a Health Mart franchisee, please visit [www.healthmart.com](http://www.healthmart.com), where you will also find comprehensive online health and wellness information.

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### About Health Mart

Health Mart is America's fastest-growing independent pharmacy network with 2,500 locally owned community pharmacies in all 50 states. Health Mart was awarded the highest customer satisfaction ranking among chain drug stores in the J.D. Power and Associates 2009 National Pharmacy Study<sup>SM1</sup>. Health Mart pharmacists provide personalized care and take the time to help patients understand their prescription drug coverage, how to safely manage multiple medications, improve their health through diet and exercise, and how to take advantage of lower-cost medication options and prescription discount cards. As an important member of the healthcare team, Health Mart pharmacists possess strong clinical knowledge and partner with their patients, and their patients' other healthcare providers, to help them manage and improve their health. The Health Mart franchise is owned by McKesson Corporation. Visit [www.healthmart.com](http://www.healthmart.com) to find a Health Mart pharmacy near you.

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<sup>1</sup> Study based on 12,215 total responses, and measures 7 chain drug stores. Proprietary study results are based on experiences and perceptions of consumers surveyed in June 2009. Your experiences may vary. Visit [jdpower.com](http://jdpower.com)