



**INDEPENDENT  
PHARMACY  
COOPERATIVE**

Patient Pipeline  
Contract Advantage Plus

## Want Profitable Patients? Turn to Turnkey Patient Acquisition



Creating new business requires doing it in a digital world. Patient Pipeline leverages its expertise in technology to develop programs that empower you to identify profitable patients in your community. From its proprietary database of 240 million adults, you can send hyper-targeted postcards, letters, and digital ads customized to promote your pharmacy's products and services.



### Benefits of Patient Pipeline:

**Now Only  
\$95/mo.**

- Target patients who have complex chronic conditions
- Target patients based on their number of maintenance medications
- Send ads to patients who visit chain pharmacies
- Send ads to patients who visit specific hospitals, clinics, physician offices, vets, etc.
- Send postcards to new movers with incomes \$75K+
- Send marketing letters to women 50+ about your compounding service

Patient Pipeline is cost-effective. Send hyper-targeted digital ads for **\$.03 each**, marketing letters for **\$.67 each**, and postcards for **\$.69 each**. Your monthly membership fee has also been reduced from **\$300 to just \$95!** See reverse side for a complete breakdown of program details and new member pricing!


You can also learn more about Patient Pipeline by visiting [patientpipelineinc.com](http://patientpipelineinc.com) or calling 408.458.7727.

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## HYPER-TARGETED, LOCATION-BASED OMNICHANNEL MARKETING

Your monthly Patient Pipeline membership includes these powerful, turnkey programs:

<b>PROGRAM 1</b> Residence-Based Digital Ads & Direct Mail	<b>PROGRAM 2</b> Chain Pharmacy Patient Geofence Digital Ads	<b>PROGRAM 3</b> Custom Location-Based Geofence Digital Ads
<ul style="list-style-type: none"> <li>• Select a digital ad, letter, or postcard template and then customize it to your pharmacy.</li> <li>• Draw a polygon on the map and our database will show the people that reside within it.</li> <li>• Filter those people within that polygon by demographics (age, health conditions, number of prescriptions per household, etc) to create your hyper-targeted list to send your ads to.</li> <li>• For example, send 40,000 digital ads via social media and apps for \$.03 each, send 1,000 marketing letters for \$.67 each, or 1,000 high-quality 6X9 postcards for \$.69 each</li> </ul>	<ul style="list-style-type: none"> <li>• Select a digital ad template then customize it to your pharmacy.</li> <li>• Draw a polygon on the map around the CVS/Rite Aid/Walgreens/Walmart pharmacies near you. Then, from our database of millions of patients of 25,000+ chain pharmacies, create your hyper-targeted list to send your ads to.</li> <li>• For example, send 40,000 digital ads via social media and apps for \$.03 each.</li> </ul>	<ul style="list-style-type: none"> <li>• Submit the location(s) your potential patients visit, such as a physician office, vet, hospital, etc, and we'll erect an electronic "geofence" around the location(s) and send your customized digital ads via social media and apps to those patients.</li> </ul> <p><b>WE'RE POWERED BY:</b></p>  <p><b>RealSource Data</b></p>

## BETTER PROGRAMS, LOWER PRICE

**Only  
\$95**

We've upgraded our digital ad programs to make them easier and more powerful for you. Now that it takes us less time to manage your campaigns, we're passing on the savings to you by lowering our monthly membership from **\$300 to \$95!**

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PIPELINE**

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