

Promote your store, your way

Health Mart Marketing Edge puts marketing funds and tools directly in your hands to help grow your business by bringing in new patients and driving new revenue. It delivers a variety of consumer-tested marketing tools to set your marketing in motion with less effort.



How local marketing support works

Save time with Marketing Edge

With Marketing Edge, Health Mart members have access to a website with easily customizable templates to promote your store's services, such as flu shots and synchronized refills. Choose from hundreds of marketing assets to suit your needs and budget.

Targeted digital marketing plans

Choose from digital marketing plans created specifically for Health Mart independent pharmacies to bring customers to your store.

Reduce marketing costs with matching funds

The Health Mart Matching Funds program makes marketing more affordable so you can expand your reach. Stores that are signage compliant are eligible to receive up to \$2,400 in Matching Funds yearly to offset up to 50% of qualified marketing activities.

Customize for your pharmacy

Showcase your own identity and message with easily customizable templates. Add logos, custom text and images to personalize them for your store.

FEATURES

Matching funds

Eligible stores receive \$2,400 in Matching Funds annually on April 1.

Turnkey marketing support

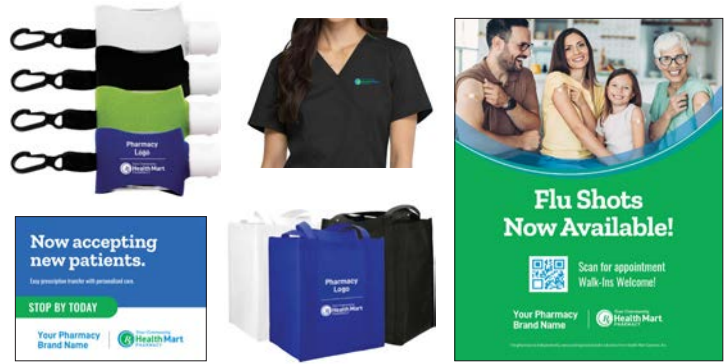
From in-store marketing materials to digital marketing plans, we offer a large variety of professional marketing materials to help you best promote your pharmacy.

Resources and advice

Your Marketing Edge Support team of customer service agents, media experts, designers and digital specialists is available to make your marketing efforts easier and more impactful than ever before.



Marketing solutions for your every need



Radio/TV

Assets for local TV, streaming radio and streaming TV

Digital Marketing

Digital marketing plans include paid search, social media ads, behavioral targeted display ads and/or reputation management through 60+ online directories

Branded Merchandise

Apparel, giveaways, name badges and NEW with Marketing Edge — scrubs!

In-Store Marketing

Brochures, bag stuffers, counter signs, posters, flyers, circulars

Print

Print ads

Business Cards/Stationery

Business cards, envelopes, letterhead

Outdoor Assets

Billboards, transit advertisements, door hangers, signs, banners

Events

Find all the gear you need to showcase your store, from table covers and retractable banners to giveaways and tents

Customizable Templates

Many items can be customized with your own photos, copy and offers

GET
STARTED

Ready to log on?

From myHealthMart.com, select Marketing in the left navigation, then click on Marketing Edge

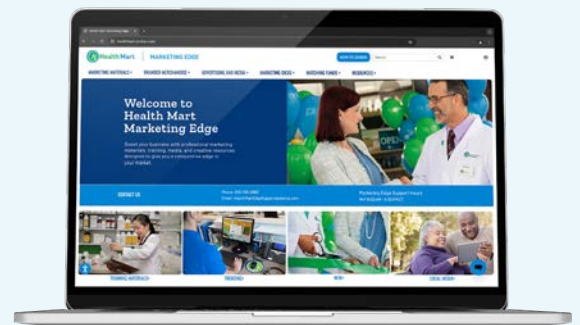
Questions?

Phone: 855.735.0993

Email: HealthMartEdgeSupport@ansira.com

Business hours

Monday – Friday | 8:00 am – 5:30 pm CST



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.

©2025 Health Mart Systems, Inc. All rights reserved. HM-3275457-0225

