

Your Marketing Budget Has a Powerful Ally

Health Mart Marketing Edge puts proven marketing tools and matching funds directly in your hands — helping to bring in new patients and drive new revenue with less effort than ever before.

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DID YOU KNOW #1

Hundreds of assets - many free to download

Marketing Edge gives members access to a website stocked with hundreds of customizable templates — from flu shot promotions to synchronized refill campaigns. Many items are available to download at no charge, so you can start marketing right away.

DID YOU KNOW #2

Digital AND Traditional channels covered

From online paid search and social media ads to billboards, radio and print, in-store brochures, bag stuffers, and counter signs — Marketing Edge spans every channel your patients encounter, online and off.

\$2,400

In Matching Funds — every single year

Signage-compliant stores receive up to \$2,400 annually to offset up to 50% of qualified marketing activities. Funds deposited each April 1.

DID YOU KNOW #3

Promote events with professional signage

Marketing Edge has everything to make your in-store and community events stand out — banners, A-frame signs, table coverings, tents, and more, all customizable to your store's brand.

DID YOU KNOW #4

You can even brand your staff apparel

Marketing Edge now includes branded merchandise like apparel, giveaways, name badges — and new to the lineup: scrubs! Every patient touchpoint is a branding opportunity, right down to what your team wears.

DID YOU KNOW #5 — IMMUNIZATION MARKETING MATERIALS AVAILABLE

Ready-to-use promotional materials for the full suite of vaccines your pharmacy likely already offers:

Flu

Pneumonia

Shingles

RSV

COVID-19

And More

DID YOU KNOW #6- A whole team behind you

Marketing Edge is backed by a dedicated team of customer service agents, media experts, designers, and digital specialists — ready to make your marketing efforts easier and more impactful, without adding to your workload.

CAN'T FIND WHAT YOU NEED?

Our team can create custom media marketing plans tailored to your store's goals, audience, and market. Reach out to your Marketing Edge support team to get started on a plan built just for you.

The Bottom Line: Health Mart Marketing Edge was built to help your pharmacy compete and grow. With consumer-tested tools, matching funds that offset up to 50% of your marketing costs, and a full-service support team in your corner, there is no reason to leave marketing opportunities on the table.

Log in to your Health Mart member portal to put Marketing Edge to work for your store today- [my.mckesson.com>marketing>marketing edge](https://my.mckesson.com/marketing/marketing-edge). Or contact us- healthmartedgesupport@ansira.com or call **855-735-0993** - M-F 8:30am-5pm CST