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Social Media Outsourcing for Independent Pharmacies by Rx Social Media

Get your pharmacy into the Digital Age with Rx Social Media!
Designed to grow fan base and provide revenue to pharmacies.

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Company Background

Built by an Independent Pharmacist and created by the finest team of Social Media marketing and technology experts in the industry, Rx Social Media began development of Social Media Services to Retail Pharmacies in 2011. Following extensive beta-testing, it commenced marketing its services to retail independents in May 2012. The company currently provides its services including creating and managing Facebook pages. Multiple daily postings to each page consist of a careful blend of social conversation, current healthcare information, contests, and special promotions.

Product Overview

Don't let the digital world pass you by! Direct communication, i.e. digital marketing is the only consistent vehicle to communicate interactively with consumers. e-mail and telephone are no longer viable. Interactive voice response systems are the norm. Facebook and Twitter build closer relationships between patient and pharmacy. At a nominal cost the return on investment is very high. Rx Social Media monetizes itself via national company advertising and not on the backs of pharmacy. Best of all it shares such revenue with its subscriber pharmacies.

The Company solicits up to 200 different products (exclusively advertised), each one appearing on all Facebook pages (currently 500+) once per week for 52 weeks. The vendor can change the product, but it cannot be in competition with one another, i.e. Bayer and Aleve cannot run the same day. Thus, the consumer sees different specials each day and revenue from this advertising is shared with each subscribers pharmacy.

Features & Benefits

■ Features of Pharmacy Participation

- Rx Social Media sets up your Facebook page or obtains administrative rights to your existing page.
- Multiple daily posts include a blend of social conversation, current healthcare information (including drug recall information), promotions, and 3rd party advertising.
- Your store location is featured on the My Local Pharmacy's Store Locator.
- Rx Refill submissions on Facebook page.
- Facebook page content transferred to your store's Twitter account (if available).

■ Benefits to Individual Pharmacies

- Revenue sharing from 3rd party advertising (available with premium service package).
- Consumer/Patient Fan Growth and that of viewer audience.
- Interactive online communication between pharmacy and patients.
- Growth in new patients.
- Extremely low cost of participation.
- Build an online community and increase store exposure.

Testimonial

"It has dramatically increased the number of people that are bringing me prescriptions, just from word of mouth. I thought it was going to be some work (using Facebook) and I realized (with Rx Social Media) it is no work! I don't have time or creativity to do the postings, I would rather pay somebody who knows what they are doing. My "Likes" went from 100 to 1000!"

— Marty Reisky, Owner — Bradenton Hometown Pharmacy

Ordering Information

Pharmacies can visit www.RxSocialMedia.com to enroll or call (800) 764-0876 for more information.

Pharmaceutical Manufacturers and OTC Vendors can call Michael Busch at (910) 255-6255 for advertising information.