



# Digital Marketing Made Simple with H. D. Smith ePresence

Know you need to have a digital presence but think it's too expensive, complicated and time consuming? We take the complexity out of technology and the mystery out of marketing.

**Chairman & CEO:** Dale Smith  
**Founded:** 1954  
**Employees:** 900+  
**Stock Symbol:** Privately held  
**Phone:** (800) 252-8042  
**Address:** 3063 Fiat Avenue  
 Springfield, IL 62703  
**Website:** www.hdsmith.com



## Company Background

### Helping You Care For Your Community

H. D. Smith believes independent pharmacies provide a higher level of patient care than big box retailers or national chains. We are committed to providing best-in-class healthcare distribution and thought leading business solutions to protect the viability and profitability of this integral part of the healthcare chain.

### Product Overview

Having an online and mobile presence is no longer optional for independent pharmacies. Today's consumers expect accessibility, information and convenience at their fingertips.

ePresence is a feature rich, turnkey, digital marketing solution designed to make the pharmacy a visible, convenient resource. We leverage the latest technology to ensure your store is relevant on all of the platforms consumers engage in today! Through web, social media, eNewsletters and mobile applications, we keep your pharmacy available to your community.

### Features & Options

#### ■ Customize

Turnkey doesn't mean rigid - create a website that's all about your store. Choose from three templates, five color palettes and a portfolio of services that represent your pharmacy.

- **Store Branded Website:** Pre-written content that you can easily edit or replace to describe your pharmacy.
- **Online Prescription Refill:** Receive notifications via fax, email, secure portal or PMS integration.
- **Social Media:** Profile creation and automatic content publishing to keep your profiles fresh.
- **Wellness Resources:** Health articles, health calculators and conditions library.

- **Coupons:** Automatically generated - or create your own promotion.
- **eNewsletters:** One monthly distribution and an easy-to-use toolset to send your own.

#### ■ Advance

With simple set up and maintenance, we help launch your digital marketing and keep you looking fresh. ePresence puts independents on par with chains, providing an ROI for the short and long term.

- Automatic Content Refresh
- Mobile Responsive
- HIPAA Compliant Prescription Refills
- 24/7 Quality Assurance

### Pricing Information

#### ■ Basic Package - Starts at \$700 Set up Fee and \$225 Per Month

- Mobile Optimized Website
- Online Prescription Refill
- Coupon Generator
- Monthly Billboard Refresh
- Daily Health Articles
- Robust Wellness Resources
- Pre-written, Fully-editable Content
- Monthly eNewsletter
- Social Media Content Publishing
- 10 Email Accounts
- Site Analytics & Quality Scanners
- Launch Marketing Kit

### Ordering Information

#### Get Started

(800) 252-8042 x2  
 epresence@hdsmith.com  
 hdsmith.com/epresence

*Available to all independent pharmacies, regardless of primary wholesaler.*

