

WAY 3

Smith Drug Company: HealthWise Innovative Solutions

Powerful tools and strategies to help independent pharmacies grow and thrive.

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Founded: 1944
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Company Background

Smith Drug Company (SDC) is a pharmaceutical distributor in the Southeast and Midwest dedicated to the growth and vitality of the independent pharmacy industry and long-term care segment. Since 1944, Smith Drug Company has been bringing the best people and technology together, always striving for excellence in customer satisfaction. Founded by pharmacists and still led by pharmacists, JM Smith — Smith Drug Company's parent corporation — is South Carolina's third-largest privately held company and was recently honored as one of the World's Most Ethical Companies. Smith Drug Company recently merged with Burlington Drug Company, a family owned and operated wholesale distributor founded in 1891. Burlington Drug Company, located in Milton, VT, services independent pharmacies and long-term care facilities in New England and New York State. This merger has expanded Smith Drug Company's footprint; together, the companies serve 31 states, Washington D.C., and the U.S. Virgin Islands.

Product Overview

■ HealthWise Pharmacy Innovative Solutions

- **HealthWise Pharmacy Branding and Marketing:** HealthWise Pharmacy Marketing Solutions provides a variety of programs and services that include direct to customer advertising. When you choose HealthWise Pharmacy, you choose an established brand that customers trust. Utilizing our signage, category directional signage, floor mats, and window decals will help establish a strong identity that will increase your visibility in the market, and ultimately, increase sales.
- **HealthWise Pharmacy Specialty Network:** Gives local retail pharmacies access to training and programs to provide their patients with specialty pharmaceuticals. The demands and added pressures of this category can be mitigated through the support of the SDC team.
- **HealthWise Pharmacy Long-Term Care:** Our LTC Solutions Program offers a comprehensive suite of long-term care solutions that go beyond wholesaling and supply. From an aggressive pricing program to cutting edge software solutions, your pharmacy will have the competitive advantage it deserves. A partnership with

SDC means a partnership with the most knowledgeable specialists in the LTC Industry. Our team is ready to provide guidance in obtaining lower pricing, higher reimbursements, and overall increased profitability.

- **HealthWise Pharmacy Consulting Solutions:** HealthWise Pharmacy Consulting Solutions has a merchandising-360 element. A partnership with a leading merchandising firm ensuring pharmacies have the right products, in the right categories, at the right price, within the front-end of the pharmacy for the demographic mix of their communities. HealthWise Pharmacy Consulting Solutions also provides assistance to pharmacies in staffing optimization through the use of algorithms, as well as, to optimize workflow systems and automation to create efficiencies in a pharmacy.
- **HealthWise Pharmacy Generic Solutions:** HealthWise Pharmacy Generic Solutions is a proprietary generic prescription formulary providing access to extremely competitive pricing on quality generic products.
- **HealthWise Pharmacy Intuitive Purchasing System (IPS):** With the HealthWise Pharmacy IPS proper forecasting and inventory optimization tools, customers are able to maximize their profit and make purchasing decisions with ease. IPS Pharmacies are able to determine how much and what type of inventory should be maintained so that products are readily available for patients when they are needed.

Testimonial

Tom Mooney, RPh and Josh Harris, PharmD, are Smith customers "because of Smith's willingness to share and take an interest in our business", they shared. When Mooney's Pharmacy, in Johnson City, TN, business began to plateau, their Pharmacy Business Consultant (PBC) assembled a team and scheduled an on-site meeting with Smith executives. Together, the team was able to get the pharmacy's core business model back on track. Shortly thereafter, Mooney's Pharmacy went to a 4.52 star rating, and their programs and services took off. HealthWise Pharmacy Consulting was the solution Mooney's needed, and thanks to their PBC, they received the help they needed.

Trade Shows/Meetings Attended

Smith Drug Company hosts an annual trade show for their customers and vendors. The show provides a fun and unique setting for customers to meet with their vendors, place orders, and receive show specials. Customers, pharmacists, and technicians will have the opportunity to take a variety of CE Classes that are held onsite. This year's show is July 21-23 at the Gaylord Opryland in Nashville, TN. Smith Drug Company is also very involved in industry and state conventions, such as NCPA, NACDS, and HDA.