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Be Seen. Be Remembered. With H. D. Smith Marketing Services

Competing for patient attention, profit margin, store traffic and script volume are daily challenges for every independent pharmacy. Let us help!

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

H. D. Smith's award-winning creative team leverages intimate knowledge of the independent pharmacy marketplace to help entice new and engage existing customers. Whether a new store looking to make a splash or an existing store seeking more community awareness, our team of marketing professionals will help tell the story of each unique store in a professional and care-oriented way that speaks to your community.

Features & Options

Brand Identity

To compete with big box retailers, you need to project a strong image that conveys confidence and capabilities. A recognizable brand pulls together your advertisements, signage and other marketing efforts.

- Logo Assistance
- Tagline Generation
- Letterhead & Business Cards
- Brochures
- Promotional Items & Apparel
- Store Décor & Signage

Community Presence

Tell your story in a way that's memorable and compelling. Make a statement to your community about your offerings, why you're different and why they should bring you their business.

- Advertising (Web, Print, Radio)
- Media Services
- Physician Marketing
- Direct Mail Campaigns

Market Research

Get to know your consumers on a data level. Demographics, consumer reports and other methods help you dive into the psychology of your community consumers. Contact us with your needs or goals and we'll produce research that provides thorough insight into your community.

Ordering Information

Get Started

(800) 252-8042
 marketing@hdsmith.com
 hdsmith.com/retailsolutions

Available to all independent pharmacies, regardless of wholesaler.

