



PHARMACY Interactive Learning PROGRAM

YOUR OPPORTUNITY TO REACH INDEPENDENT PHARMACY OWNERS, REPRESENTING AN \$93 BILLION MARKETPLACE

The National Community Pharmacists Association's (NCPA®) Interactive Learning Programs are customizable online programs to educate community pharmacists about partner products, services and brands. The programs offer your organization the opportunity to present programming via NCPA's Pharmacist e-Link to a network of 40,000+ registered users in various pharmacy practice settings across the country.

An NCPA Interactive Learning Program features audio and visual online presentation capabilities, up to ten minutes in length, with eight to nine minutes of content, accompanied by a registration form and brief user survey.

NCPA staff can assist you with programming and coordinating design and production services, including testing, tracking and reporting. In addition, NCPA will develop and implement a comprehensive pharmacist outreach program, targeting community pharmacists.

Independent Pharmacy Today*

- An \$93 billion Marketplace
- Average revenue per independent pharmacy: \$4M
- Average number of prescriptions dispensed per pharmacy: 64,635 annually, 207 per day
- Representing 40% of the nation's retail pharmacies

*Based on the 2010 NCPA Digest, Sponsored by Cardinal Health



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