



PHARMACY Widgets Services PROGRAM

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

Pharmacist e-Link's widget services make it easy for you to syndicate a wide range of content, and allow you to distribute it in the form of a widget across the social web. Widgets are self-contained, interactive, portable components that display text, image, sound, and/or video on any web page. Portability means site visitors can easily share them and add them to their own web pages, blogs, and social network profiles.

Use Pharmacist e-Link widgets to:

- Extend your brand
- Provide up-to-the-minute information on your products
- Make it easy to share your content

We will work with you every step of the way to make sure we build a widget that works for you:

STEP 1: Define your objectives and set key measurements

STEP 2: Know your audience and select relevant content

STEP 3: Social Interaction, Prominent Placement

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

Top Stories **Recalls & Alerts**

Administration report sees \$8B in Medicare savings

WASHINGTON - The new health overhaul law will start producing savings for medicare right away, and over

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Mail carriers may deliver lifesaving drugs

Letter carriers might become first-responders, delivering medication in the event of a biological attack

Contact For More Information

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