

Community Pharmacy Advantage

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Local Store Marketing

Our marketing services for the pharmacy are designed to give you the ability to choose the right marketing solutions for your store — so you can create a customized marketing plan that matters most to you and your patients.

Cardinal Health recognizes that every retail independent pharmacy is different. Each pharmacy has unique challenges and marketing needs, yet everyone has a similar goal — to implement marketing programs that will help increase brand awareness and drive store traffic.

Advantages for your pharmacy

- Grow existing customer activity
- Attract new customers
- Increase visibility within the pharmacy and community

Tools to support your pharmacy's marketing goals

Website with or without online refills

Allow patients and prospects 24/7 access to your pharmacy. Multiple color palette options, full set-up, ongoing support, online refill capabilities and more.

Social Media

Increase brand awareness and build stronger relationships with your patients through social media. Set your pharmacy apart from the competition with a well-managed, store-specific Facebook presence.

Seasonal marketing kits

Receive printed marketing collateral, customized with your pharmacy's logo and contact information, to keep your promotions fresh and relevant to the season. Implementation of marketing materials requires a minimal time commitment from the pharmacy. All you have to do is the open the box and start using the materials.

Additional tools

- Custom marketing materials
- In-store radio and on-hold messaging
- Outbound calling and texting
- Logo creation
- Marketing template library
- Vitamin Club
- Pharmacy Health Connect™ smartphone app
- Pharmacy signage solutions

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340B Services

Expand your resources. Improve access to care.


Our goal is to empower your pharmacy to provide exceptional care for your patient community. By capturing critical resources through a 340B program tailored just for you, you will have the financial flexibility you need to make access to care available to underserved patients and invest in other quality care initiatives. Our unparalleled expertise will ensure your 340B supply chain, pricing, compliance and management needs are met in order to fulfill your patient care mission.

Our service options for helping you implement a 340B program:




Onsite pharmacy [Learn more](#)

From integrating split-billing systems into your existing pharmacy to helping you establish an outpatient pharmacy



Offsite or contract pharmacy [Learn more](#)

Through one of the largest networks of retail pharmacies and specialty drug programs



Consulting [Learn more](#)

Complete compliance assessments, expert advice and help selecting the right 340B program for your hospital

Why work with Cardinal Health

We know the challenges of integrating a 340B program, such as:

- Implementing data sets from throughout the hospital
- Ensure pricing is applied to replenishment only, not initial orders
- Determining whether prescriptions are for eligible patients

Are you maximizing the potential of your pharmacy?

Take the Pharmacy eAssessment today >



 See the proof

The largest 340B distributor

10,000+ accounts

\$3B+ in sales

Contact Us

★ Additional information

What is 340B?

A program designed to limit the cost of covered outpatient drugs to healthcare facilities for underserved communities, the 340B Drug Pricing Program resulted from enactment of Public Law 102-585, the Veterans Health Care Act of 1992. Facilities that are eligible are called Covered Entities (CEs) and include disproportionate share hospitals, sole community hospitals, rural referral hospitals,

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