



Pharmacy Podcast

Digital Health Publication & Content Marketing Engine



#RxChat

📍 Pharmacy Podcast Show
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INTRODUCING PHARMACY PODCAST

In March of 2009, Pharmacy Industry Innovator Todd Eury, Executive Director of the Pharmacy Technology Resource, founded the Pharmacy Podcast Show and dedicated the programs to his pharmacy industry contacts, prospects, and customers. The Pharmacy Podcast Show is about useful content, information, and innovative ideas that we believe will help privately owned pharmacy businesses.

We dedicated our programming to Independent Retail, Long-term Care, Specialty, Small Chain, Pharmacy Businesses and have dedicated content for each of these specific pharmacy business models. The Pharmacy Podcast Show is about dynamic people in the pharmacy industry making a difference in our profession.



57,000 + Listeners

OUR LISTENERS

The Pharmacy Podcast has well over 57,000 listeners in a variety of pharmacy industry roles. Community pharmacy owners, technicians, staff pharmacists, long-term care and specialty pharmacists are several industry professionals documented listening to the shows. Industry associations, pharmacy industry vendors and service providers are also active listeners to the Pharmacy Podcast.

PODCAST COMBO PACKAGES



Package HubBubRx - \$3,000.00

3 Podcast Series focused on the organization's mission, solution offerings, client testimonials, and support to conferences (pre & post) along with news release support.

Sponsors receive professionally produced podcasts, edited as radio quality, podcast Player embed code for their web-environments, monthly stats on trends and downloads, Twitter & Facebook support, and industry publications re-postings of the podcasts.

90 day banner ad with 300X250 pixel graphic with click-through to website landing page. (Episodes become archived and searchable for life in the Pharmacy Podcast Library)

Pharmacy Podcast Show - develops customized audio & video blogs with searchable SEO tags to capture these leads, prospective patients, and physicians and drive them to your landing pages dedicated to the specific disease state, services, or technologies content assisting your marketing efforts develop, produce, distribute, and market to your potential customers.

With the importance of medication adherence management in pharmacy (especially specialty and compounding, because of disease seriousness & expense) follow up is very important. I'd like to build a podcast series on your organization's reputation. There's 3 types of podcasts we publish to our 57,000+ subscriber-listener base.



Pacakge DigiHubRx - \$36,000.00

12 individual pieces of digital health publication content with Annual Subscription & Lead Generation Support Services

DigiHubRx package includes technology embedded into your website & pages called – the Navigator Platform.

This provides a solution that will empower your company to capitalize on digital health publication content marketing through the following tech-enabled, data-driven approach:

1. Identify the complete set of keyword opportunities and prioritize the selection of relevant and valuable keywords – through the Keyword Demand Engine.
2. Structurally optimize the performance of each webpage through adding relevant, unique content (podcasts & transcription) – through the Content Relevance Engine.
3. Test various content formats and combinations, increasing traffic over time – through the Content Testing Engine, drive new leads, patients, and or physicians to your company's landing pages (guaranteed)
4. Continuously improve the performance of the website based on recommendations to maximize content relevance, cover new keywords, and test new concepts – through the Adaptive Learning Engine.

Using the digital health audio blog to accompany a marketing campaign, conference, new release, or press enhancement is the most optimal way of leveraging the Pharmacy Podcast Show.