



COMMUNITY PHARMACY UNDERWATER PBM CLAIMS ROLL OUT PLAN

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Example



Community Pharmacies

Community pharmacies play a critical role in the success of the rollout by moving from awareness to real-world adoption and advocacy. As frontline participants, they engage with the educational materials, attend webinars, and begin using the PBM Appeals tool in their daily workflow, providing valuable feedback that helps refine messaging and support legislation.

State Associations

State associations serve as the central driver of the rollout, ensuring communication is consistent, trusted, and far-reaching across their pharmacy network. They work diligently to establish law to stabilize community pharmacy. With alignment, with appeal participation they have the evidence to increase PBM Reform.



Roll Out Plan

Week 1-2: Pre-Launch Awareness

Announce the upcoming partnership and PBM Appeals resource through a short email (example provided) and a newsletter mention. Share a simple “What’s Coming” message that highlights the problem being solved, recovering revenue, and simplifying appeals. Provide a registration link for the kickoff webinar and begin promoting it across social channels.

Week 3: Kickoff Webinar Launch

Host a live kickoff webinar introducing Pharmacy Marketplace and the PBM Appeals tool. Walk through the platform, show a real example of an appeal submission, and clearly explain the financial impact for pharmacies. Include a live demo and Q&A. Record the session so it can be reused on-demand for those who couldn’t attend.

Roll Out Plan

Week 4–6: Education and Engagement Phase

Distribute easy-to-understand educational materials, including a one-page quick start guide, short “how-to” videos, and a FAQ document. Begin a short email series (2–3 emails) focused on specific benefits such as recovering revenue, saving staff time, and simplifying workflows. Feature a testimonial or case study from a pharmacy already seeing results.

Week 7–8: Activation Push

Shift messaging from education to action. Send a “Get Started Now” email with clear steps to demonstrate and activate. Provide a checklist and offer optional office hours or live support sessions. Encourage early adopters by highlighting quick wins and early success metrics.



<https://pharmacymarketplace.com>

Roll Out Plan

Ongoing: Reinforcement and Growth

Continue promoting success stories in newsletters and at association events.

Provide periodic updates on appeals submitted across the state to reinforce value.

Incorporate Pharmacy Marketplace into annual meetings, and regional events.



<https://pharmacymarketplace.com>

Example Introduction Email

Subject: Introducing Pharmacy Marketplace and Our Statewide PBM Appeals Rollout
Introducing Pharmacy Marketplace and Our Statewide PBM Appeals Rollout

Dear Pharmacy Partner,

We are excited to introduce a new initiative designed to support community pharmacies across our state: the rollout of Pharmacy Marketplace and its PBM Appeals tool: <https://bit.ly/4svMLZn>.

This coordinated rollout plan is built to help you easily understand, access, and benefit from a solution that addresses one of the most pressing challenges facing independent pharmacy today, PBM reimbursement and appeals. Through a series of webinars, educational resources,

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As part of this effort, we invite you to join our upcoming kickoff webinar, where you will get an inside look at how Pharmacy Marketplace works, how to submit PBM appeals efficiently, and how your pharmacy can recover revenue while saving valuable staff time. Additional resources, including quick start guides, short training videos, and ongoing support, will be made available following the session.

This is an opportunity to strengthen your financial performance and streamline your workflow with a solution built specifically for community pharmacies.

Stay tuned for more details and registration information for the kickoff webinar. We look forward to supporting your success.

Sincerely,
[Association Name]



**pharmacy
marketplace**

<https://pharmacymarketplace.com>

Filing underwater claims through Pharmacy Marketplace helps community pharmacies recover revenue that would otherwise be lost on under-reimbursed prescriptions.

By streamlining the PBM appeals process, the platform reduces administrative burden, making it easier for staff to identify, submit, and track claims efficiently.

This not only improves cash flow but also saves valuable time, allowing pharmacy teams to focus more on patient care while ensuring they are paid more fairly for the services they provide.



Start Now



Schedule a quick demo today to see how Pharmacy Marketplace's PBM Appeals tool can help your pharmacy recover lost revenue and simplify the appeals process.
<https://bit.ly/4svMLZn>

THANK
YOU
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<https://pharmacymarketplace.com>