

ROAD MAP TO PROTECT COMMUNITY PHARMACIES FROM UNDERWATER PBM CLAIMS

FOR STATE ASSOCIATIONS

1 SCHEDULE A DEMO OF PHARMACY MARKETPLACE

State associations committed to delivering immediate value to their members can schedule a live demo of Pharmacy Marketplace and its PBM Appeals tool to see the impact firsthand. These sessions walk through how pharmacies can quickly **identify underpaid claims, streamline the appeals process, and recover lost revenue** with **minimal staff burden**. It's also an opportunity to explore how the platform can support broader advocacy efforts with **real data** and **measurable outcomes**.

Scan our QR Code to schedule a demo



2 EDUCATE PHARMACY MARKETPLACE ON THE STATE SPECIFIC PBM LAW

State associations play a critical role by educating Pharmacy Marketplace on the nuances of their state-specific PBM laws and regulations. By sharing guidance on **reimbursement rules, appeal timelines, audit protections, and any recent legislative changes**, associations help ensure the PBM Appeals tool is aligned with local requirements. This collaboration allows Pharmacy Marketplace to better support pharmacies in that state, improve appeal accuracy, and reflect the real-world regulatory landscape pharmacists are navigating every day.



3 DEVELOP ROLL OUT PLAN

Developing a rollout plan ensures pharmacies across the state are introduced to Pharmacy Marketplace and the PBM Appeals tool in a clear, coordinated way. This typically includes **hosting a kickoff webinar, creating easy-to-understand educational materials, and equipping the association with ready-to-use content for newsletters, email campaigns, and events**. A thoughtful rollout not only builds awareness but also helps drive adoption by showing pharmacies exactly how to get started and where they'll see value quickly. Use our Example Roll Out Plan when you scan the QR code or follow this link: <https://bit.ly/4ugNn1K>.

Scan our QR Code to get our Roll Out Plan



4 HOLD QUARTERLY MEETINGS

Holding quarterly meetings keeps the partnership active and aligned as the PBM landscape continues to evolve. These sessions create a forum to **review changes in state law, share updates from the field, and identify emerging challenges for community pharmacies**. Pharmacy Marketplace can also provide aggregated, de-identified data from the platform, giving associations valuable insight into appeal trends, success rates, and dollars recovered to help inform both member support and ongoing advocacy efforts.

<https://pharmacymarketplace.com>



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