



Pharmacist Profile Marketing Toolkit

Thank you for your willingness to spread the word to pharmacists about claiming their Pharmacist Profiles! If you have any questions or ideas about this toolkit, please contact us at info@pharmacyprofiles.com.

EMAIL

(Feel free to personalize this sample email before you send to your PHARMACIST COLLEAGUES AND FRIENDS.)

<insert recipient name>,

Have you claimed your Pharmacist Profile? It's a new service for pharmacists to help us track our credentials and professional info. I've claimed my Pharmacist Profile and it was quick and easy to do...and it was free!

I have found this tool to be really useful. When you claim your Pharmacist Profile, you gain access to a secure online platform where you can maintain all of your professional information in one place – licensure, advanced training, certifications, education, employment, awards, publications, interest areas and more.

As you know, it is vital to keep our professional credentials up-to-date as your professional services role and the scope of pharmacy practice continues to expand.

Check it out at www.pharmacyprofiles.com/pharmacist-profile!

<insert your name>

(Sample email for EMPLOYEES where the message is more directive)

<Team, Staff etc.>,

Please claim your Pharmacist Profile at: <https://my.pharmacyprofiles.com/register> by <insert date>. It's a new service for pharmacists to help track your credentials and professional info.

When you claim your Pharmacist Profile, you gain access to a secure online platform where you can maintain all of your professional information in one place – licensure, advanced training, certifications, education, interest areas and more.

It is vital to keep your professional credentials up-to-date as your professional services role and the scope of pharmacy practice continues to expand. It will also help our pharmacy as we expand our patient care services.

<insert your name>

NEWSLETTER ARTICLE

Introducing Pharmacy Profiles

Pharmacy Profiles, a subsidiary of the American Pharmacists Association, is building a trusted and verified repository of the nation's pharmacist providers. Built by pharmacists for pharmacists, Pharmacy Profiles will enable pharmacists to manage their professional information all in one place. It will also serve as a single source for pharmacist employers, health plans, payors, and other industry professionals to validate credentials and professional information about pharmacists. Pharmacy Profiles helps these stakeholders identify and verify pharmacists who are qualified to provide a growing array of patient care services.

When a pharmacist claims their Pharmacist Profile, they gain access to a secure online platform where they can maintain all of their professional information in one place – licensure, advanced training, certifications, education, employment, awards, publications, interest areas and more.

There is no cost to set up or maintain a Pharmacist Profile. Tracking professional credentials and information can be tedious and time-consuming, but a Pharmacist Profile makes it quick and easy!

A Pharmacist Profile helps pharmacists keep their professional credentials up-to-date. This is vital as pharmacists' professional services role and the scope of pharmacy practice expands. An up-to-date, complete Pharmacist Profile is a vital step along the path to full recognition as a health care provider and valued member of the health care team.

For more information or to claim your Pharmacist Profile, visit www.pharmacyprofiles.com/pharmacist-profile

TALKING POINTS

Have you claimed your Pharmacist Profile yet?

A Pharmacist Profile is a free, secure online tool that helps pharmacists manage all of their professional information in one place – licensure, advanced training, certifications, education, employment, awards, publications, interest areas and more.

How do I claim mine?

To learn more or claim your Pharmacist Profile, visit www.pharmacyprofiles.com/pharmacist-profile

The estimated time to create a basic Pharmacist Profile is approximately 5 minutes. If you wish to build a more complete Profile, it may take a little longer. You will need to know your NABP eProfile ID and an email address.

What is Pharmacy Profiles?

Pharmacy Profiles is a trusted and verified repository of the nation's pharmacist providers. It enables pharmacists to manage their professional information all in one place. It is also a single source for pharmacist employers, payers, and other organizations to verify information about pharmacists so they can determine their qualifications and eligibility to provide patient care services.

Pharmacy Profiles is a subsidiary of APhA.

(FOR EMPLOYERS who have access to Pharmacy Profiles Credentials Verification Service)

How can Pharmacy Profiles help our pharmacy?

Our pharmacy has access to Pharmacy Profiles Credentials Verification Service which means that we will be able to identify, track and verify pharmacists who are qualified to provide advanced patient care services such as immunizations, diabetes management and point of care testing. This data is what prospective payers want to know! This will streamline our credentials management and it will make it easier for our pharmacy to differentiate and expand our

patient care services. By claiming your free Pharmacist Profile, you can help us set our pharmacy apart from competition in our area!

It is vital that you claim your Pharmacist Profile as soon as possible as this is the first step for you to be able to manage all of your professional information in one place. You will be able to showcase your skills and advanced training with your Pharmacist Profile.

SOCIAL MEDIA IMAGES AND POSTS

Twitter:

- Manage all of your professional information in one secure place with a FREE Pharmacist Profile! Claim yours at <https://my.pharmacyprofiles.com/register>
- Say Hello to your Pharmacist Profile! It's a FREE tool to help you maintain all of your professional information in one place. Claim yours at <https://my.pharmacyprofiles.com/register>

Facebook and LinkedIn:



Say Hello to Pharmacy Profiles.

Your one-stop FREE resource to maintain your professional information.

 PharmacyProfiles

Sample caption:

Do you have your Pharmacist Profile yet? It's a FREE tool to help you maintain all of your professional information in one place. Claiming your Profile is easy, takes just minutes, and positions you to take advantage of emerging opportunities for pharmacists. Visit www.pharmacyprofiles.com/pharmacist-profile



Say Hello to Pharmacy Profiles.

Document your capabilities to provide advanced patient care services.

 PharmacyProfiles

Sample caption:

Pharmacists, check out this FREE new tool to help you maintain all of your professional information in one place securely and easily. It is vital to keep your professional credentials up-to-date as your professional services role and the scope of pharmacy practice continues to expand. Learn more: www.pharmacyprofiles.com/pharmacist-profile

A New Prescription for Pharmacists: Claim Your Profile!

Pharmacist Profile



Tracking your professional credentials can be tedious and time-consuming. We're here to help!

Built by pharmacists for pharmacists, Pharmacy Profiles helps you maintain all of your professional information in one place securely and easily.

It is vital to keep your professional credentials up-to-date as your professional services role and the scope of pharmacy practice continues to expand.

And it's free to you! There is no cost to set up or maintain your Pharmacist Profile.

- Licensure
- Advanced Training
- Certifications
- Education
- Employment
- Awards and Publications
- and more

Benefits

- Locate all of your professional information in one place
- Streamline the management of your professional profile
- Showcase your skills and experience
- Be well positioned for job advancement
- Ensure you are ready for health care provider status
- Document your capabilities to provide advanced patient care services

An up-to-date, complete Pharmacist Profile validates your status for employers and payers alike as both a health care provider and a valued member of the health care team.



Claim your free Pharmacist Profile at [PharmacyProfiles.com](https://www.pharmacyprofiles.com)