



# RETHINK PHARMACY. WE ARE.

Express Scripts Pharmacy® is a pharmacy designed with our customers – your members – in mind. For over 30 years, we’ve been the pharmacy that’s been there for them with whatever they need. With our recent efforts to further redesign pharmacy around our customers, it’s an ideal time for your members to rethink what a pharmacy could and should be.

This toolkit contains specific tactics and messaging designed to communicate the benefits of getting maintenance medications from Express Scripts Pharmacy to your members, including free standard shipping, 24/7 access to specially-trained pharmacists and a streamlined mobile app to easily track orders, refill prescriptions and more. It also includes guidance for distributing these materials to your members.

Let’s rethink pharmacy together and give your members a simpler experience and better care.





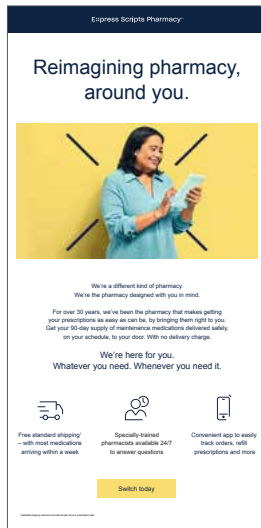
# Marketing materials

Download the entire kit



Below is a list of all available tools to help communicate the benefits of switching to Express Scripts Pharmacy to your members.



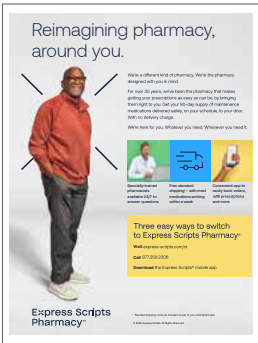



Tool	How to use it	Details
<b>Intranet/ digital copy</b>	<p><i>Text-only description summarizing the benefits of switching to Express Scripts Pharmacy.</i></p> <p><i>This copy can be dropped into any digital channels, including newsletters, emails and intranet platforms.</i></p>	Word document 
<b>Email</b>	<p><i>Send information about Express Scripts Pharmacy right to your members' inboxes.</i></p> <p><i>Note: Download in Internet Explorer for best user experience.</i></p> <p>Sample subject line(s):</p> <p>It's time to rethink pharmacy. We're reimagining pharmacy around you.</p>	1 OFT email 



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Tool	How to use it	Details
<p><b>Intro to Express Scripts Pharmacy Video</b></p> 	<p><i>Share a video about how to get started with Express Scripts Pharmacy.</i></p>	<p>Video link: <a href="https://bcove.video/3qcNhdG">https://bcove.video/3qcNhdG</a></p> 
<p><b>One-pager</b></p> 	<p><i>Share with members via email attachment or display on internal digital channels.</i></p> <p><i>You can also print and distribute on desks and common areas in the office.</i></p>	<p>1 PDF Dimensions: 8.5 x 11</p> 
<p><b>LinkedIn Post #1</b></p> 	<p><i>Copy and paste the text below into a LinkedIn post to share information about Express Scripts Pharmacy with your members.</i></p> <p>Redesigning pharmacy, raising the quality of care, reducing cost. All for you. Switch today at <a href="https://express-scripts.com/rx">express-scripts.com/rx</a></p>	<p>1 JPEG Dimensions: 1200px x 628 px</p> 

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Tool	How to use it	Details
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## LinkedIn Post #2



*Copy and paste the text below into a LinkedIn post to share information about Express Scripts Pharmacy with your members.*

Dimensions: 1200px x 628px



Express Scripts Pharmacy® is focused on you. Whatever you need, we are all in. Switch today at [express-scripts.com/rx](https://www.express-scripts.com/rx)

## Member FAQ



*A text-only list of common questions members might have about the benefits of Express Scripts Pharmacy.*

Word document

