

MEDIA STRATEGY

Trade Publication Visibility Strategy

RETAIL MY MEDS

Earned Media Roadmap | Pharmacy Trade
Publications | Independent Pharmacy



Executive Summary

RetailMyMeds has zero coverage in the five major pharmacy trade publications — Drug Store News, Drug Topics, Pharmacy Times, America's Pharmacist (NCPA), and ComputerTalk for the Pharmacist — despite operating in the exact category these publications cover most aggressively in 2026: independent pharmacy profitability under PBM and MFP pressure. The platform has earned podcast validation (TWIRx on Pharmacy Podcast Network, Bottom Line Pharmacy Podcast, Cardinal Health podcast) and an institutional sponsorship (WVIPA), but that credibility has not translated into the print and digital channels where **18,900+** independent pharmacy owners consume industry news.¹ This document maps the editorial landscape, identifies key editors by name, recommends five pitch angles ranked by likelihood of placement, and provides a phased timeline for outreach. The single highest-probability placement is the **Independent Insights** column at Drug Topics — a contributed-article slot purpose-built for independent pharmacy business content, with a clear submission process and named editor contact.² A parallel submission to America's Pharmacist reaches every NCPA member pharmacy in the country.³ Editorial window is now. Every major pharmacy trade publication is running stories on the MFP cash flow crisis, PBM reform timelines, and the technology tools pharmacies need to survive the two-to-three year gap before reform provisions take effect.⁴ RetailMyMeds is the story they have not told yet: a pharmacist-built platform that bridges the gap between crisis and reform by routing unprofitable prescriptions — including MFP-impacted drugs — away from the dispensing counter and into mail-order fulfillment, preserving the patient relationship while eliminating the cash flow bleed at its source.

Current Visibility

What RetailMyMeds Has Now

RetailMyMeds has built credible early-stage validation through podcast appearances and institutional partnerships:

- **TWIRx (This Week in Rx)** — Pharmacy Podcast Network. Episode: “Discover New Revenue with Retail My Meds,” September 20, 2024. PPN reaches **140,000+** listeners across 40+ shows.⁵
- **Bottom Line Pharmacy Podcast** — Sykes & Company, P.A. Episode: “How to Recover Lost Profit in Your Pharmacy.” Hosted by Scotty Sykes, CPA, CFP and Bonnie Bond, CPA — the most respected independent pharmacy financial advisory firm.⁶
- **Cardinal Health Podcast** — National distribution platform. Validates RetailMyMeds at the wholesaler/distributor level.
- **WVIPA Sponsorship** — West Virginia Independent Pharmacy Association. Institutional endorsement from a state pharmacy association.

What Is Missing

- **Zero trade publication coverage.** No articles, no mentions, no contributed columns in Drug Store News, Drug Topics, Pharmacy Times, America's Pharmacist, or ComputerTalk.
- **No press releases indexed.** A search across all five publications returns no results for “RetailMyMeds” or “Retail My Meds.”
- **No conference speaking placements.** Drug Topics hosts a quarterly Total Pharmacy Solutions Summit; Drug Store News hosts the DSN Industry Issues Summit. RetailMyMeds has not appeared at either.
- **No Drug Channels reference.** Adam J. Fein, Ph.D., the most cited analyst in pharmacy economics (**100,000+** subscribers), has not covered or referenced the platform.⁷

gap between podcast credibility and trade publication visibility represents the single largest untapped growth channel for RetailMyMeds. Earned media in these publications reaches the exact buyer persona — independent pharmacy owners evaluating profitability tools — at the exact moment they are most receptive: Q1 2026, when MFP cash flow pressure is front-page news across every pharmacy trade outlet.

Target Publications

Drug Topics

DRUG TOPICS

Pharmacy practice across all settings, with dedicated independent pharmacy coverage through the **Total Pharmacy** sub-brand. Part of MJH Life Sciences (Cranbury, NJ).

Audience: Pharmacists, pharmacy owners, and pharmacy managers across community, independent, and health-system settings. **Reach:** Primary digital reach. Total Pharmacy Solutions Summit held quarterly (virtual) plus inaugural in-person event December 2025.

Key Editors: [‘name’: ‘Laura Joszt, MA’, ‘title’: ‘Vice President, Content’, ‘email’: ”, ‘name’: ‘Killian Meara’, ‘title’: ‘Managing Editor’, ‘email’: ”, ‘name’: ‘Ashley Gallagher’, ‘title’: ‘Editor (Drug Topics submissions)’, ‘email’: ‘agallagher@mjhlifesciences.com’, ‘name’: ‘Briana Nowosielski’, ‘title’: ‘Editor (Total Pharmacy submissions)’, ‘email’: ‘bnowosielski@mjhlifesciences.com’]

Opportunity: Drug Topics has the most structured submission process in the industry. Three article formats: **Features** (800–1,000 words), **Viewpoints** (600–800 words), and **Independent Insights** (600–800 words). The Independent Insights column is purpose-built for independent pharmacy business content. Articles follow AMA Manual of Style, 11th Edition. Word document format only, with high-resolution headshot and 25-word summary. Brief promotional mentions acceptable at article end.²

RECOMMENDED APPROACH

Submit an Independent Insights article to Ashley Gallagher (agallagher@mjhlifesciences.com) within two weeks. The “Bridge Strategy” pitch angle fits this column exactly. Simultaneously pitch Briana Nowosielski for Total Pharmacy placement. Apply to speak at the next Total Pharmacy Solutions Summit (quarterly, next likely March 2026).

America's Pharmacist (NCPA)

AMERICA'S PHARMACIST (NCPA)

Official magazine of the National Community Pharmacists Association. The only publication whose readership is **100%** independent pharmacy owners and staff.

Audience: Every independent pharmacy in the United States — **18,900+** pharmacies. NCPA membership base. **Reach:** **18,900+** pharmacies. Print and digital editions via Sheridan Press. Quarterly publication with supplemental online content.

Key Editors: [‘name’: ‘Chris Linville’, ‘title’: ‘Managing Editor’, ‘email’: ‘chris.linville@ncpa.org’]

Opportunity: Feature articles, member spotlights, and technology profiles. NCPA is already the institutional voice of the MFP cash flow crisis — their Three Axis Advisors study provides the **\$722.55** per-transaction shortfall figure cited across the industry.⁸ RetailMyMeds' WVIPA sponsorship provides a credible entry point for NCPA engagement.

RECOMMENDED APPROACH

Email Chris Linville directly at chris.linville@ncpa.org. Pitch a feature on the operational tools available to pharmacies during the MFP-to-reform gap. Leverage the WVIPA sponsorship as institutional credibility. NCPA President Kristen Riddle's 2026 agenda centers on PBM reform — align messaging with her advocacy platform.

Pharmacy Times

PHARMACY TIMES

The largest pharmacy practice publication. Part of MJH Life Sciences (same parent as Drug Topics). Multiple sub-publications including Contemporary Clinic and PT Oncology Edition.

Audience: Pharmacists across all practice settings. Heavy clinical and continuing-education focus, but significant business and policy coverage. **Reach:** Primary digital reach with print editions. Pharmacy Times has already published key MFP and PBM reform coverage cited in RetailMyMeds briefing materials.⁴

Key Editors: [‘name’: ‘Zahra Mahmoudjafari, PharmD, MBA, BCOP, FHOPA’, ‘title’: ‘Editor-in-Chief’, ‘email’: ”, ‘name’: ‘Aislinn Antrim, MA’, ‘title’: ‘Associate Editorial Director’, ‘email’: ‘aantrim@pharmacytimes.com’, ‘name’: ‘Laura Joszt, MA’, ‘title’: ‘Vice President, Content (shared with Drug Topics)’, ‘email’: ”, ‘name’: ‘Alana Hippensteele’, ‘title’: ‘Lead Editor’, ‘email’: ”]

Opportunity: Web and print articles, 550–2,000 words. AMA Manual of Style, 11th Edition. Word document, 12-pt font. Title under 10 words. Requires author credentials, affiliations, 25-word precis, and funding disclosure. Submit via pharmacytimes.com/author-submission or directly to Aislinn Antrim.⁹

RECOMMENDED APPROACH

Submit a web article (550–2,000 words) to Aislinn Antrim at aantrim@pharmacytimes.com. The MFP cash flow crisis angle connects to Pharmacy Times' existing coverage. Key insight: Drug Topics and Pharmacy Times share the same parent company and VP of Content. A relationship with one editorial team creates a pathway into both publications.

Drug Store News

DRUG STORE NEWS

Retail pharmacy industry publication covering retailers, distributors, and manufacturers. Published by EnsembleIQ (Chicago, IL).

Audience: Chain and independent pharmacy executives, distributors, manufacturers, and retail health decision-makers. **Reach:** Print and digital. Annual DSN Industry Issues Summit. Launched the #fillhealthcaregaps campaign in support of pharmacist-led care.

Key Editors: [‘name’: ‘Nigel F. Maynard’, ‘title’: ‘Editor-in-Chief Editorial Director’, ‘email’: ”, ‘name’: ‘Sandra Levy’, ‘title’: ‘Senior Editor’, ‘email’: ”]

Opportunity: DSN does not have a public article submission portal. The pathway in is through the **Opinion section** (guest columns — pitch Nigel Maynard directly), press releases via drugstorenews.com/contact, and the annual DSN Industry Issues Summit. Request the 2026 media kit from drugstorenews.com/media-planners for the editorial calendar.

RECOMMENDED APPROACH

Pitch a guest opinion column to Nigel Maynard. The “chain contraction + independent survival” angle aligns with DSN’s recent coverage of the 5 biggest challenges facing retail pharmacy and their #fillhealthcaregaps campaign. Request the 2026 media planner to identify editorial calendar alignment. Medium-term target (Month 2–3).

ComputerTalk for the Pharmacist

COMPUTERTALK FOR THE PHARMACIST

The only pharmacy trade publication focused exclusively on pharmacy technology. Bi-monthly publication. Based in Blue Bell, PA.

Audience: Pharmacy owners and managers evaluating technology solutions — pharmacy management systems, automation, and software platforms. **Reach:** Bimonthly print and digital. Niche but highly targeted. Every reader is actively evaluating pharmacy technology.

Key Editors: [‘name’: ‘William A. Lockwood, Jr.’, ‘title’: ‘Publisher Chairman’, ‘email’: ”, ‘name’: ‘Will Lockwood’, ‘title’: ‘VP / Senior Editor’, ‘email’: ”]

Opportunity: Technology features, product profiles, and contributed articles. Recent coverage includes “4 Innovative Technologies Transforming Pharmacy Operations” and “Supporting the Quality and Independence of Community Pharmacies in an Evolving Market.” ComputerTalk’s entire editorial mandate is pharmacy technology — RetailMyMeds is a natural fit.¹⁰

RECOMMENDED APPROACH

Pitch Will Lockwood on a technology feature: “Pharmacist-Built vs. Vendor-Built: Why the Technology Gap in Independent Pharmacy Persists.” Position RetailMyMeds as a profitability layer that sits on top of existing dispensing systems (PioneerRx, BestRx, RedSail) — not a replacement for them. Short-term target (Week 3–6).

Pitch Angles

Angle 1: The Bridge Strategy — How Independent Pharmacies Can Survive Until PBM Reform Takes Effect

A 600–800 word contributed article for the Independent Insights column at Drug Topics. Positions RetailMyMeds as the operational bridge between crisis (January 2026) and reform implementation (2028–2029).

HOOK

PBM reform is signed but does not fully activate until 2028–2029. Part D remuneration restrictions begin in 2028. Any-willing-pharmacy standards take effect in 2029. What do pharmacies do *right now*? A pharmacist-built platform provides the bridge: routing unprofitable prescriptions to mail-order while preserving the patient relationship and eliminating the **\$722.55** per-transaction MFP float.⁸

Target: Drug Topics (Independent Insights column)

Angle 2: The MFP Cash Flow Crisis Demands Better Financial Visibility — Here's How One Platform Is Delivering It

An 800–1,000 word feature for Pharmacy Times or ComputerTalk. Data-heavy, anchored to the Three Axis Advisors / NCPA study. Focuses on the gap between what pharmacy management software shows (yesterday's data) and what pharmacies need (tomorrow's cash flow visibility).

HOOK

NCPA reports pharmacies float **\$27,000+/month** in MFP refund receivables.⁸ Most pharmacy software shows what happened yesterday. RetailMyMeds shows what is coming tomorrow — identifying unprofitable prescriptions before they hit the dispensing counter and routing them to mail-order fulfillment in real time.

Target: Pharmacy Times or ComputerTalk

Angle 3: 1,200 Walgreens Closing. Independent Pharmacies Are the Safety Net. But Who's Keeping Them Profitable?

A timely news-hook piece for Drug Topics or Pharmacy Times. Links chain contraction (Walgreens closing 1,200 stores, CVS closing 270) to the critical question: if independents are absorbing displaced patients, they need profitability infrastructure — not just more volume.

HOOK

Chain pharmacy contraction is sending patients to independents. But more volume on below-cost reimbursement is not a growth strategy — it is an accelerated path to insolvency. The pharmacies that survive this transition are the ones with tools to distinguish profitable prescriptions from cash-flow-negative ones. **96.5%** of independent pharmacists say PBM reimbursement threatens their viability.¹¹

Target: Drug Topics or Pharmacy Times

Angle 4: Pharmacist-Built vs. Vendor-Built: Why the Technology Gap in Independent Pharmacy Persists

A 600–800 word viewpoint for ComputerTalk or Drug Store News. Contrasts enterprise pharmacy management systems (PioneerRx, BestRx, RedSail) — which are dispensing platforms — with profitability platforms built by pharmacists who lived the margin squeeze.

HOOK

PioneerRx, BestRx, RedSail — these are dispensing systems, not profitability platforms. They track inventory, process claims, and manage workflows. They do not tell a pharmacy owner which prescriptions are destroying cash flow or route unprofitable scripts to alternative fulfillment. A pharmacist who lived the margin squeeze built something different.

Target: ComputerTalk for the Pharmacist

Angle 5: GLP-1 Economics and the Coming Cycle 2 Shock: Why January 2027 Is the Real Cliff

A forward-looking piece for America's Pharmacist or Pharmacy Times. Cycle 2 adds Ozempic, Wegovy, and Rybelsus to the MFP program — already the single largest source of below-cost fills for independents. Negotiated price: **\$274/month** from ~\$1,000/month (71% discount).¹²

HOOK

Cycle 1 taught pharmacies that MFP creates a **\$722.55** per-transaction float. Cycle 2 adds the three highest-volume GLP-1 medications — drugs that **5.3 million** Medicare beneficiaries take monthly.¹² Pharmacies that build routing infrastructure now will absorb the Cycle 2 shock. Those that wait will face the same crisis at dramatically larger scale.

Target: America's Pharmacist (NCPA)

Angle 6: From Dyer Drug Co. to a National Platform: How One Rural Pharmacist Built a Profitability Tool for the Entire Industry

A founder-story profile for America's Pharmacist or Drug Topics. Arica Collins, PharmD, owns Dyer Drug Co. in Albany, Kentucky — a rural independent pharmacy — and built RetailMyMeds out of her own operational need. The pharmacist-founder narrative resonates with NCPA's membership.

HOOK

The best pharmacy technology does not come from Silicon Valley. It comes from behind the counter. Arica Collins built RetailMyMeds because no existing tool solved the problem she faced every day: dispensing prescriptions that cost her money. Now the platform serves pharmacies nationwide at **\$275/month** with **30–45 day** ROI.

Target: America's Pharmacist or Drug Topics

Podcast Landscape

Current Podcast Presence

RetailMyMeds has appeared on three podcasts: TWIRx (Pharmacy Podcast Network), Bottom Line Pharmacy Podcast (Sykes & Company), and a Cardinal Health podcast. These appearances validate the platform but have not been leveraged into broader media coverage.

Pharmacy Podcast Network (PPN)

PPN is the dominant podcast network in pharmacy media. Founded by Todd Eury, it hosts **40+** shows with **140,000+** listeners.⁵ Key shows for RetailMyMeds:

- **DiversifyRx / Becoming a Pharmacy Badass** — Revenue diversification and profitability optimization for independent owners. Covers 340B, MFP rebates, and profitability strategies.
- **Pharmacy CrossRoads** — Hosted by Bruce Kneeland plus four new hosts (expanded 2025). **40,000+** downloads. Technology and practice innovation focus.
- **This Week in Pharmacy** — Weekly news roundup. Covered AI adoption for pharmacy owners and 340B rebate models.

relationship with Todd Eury could open multiple show appearances across the PPN network. Contact via pharmacypodcast.com/podcast-hosts.

Other High-Value Podcast Targets

- **The Independent Pharmacy Alliance Podcast** (Anthony Reznik) — PBM anti-competitive practices and independent pharmacy advocacy.
- **Independent Insights** (Health Mart / McKesson) — Independent pharmacy business with CPE credits available.
- **PrimeRx Podcast** — Industry thought leaders on pharmacy tech. Covered PBM reform and pharmaceutical tariffs.
- **GNP Connect Podcasts** (Good Neighbor Pharmacy) — Business diversification and pharmacy ownership.

Strategic Note

Podcast appearances should be explicitly referenced in trade publication pitches as third-party validation. The Bottom Line Pharmacy Podcast appearance is especially valuable because Scotty Sykes, CPA, CFP is the most respected financial voice in independent pharmacy. His endorsement — implicit through the appearance — adds credibility to any written pitch.

Contributed Article Draft

Submission-Ready Article Outline

Target: Drug Topics, Independent Insights column (600–800 words)

Submit to: Ashley Gallagher, agallagher@mjhifesciences.com

Format: Word document, AMA style (11th ed.), 12-pt font, high-resolution headshot, 25-word summary

Author: Arica Collins, PharmD

The Bridge Strategy: Surviving the Gap Between MFP Crisis and PBM Reform

Precis (25 words): A pharmacist-built platform helps independents route unprofitable prescriptions to mail-order, bridging the two-year gap before PBM reform takes effect.**Section 1 — The Timing Problem (150 words)**

Open with the numbers: MFP creates a **\$722.55** per-transaction shortfall with 21–30+ day manufacturer refunds.⁸ PBM reform signed February 3, 2026, but key provisions do not activate until 2028–2029. Pharmacies face a two-to-three year gap between the onset of the crisis and the arrival of relief. **30.3%** of independent pharmacists are considering closing.¹¹**Section 2 — What “Routing” Actually Means (200 words)**

Define prescription routing: identifying prescriptions where the pharmacy loses money and redirecting them to mail-order fulfillment. The pharmacy coordinates the process, the patient keeps their trusted pharmacist, and the cash flow bleed stops at the source. This is not “losing” a patient — it is choosing which prescriptions to fill at the counter and which to manage through alternative fulfillment.**Section 3 — The Math (150 words)**

Walk through a concrete example: a pharmacy dispensing 15 MFP transactions per week floats **\$10,838/week**. Routing half of those transactions recovers **\$5,400/week** in working capital. At **\$275/month**, the platform pays for itself in 30–45 days.**Section 4 — Cycle 2 Is Coming (100 words)**

Ozempic, Wegovy, and Rybelsus enter the MFP program January 2027 — the highest-volume, most cash-flow-destructive category for independents. Pharmacies that build routing infrastructure now will absorb the shock. Those that wait will face it at dramatically larger scale.**Section 5 — The Bridge (100 words)**

Close with the core message: PBM reform is real but not yet operational. MFP pressure is real and operational today. The pharmacies that survive the gap are the ones that deploy operational solutions — not the ones that wait for legislative ones. Brief mention of RetailMyMeds as one such tool, built by a practicing independent pharmacist.

Execution Timeline

Phase 1 — Immediate (Weeks 1–2)

1. **Submit Independent Insights article to Drug Topics.** Send 600–800 word “Bridge Strategy” piece to Ashley Gallagher at agallagher@mjhlife.com. Follow the submission guidelines exactly: Word document, AMA style, headshot, 25-word precis.
2. **Email Chris Linville at NCPA.** Pitch a feature in America's Pharmacist at chris.linville@ncpa.org. Lead with the WVIPA sponsorship as institutional credibility. Propose the “GLP-1 Economics” or “Bridge Strategy” angle.
3. **Pitch Scotty Sykes for a return appearance.** The Bottom Line Pharmacy Podcast covers exactly the profitability and cash flow topics RetailMyMeds addresses. A follow-up episode on MFP impact and the routing solution is a natural continuation.

Phase 2 — Short-Term (Weeks 3–6)

1. **Submit technology feature pitch to ComputerTalk.** Contact Will Lockwood with the “Pharmacist-Built vs. Vendor-Built” angle. ComputerTalk's entire editorial focus is pharmacy technology — RetailMyMeds is a natural fit.
2. **Pitch Todd Eury at Pharmacy Podcast Network.** Request appearances on DiversifyRx and/or Pharmacy CrossRoads. PPN contact page: pharmacypodcast.com/podcast-hosts.
3. **Submit web article to Pharmacy Times.** Send the MFP cash flow crisis piece (550–2,000 words) to Aislinn Antrim at aantrim@pharmacytimes.com.

Phase 3 — Medium-Term (Months 2–3)

1. **Request the Drug Store News 2026 media planner.** From drugstorenews.com/media-planners. Identify editorial calendar alignment for guest opinion columns and press releases.
2. **Pitch guest opinion column to DSN.** Contact Nigel Maynard with the “Chain Contraction + Independent Survival” angle. Align with DSN's #fillhealthcaregaps campaign.
3. **Apply to speak at Total Pharmacy Solutions Summit.** Drug Topics hosts this quarterly event (next likely March 2026). Speaking slot provides both visibility and content that can be repurposed for subsequent media pitches.
4. **Pitch Anthony Reznik** at the Independent Pharmacy Alliance Podcast. His audience skews toward advocacy-minded independent pharmacy owners who are actively seeking operational solutions.

Phase 4 — Ongoing (Months 3–6)

1. **Leverage early placements for compounding coverage.** Every published article and podcast appearance becomes proof of industry relevance for subsequent pitches. A Drug Topics

article can be referenced when pitching Drug Store News. An NCPA feature validates the platform for Pharmacy Times.

2. **Target Drug Channels.** Once two or more trade publication placements are secured, pitch Adam J. Fein, Ph.D., at Drug Channels (**100,000+** subscribers). Fein covers pharmacy economics and PBM dynamics. A Drug Channels mention provides outsized credibility with pharmacy executives.⁷
3. **Prepare for NCPA Annual Convention.** NCPA's 2026 annual convention is the single largest gathering of independent pharmacy owners. Secure a speaking slot, exhibitor booth, or sponsored session. Use existing WVIPA relationship as the entry point.
4. **Develop a press release cadence.** Issue press releases timed to MFP milestones: Cycle 2 negotiated prices announcement, Cycle 3 manufacturer participation deadline, and each quarterly CMS reporting period. Distribute to all five target publications simultaneously.

Sources

1. NCPA, "America's Pharmacist Online," ncpa.org/americas-pharmacist. Circulation: 18,900+ independent pharmacies.
2. Drug Topics, "Submission of Articles," drugtopics.com/submission-of-articles. Independent Insights column guidelines (600–800 words, AMA style).
3. NCPA, "Looking Back at #NCPA2025," January 2026. Chris Linville, Managing Editor, chris.linville@ncpa.org.
4. Pharmacy Times, "PBM Reform Within 2026 Appropriations Bill Signed Into Law," February 2026. Drug Topics, "What's Ahead in 2026: A More Balanced Future for Independent Pharmacies," 2026.
5. Pharmacy Podcast Network, pharmacypodcast.com. 40+ shows, 140,000+ listeners. TWIRx episode: "Discover New Revenue with Retail My Meds," September 20, 2024.
6. Sykes & Company, P.A., "How to Recover Lost Profit in Your Pharmacy," The Bottom Line Pharmacy Podcast.
7. Drug Channels (drugchannels.net). Adam J. Fein, Ph.D., President, Drug Channels Institute. 100,000+ subscribers and followers.
8. Three Axis Advisors & NCPA, "Unpacking the Financial Impacts of Medicare Drug Price Negotiation: Analysis on Pharmacy Cash Flows," January 2025. Per-transaction shortfall: \$722.55; weekly float: \$10,838.25.
9. Pharmacy Times, "Submission of Articles," pharmacytimes.com/submission-of-articles. "Author Submission" portal: pharmacytimes.com/author-submission.
10. ComputerTalk for the Pharmacist, computertalk.com. Publisher: William A. Lockwood, Jr. VP/Senior Editor: Will Lockwood. 492 Norristown Road, Suite 160, Blue Bell, PA 19422.
11. NCPA, "Final Executive Summary: NCPA Member Survey," January 2025. 96.5% report PBM reimbursement threatens viability; 30.3% considering closing.
12. CMS, "Medicare Drug Price Negotiation Program: Negotiated Prices for Second Cycle," November 2025. Ozempic/Wegovy/Rybelsus negotiated to \$274/month (71% discount). 5.3 million beneficiaries affected.

ABOUT THIS DOCUMENT

This trade publication visibility strategy was prepared using publicly available editorial guidelines, submission processes, editorial staff directories, and industry media analysis. It is intended for internal strategic use by RetailMyMeds leadership.

Prepared For Arica Collins, PharmD — RetailMyMeds

Prepared By Matthew Scott

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