



The in-store approach for our 2020 national advertising campaign focuses on promoting your pharmacy's services and increasing your script/patient counts. The campaign tagline "Local pharmacy. Local care." communicates that I.D.A.® pharmacists are local health experts who care about their communities.

P.O.P. can be installed upon receipt and kept up until March 2021.

IN-STORE P.O.P. KIT CONTENTS:



3 Tent Cards (Double Sided: Transfer Rx & Medication Management)

4 Transfer Rx Pads (100 sheets per pad)



1 Window Poster (Double Sided: Transfer Rx & Medication Management)

If you have any questions, please contact marketing@mckesson.ca