

PBA Health Facebook page
 Established: December 2009
 Strategy: Provide independent pharmacies with news source and discussion topics to establish company as thought leader; use links to drive traffic to pbahealth.com

The screenshot shows the Facebook page for PBA Health. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, Find Friends, and Account. The main content area features the PBA Health logo, a grid of photos, and a 'Wall' section with a post from August 22 at 2:15pm. The post discusses pharmacy audits and includes a link to an article on the PBA Health website. Below the post are engagement metrics (128 Impressions, 0% Feedback) and interaction options (Like, Comment, Share). The right sidebar contains sections for Admins (6), 'Use Facebook as PBA Health', Notifications, Promote with an Ad, View Insights, Invite Friends, You and PBA Health (5 friends like this), Recommend This Place, Quick Tips, and a Sample Ad for PBA Health.

facebook 1 Search Home Profile Find Friends Account

PBA Health Edit Page
 Local Business · Kansas City, Missouri · [Edit Info](#)

Wall PBA Health · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

PBA Health
 Even if you can't avoid a pharmacy audit, you can definitely be prepared for one ... Read our useful tips at:
http://www.pbahealth.com/pba-article-view.aspx?article_id=19
www.pbahealth.com
 Audit. If the word intimidates you, you're not alone. Thanks to CMS efforts to crack down on fraud, waste and abuse, the frequency of audits will increase. You may not be able to avoid one, but you can prepare for an audit by following these tips:
 128 Impressions · 0% Feedback
[Like](#) · [Comment](#) · [Share](#) · August 22 at 2:15pm

PBA Health
 Unprecedented wave of patents for brand-name drugs set to expire in next 12 months. Will your patients benefit?
http://www.pbahealth.com/pba-article-view.aspx?article_id=14
www.pbahealth.com
 The cost of prescription medicines used by millions of people every day is about to plummet. The next 12 months will bring generic versions of seven of the top 20 bestselling drugs.
 190 Impressions · 0% Feedback
[Like](#) · [Comment](#) · [Share](#) · August 9 at 9:45am

PBA Health
 Have you or someone you know been the target of a PBM audit? Do you think The Pharmacy Competition and Consumer Choice Act of 2011 will reduce abusive audit practices?
 New Survey Reveals Pharmacists Are Increasingly Struggling to Care for Patients Amid Predatory Audit

Admins (6) See All

[Use Facebook as PBA Health](#)
[Notifications](#)
[Promote with an Ad](#)
[View Insights](#)
[Invite Friends](#)

You and PBA Health
 5 friends like this.
 American College of Apothecaries, Missouri Pharmacy Association, NCPA at UMKC

Recommend This Place
 Help your friends discover great places to visit by recommending PBA Health.
 Write a recommendation...

Quick Tips
 Get more people to like your page with Facebook Ads. Try it today and receive your first \$50 free!

Sample Ad: PBA Health
 Your ad text here.
[Like](#) · Samantha Adams likes this.

Left Sidebar:
 PBA+HEALTH®
 Wall
 Hidden Posts
 Info
 Friend Activity
 Discussions
 Welcome
 Services
 Photos
 Careers
 EDIT
 About [Edit](#)
 PBA Health develops and delivers programs that make independent and regiona...
 More
 207 like this
 1 was here
 Likes [See All](#)
 Albers Medical Pharmacy
 NPTA - National Pharmacy Technician