



Rite Aid Health Network Roll Out Breaks New Ground

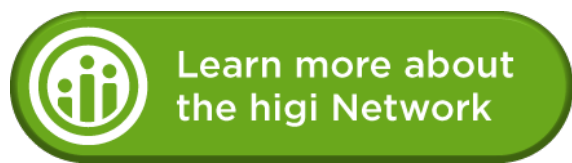
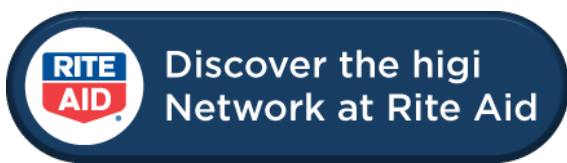
Provides unprecedented footprint of over 2,700 retail pharmacies today-4,000 by June

The high Network in Rite Aid, the first health station deployment and digital in-store media play in a national drug store chain, continues to roll out as new stations are added daily to the expanding network. Currently operating in over 2,700 sites, the high Network in Rite Aid is expected to engage with 1.9 million high Station users every four weeks. This focused audience in Rite Aid will continue to grow until the rollout concludes in June.

“At Rite Aid, we are always seeking new ways to empower our customers as they work to achieve their individual health and wellness goals,” notes Jocelyn Konrad, Group Vice President for Pharmacy Initiatives and Clinical Services. “The high stations represent another convenient tool we’re able to provide to our customers as part of our commitment to help them live healthier lives.”



Follow the links below to find out how you can be a part of this expanding network, with locations in Rite Aid and at thousands of other retail pharmacy locations across the country.



New from IZ-ON Media

The high Network delivers results for leading health testing device

A leading health testing device manufacturer improved both purchase intent (+28%) and likelihood to recommend (+19%) in a campaign that ran late last year on the high Network. Further results showed improvements in awareness of key product benefits. [Click here](#) to see the full study results.



Campaign Spotlight



Ensure
This campaign, running in 175 select Kroger stores, highlights Ensure’s Active Heart Health product on the Attract and interactive Privacy Screens. Creative focuses on the product claim, “Targeted nutrition to support heart health,” provides specifics about product benefits, allows users to request more information via email and enables access to savings offers.

Related News

2015 health trends bode well for retail pharmacy

A 2015 PwC report shows that “do-it-yourself healthcare” will be one of the top trends for the health industry in the year ahead. Retail pharmacy has a role to play in helping to connect the dots between health technology and self-care diagnostics.

Right place, right time. How companies are capitalizing on rapidly growing point of care channels.

Point of care (POC) messaging in pharmacy locations represents a growing opportunity for brands to reach consumers in settings where they are focused on health and wellness. A study shows that POC marketing investment has grown 10% annually since 2010 to reach \$400 million last year.

