



# DRUG CHANNELS

Expert Insights on Pharmaceutical Economics  
and the Drug Distribution System

## Drug Channels Media Kit

[www.DrugChannels.net](http://www.DrugChannels.net)



**Learn more about reaching the Drug Channels community:**

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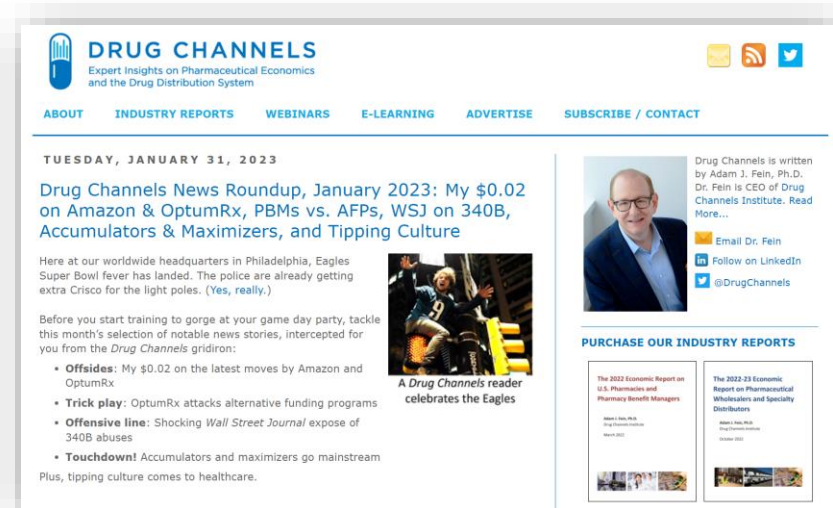
“Drug Channels is one of my must-follow resources for knowledgeable insight into events that are shaping the future of our industry.” –VP *Pharma Strategies and Account Management* at a large PBM

## Drug Channels is the leading resource for more than 100,000 professionals in the pharmaceutical and related industries

Since 2006, Drug Channels has been helping our thousands of readers make sense of pharmaceutical economics and the drug distribution system. We deliver timely analysis and provocative, highly regarded opinions on the dynamic healthcare system.

Drug Channels is the leading source for insight on:

- Pharmacy economics and prescription profits
- Pharmaceutical reimbursement
- Business strategies of key market participants
- Industry evolution and trends
- The fast-growing specialty drug market
- Healthcare reform and policy
- Legal aspects of the pharmaceutical supply chain



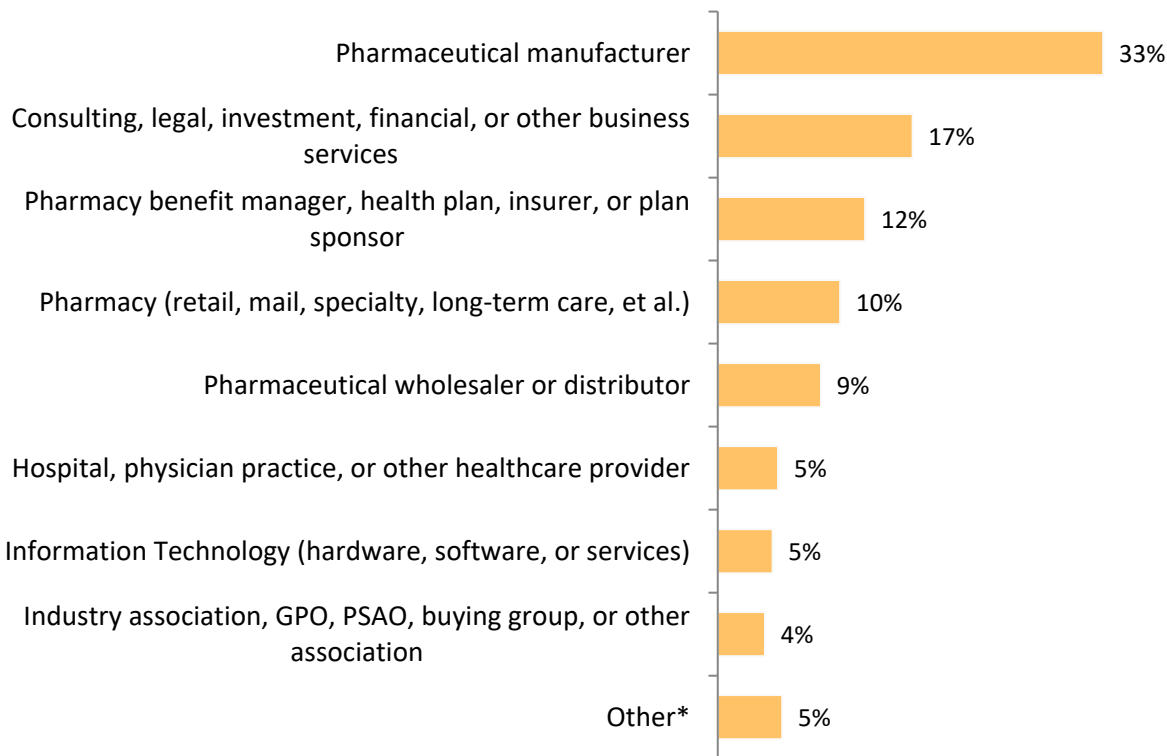
Drug Channels was created and is written by Adam J. Fein, Ph.D., CEO of Drug Channels Institute. Dr. Fein is one of the country’s foremost experts on pharmaceutical economics and the drug distribution system. Dr. Fein excels at unlocking and explaining complex business and economic issues with humor and an accessible, straightforward style, making *Drug Channels* a popular and authoritative destination for both industry insiders and outsiders.



## Reach Top Decision-Makers Across the Industry

Drug Channels attracts a large, diverse audience throughout the pharmaceutical and healthcare industries. Our readers’ backgrounds reflect the many diverse topics that Drug Channels reports and analyzes.

### Our Subscribers’ Primary Industries, August 2024



### Subscriber Job Titles Include:

- CEO
- COO
- President
- Executive Vice President
- Senior Vice President – Global Generics
- Vice President
- Vice President of Clinical Services
- Pharmacy Strategy Director
- Global Director
- Senior Director – National Accounts
- Director of Market Intelligence
- Director of Pharmacy Services
- Director of National Accounts
- Director of Retail Stores
- Senior Healthcare Analyst

\* “Other” includes: Academic or Educational Institution and Media. Figures exclude subscribers with unknown or undisclosed industry affiliations.



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“Great informative and timely information with a wit  
and humor that reminds us that serious issues all need  
to be tempered with a sense of levity.”

– Director of Clinical Strategic Initiatives  
at a large chain pharmacy

Your message will reach an engaged audience of 100,000+ people who regularly open, click, forward, and share *Drug Channels* content.

## Drug Channels Website Traffic (2024)<sup>1</sup>

Average monthly page views = 106,000

Average monthly unique visits = 86,000

**More than 100,000** industry leaders connect with Drug Channels on diverse platforms:<sup>2</sup>

✉ Email sent 2x to 3x per week to nearly **25,000** opt-in subscribers

X [@DrugChannels](#) shares daily posts with more than **18,000** Twitter/X followers

in [Dr. Fein](#) shares daily posts with nearly **58,000** LinkedIn followers. The number of followers is growing by ~1,000+/month. Drug Channels Institute's account has **6,200** followers.

1. Traffic data for [www.DrugChannels.net](http://www.DrugChannels.net) from Google Analytics for January through June 2024.

2. All figures as of August 14, 2024. Total audience excludes estimated number of individuals who follow Drug Channels on multiple platforms.



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“I am beyond pleased with our sponsored guest post on Drug Channels! Our post on Drug Channels led to multiple meetings with prospective customers and investors. It was a pleasure working with you.”  
– CEO at a pharmacy technology vendor

## Sponsored Guest Posts deliver your thought leadership message directly to the Drug Channels community

### Engage Specialists in Their Workflow With GoodRx Provider Mode

Today's guest post comes from Bansi Nagji, President of Healthcare at GoodRx.

Bansi explains how GoodRx Provider Mode delivers a prescription savings flow that offers health care professionals (HCPs) efficient access to the information they need at critical moments of care.

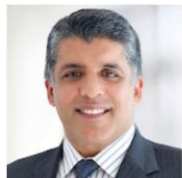
[Click here to learn how GoodRx Provider Mode can help manufacturers reach and engage HCPs.](#)

Read on for Bansi's insights.

#### Engage Specialists in Their Workflow With GoodRx Provider Mode

By Bansi Nagji, President, Healthcare, GoodRx.

In the late 1990s, a handful of brave pharma marketers started experimenting with the emerging internet to reach and educate their healthcare professional (HCP) customers, using sites like Physicians Online and Medscape to post content taken directly from their products' detail aids, sometimes called 'brochureware.' It was primitive but seemed innovative at the time. Fast forward to today, and it's clear that providers—and pharma marketers—need more sophisticated digital tools to keep up with the demands of their increasingly challenging jobs.



### Accelerating Patient Support in a New Era of Specialty Medication

By Megan Marchal, Director of Specialty Pharmacy Strategy, CoverMyMeds

Specialty medication launches. As she overcomes the challenges of

specialty medication launches. As she overcomes the challenges of

#### Innovation Brings Unwavering Patient Support in a New Era of Specialty Medicine

By Megan Marchal, Director of Specialty Pharmacy Strategy, CoverMyMeds

Developments in the specialty medication space could throw speed bumps in an already complex access journey. An incoming tide of new specialty therapies, including biosimilars, cell and gene therapies and oncology therapies, are expected to launch within the next year. In 2021, 72 novel active substances launched in the U.S. with more than half indicated for rare diseases. The drug pipeline continues to grow, with over 6,000 products in active development globally, a 68% increase over 2016.



Drug Channels' average **Unique Open Rate** for Sponsored Guest Post emails in 2022 = **32.7%**  
(47% higher than the industry average\*)

Sponsored Guest Posts are especially valuable for launching new products and services because you communicate unfiltered messages to our community. These posts must be 800 words or fewer.

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### Rates

Please [contact Paula Fein](#) for information on advertising.

\* Unique Open Rate is the percentage of subscribers who opened an email. It does not include duplicate opens from the same subscriber. Average Publishing industry unique open rate = 22.2% (Source: MailChimp, 2022)





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“We have worked with Drug Channels on a variety of events for many years. We have always seen great traffic and traction from our partnership. Drug Channels never fails to deliver!” – Associate Marketing Manager at an event organizer

## Sponsored Event Posts announce your news with a custom e-mail and an online article

### Value-Based Care Summit

#### Value-Based Care Summit

Accelerating Healthcare's Shift in the Move from Volume to Value  
In-Person Event | January 26-27, 2023 | Boston, MA  
[www.thinc360.com/value](http://www.thinc360.com/value)

Use promo code **VBCDC** to save \$100. Register Today.

View the [Agenda Snapshot](#).

As healthcare stakeholders continue to prioritize the move to value-based care and aim to provide equitable access to care for all, leaders must develop novel approaches to empower the patient and ensure effective risk-sharing strategies.

The **Value-Based Care Summit**, produced by The Healthcare Innovation Company (thINC), brings together stakeholders across all healthcare sectors, including payers, providers, and manufacturers to discuss novel approaches, innovative models, and mutually beneficial partnerships to accelerate the journey to value-based care.

Can't miss content highlights including:

strategies driven by market dynamics, product types, site of care and reimbursement, all delivered by an expert speaking faculty.

View the [agenda](#) to see the complete picture – the program, speakers, and more, and visit [www.informaconnect.com/trade](http://www.informaconnect.com/trade) for further details and to register. Drug Channels readers will **save 10% off** when they use code **22DRCH10** and register prior to November 11, 2022.\*

You'll attend a Featured Session with **Bill Roth, General Manager and Managing Partner, Blue Fin Group, An IntegriChain Company**, as he covers Current and Future Trends Impacting Trade and Distribution, a **Policy Address, a Wall Street Address, a Partnership Pavilion Panel** (3PL, Distribution and Pharmacy), a **Distribution Stakeholder Showcase**, and an **Update from NCPDP**.



### Strategies Summit



Drug Channels' average **Unique Open Rate** for Sponsored Event Post emails in 2022 = **28.9%** (30% higher than the industry average\*)

Use Sponsored Event Posts to announce upcoming industry events and conferences. Your post will be included in an email to Drug Channels' engaged and growing audience. These posts must be 400 words or fewer.

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\* Unique Open Rate is the percentage of subscribers who opened an email. It does not include duplicate opens from the same subscriber. Average Publishing industry unique open rate = 22.2% (Source: MailChimp, 2022)



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“Drug Channels is my best source of current, up-to-date information about current events affecting pharmacies, wholesalers and PBMs.” – *Professor of Pharmacoeconomics and Health Outcomes at a school of pharmacy*

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Drug Channels delivers timely analysis and provocative opinions from Adam J. Fein, Ph.D., the country's foremost expert on pharmaceutical economics and the drug distribution system. Drug Channels reaches an engaged, loyal and growing audience of nearly 100,000 subscribers and followers. [Learn more...](#)

TUESDAY, AUGUST 13, 2024

### Can Rite Aid Recover?

Last fall, poor of Rite Aid finally succumbed to bankruptcy. It was pretty much the definition of an expected surprise.

To get a comprehensive look at the company's ever-declining fortunes, DCI rummaged around the company's numerous bankruptcy filings. Below, you'll find our review of Rite Aid's current financial situation, shrinking store footprint, changing relationship with key wholesaler McKesson, surprisingly optimistic projections, and more.

Drug Channels has been tracking retail pharmacies' economic and business challenges—and Rite Aid's troubles—for many years. Consider this article to be an opportunity for some fact-based analysis to replace your schadenfreude.

[Read more >](#)

Posted by Adam J. Fein, Ph.D. on Tuesday, August 13, 2024 © Comments Labels: Channel Management, Pharmacy, Pharmacy Economics, Wholesalers

FRIDAY, AUGUST 09, 2024

### IRA Reality Check: Four Strategies for Adapting Hub and Copay Programs

Today's guest post comes from Chris Dowd, Senior VP of Market Development at ConnectiveRx.

Chris reviews recent developments for the Inflation Reduction Act of 2022 (IRA). He then recommends four IRA-related adjustments that manufacturers should make to their patient support programs.

To learn more, register for ConnectiveRx's free webinar on September 17: [IRA Reality Check: Adapting Hub and Copay Programs to Ensure Patient Access and Affordability](#).

Read on for Chris's insights.

[Read more >](#)

Posted by Adam J. Fein, Ph.D. on Friday, August 09, 2024 © Comments Labels: Guest Post, Sponsored Post

TUESDAY, AUGUST 06, 2024

### Follow the 340B Prescription Dollar: How PBMs Profit from 340B Contract Pharmacies (Video)

Download [The 340B PBM Primer](#)



Drug Channels is written by Adam J. Fein, Ph.D. Dr. Fein is President of Drug Channels Institute, an HHP Global company. [Read More...](#)

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**The 2024-25 Economic Impact on Pharmaceutical Wholesalers and Specialty Distributors**

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**IRA Reality Check: Adapting Hub and Copay Programs to Ensure Patient Access and Affordability**

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**Learn how customized channel strategies drive product access**

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**DRUG CHANNELS LEADERSHIP FORUM**

March 17-19, 2025

Miami, FL

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**HYBRID EVENT**

September 23-25, 2024

Chicago Marriott Downtown Magnificent Mile

Chicago, IL

**KEY TRENDS & STRATEGIES**

Every Drug Manufacturer Needs to Know

FREE OFFER

**IRA Reality Check: Adapting Hub and Copay Programs to Ensure Patient Access and Affordability**

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