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PharmaCare Announces Medicine Shoppe[®] Pharmacy Co-Branding

PharmaCare of Cumberland has been a staple in the Cumberland business community for almost 40 years. From the day he opened the door as Bedford Road Pharmacy, owner John H. Balch, RPh, had one goal in mind - to provide prescriptions and related services to his customers with genuine, personal service each and every time.

That goal is still in place today. Lifelong customers have come to respect the professional advice that John and his fellow pharmacists have offered as they have dealt with an array of medical conditions along the way. The PharmaCare Network is now made up of seven retail pharmacy locations throughout the region. The Medicine Shoppe[®] Pharmacies of Fort Ashby, Grantsville, and Georges Creek are part of the PharmaCare family, as well as, the four PharmaCare locations in Cumberland and Frostburg.

Mr. Balch recently announced the four PharmaCare stores will be co-branded as members of The Medicine Shoppe Pharmacy family. John Balch commented, "PharmaCare is still independently owned and operated by myself and the employees. Our operations are still right here in Cumberland. What this co-branding opportunity means is greater brand recognition through The Medicine Shoppe Pharmacy name, additional services for our customers, and increased name recognition by third party payers through our affiliation with Medicine Shoppe Pharmacy."

John Fiacco, vice president of Medicine Shoppe International, Inc. (MSI) stated "Medicine Shoppe International is very pleased that The PharmaCare Network is co-branding their pharmacies as members of the Medicine Shoppe Pharmacy family. John Balch is a leader in pharmacy practice and pharmacy business, and his dedication to exceptional patient care fits perfectly into the Medicine Shoppe Pharmacy model. We couldn't be more proud to welcome the PharmaCare pharmacies and their staff to the family of Medicine Shoppe Pharmacies."

Chuck Gorman, senior consultant of MSI also commented "We are happy to welcome PharmaCare's retail pharmacies as members of the Medicine Shoppe Pharmacy family. The decision by PharmaCare to align with Medicine Shoppe Pharmacy under our co-branding initiative is a milestone, marking the first group of pharmacies to join with us under this unique offering." Mr. Gorman continues, "The truly outstanding quality of care and great customer service that PharmaCare provides to the residents of the communities it serves reflect the commitment that the Medicine Shoppe Pharmacy franchise has been providing since 1970. Because of these synergies, we believe that the addition of PharmaCare to the MSI franchise system will enhance the healthcare experiences of all our patients."

To the customers, they will see new signage with a PharmaCare logo that now includes "A Member of The Medicine Shoppe[®] Family". Aside from this addition to the marketing materials, customers will still be cared for by the same professional staff at the same convenient locations.

The offering of wellness activities, immunizations, medication therapy management (MTM) and other disease state adherence programs will continue to grow. You can visit PharmaCare, a member of The Medicine Shoppe Pharmacy family online at www.pharmacarenetwork.com.