

PBM Issue Media Guide

Below is a brief overview on how to effectively utilize social media to strategically engage in the online conversation around PBMs. Sample Twitter content is provided to help guide discussion and spark new ideas. Please note: the more the content resonates with your audience, the more likely it is to be re-tweeted and shared, so please customize the provided content to best represent your organization.

Social Media Best Practices

- Links
 - Generally, try to include a link to an external source or your own website to give users a way to further engage.
- Hashtags
 - Hashtags are like a filing system that allows users who are not following you to see the tweets and content that you post.
 - It also allows you to search for a certain hashtag and monitor the discussion surrounding that specific word or phrase.

Hashtags to follow

- #PBM
- #medications
- #prescriptiondrugs
- #drugs
- #rebates

Sample Content

Twitter:

- Join the fight against corporate middlemen known as #PBMs, and protect our local pharmacies in [insert state]: <https://www.fight4rx.org/>
- What are Pharmacy Benefit Managers, or #PBMs? They are corporate middlemen that manipulate the prescription drug market for their own profits at the expense of patient care and local pharmacy access. Learn more here: <https://tinyurl.com/yxrwr58y>
- Corporate middlemen known as Pharmacy Benefit Managers control which pharmacies are paid to administer #drugs, sometimes forcing patients to abandon community pharmacies in favor of #PBM-owned stores. <https://www.fight4rx.org/>
- Pharmacy Benefit Managers are more concerned with increasing their corporate profits than lowering your out-of-pocket costs on #prescriptiondrugs. It's time to stop #PBMs profiteering: <https://www.fight4rx.org/>
- Did you know the top three #PBMs control 76% of the prescription drug market? This largely unregulated power allows them to control which drugs your plan covers and which pharmacies are included in your network. Learn more: <https://www.fight4rx.org/>

- Pharmacy middlemen receive #rebates in exchange for covering #drugs under health plans. But instead of sharing those rebates with patients they pocket that savings for their own financial gain. Learn more here: <https://tinyurl.com/yxrwr58y>

Facebook:

- The control that Pharmacy Benefit Managers have over the prescription drug market is overwhelming and corrupt. #PBMs have the power to determine which pharmacies you can visit, what medications are covered by plans, and much more. Learn more about the impact PBMs have on the U.S. healthcare system now: <https://tinyurl.com/yxrwr58y>
- Did you know that corporate pharmacy middlemen known as #PBMs strong arm patients into using PBM-owned pharmacies? This restricts access to care and pushes out small business [insert state] pharmacies you know and trust. Learn more about the growing concern surrounding the corrupt powers of #PBMs: <https://tinyurl.com/yxrwr58y>