

Pharmaceutical Industry Podcast Airs 300th Episode

Learn the business of pharmacy as The Pharmacy Podcast Show releases a new show format and digital health content marketing services.

PITTSBURGH, P.A. (June 1, 2016) - The first podcast in the pharmacy industry dedicated to the 'business of pharmacy' is releasing its [300th episode](#) today. The podcast is a celebration of the new website, new format, and the new digital health content marketing development services. Generating over 57,000 subscribers and listeners since March 2009, [The Pharmacy Podcast Show](#) continues to grow as it reaches its latest episode.

There are many topics covered by the audio-blog driven by the specific guest interview and subject in a relaxed, informative conversation. The podcast focuses on the topics and discussions of the business side of pharmacy. Some of those topics include the best practices, the latest technology, and the political issues that surround the industry. Other topics include creative marketing, digital health discussions, career coaching, and entrepreneurship opportunities within the field.

"It started out as a way to collaborate with other pharmacy technology and automation providers who I wanted to work with or learn more about," commented Todd S. Eury, founder and publisher of the podcast. "It's been one of the most successful ways to learn about the pharmacy industry and I have gained tremendous knowledge and insight from over 300 interviews with industry thought leaders."

Solera Specialty Pharmacy CEO Nicholas Saraniti commented, "The Pharmacy Podcast provides an original perspective to relevant issues within our complex health care systems. As a specialty pharmacy stakeholder I value the interviews and insights from the show's intriguing platform. I usually listen during my morning commute."

Eury went on to discuss the digital health content marketing and lead development support for specialty pharmacy strategies called DigiHubRx.

"The specialty pharmacies and pharmaceutical manufacturers work together through 'hub strategies' that offer a variety of patient services, including the initial benefit investigation, prior authorization requirements with payers, and the delivery of medications through a specialty pharmacy who provides the critical follow-up care management," Eury continued. "But what's missing is searchable content, stories, and discussions that can help the patient find answers about their medications, conditions, and providers."

The June 1st release will feature a new show format along with an improved website and the release of several digital health content marketing development strategy offerings to pharmaceutical business

service providers. The 300th episode features a special interview with Emilie Ray, President of McKesson's Technology and Services division.

"First of all, I'd like to thank you for the opportunity to be on the show," Ray commented. "I'm honored and really excited that McKesson Pharmacy Technology and Services is featured on your 300th episode, and congratulations on the success of your podcast."

The show will continue to build its network of subject matter intelligence podcast co-hosts, including Government Affairs Strategist Ron Lanton, president of True North Political Solutions; Erin L. Albert, MBA, PharmD, JD, associate professor at Butler University School of Pharmacy; Alex Barker, PharmD host of Pharmacy Life Radio; and Blair Thielemier, PharmD, founder of BT Pharmacy Consulting.

#

Media Contact:

Todd Eury

Pharmacy Podcast Show

Publisher@PharmacyPodcast.com

(412) 585-4001