

PBA Health Facebook page  
 Established: December 2009  
 Strategy: Provide independent pharmacies with news source and discussion topics to establish company as thought leader; use links to drive traffic to pbahealth.com

The screenshot shows the Facebook page for PBA Health. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, Find Friends, and Account. The main content area features the PBA Health logo, a grid of photos, and a 'Wall' section with a 'Write something...' text box. Below the text box are three posts from PBA Health, each with a link to an article on their website. The right sidebar contains sections for Admins, 'Use Facebook as PBA Health', Notifications, Promote with an Ad, View Insights, Invite Friends, You and PBA Health (showing 5 friends like this), Recommend This Place, Quick Tips, and a Sample Ad for PBA Health.

**facebook** 1 Search Home Profile Find Friends Account

**PBA Health** Edit Page  
 Local Business · Kansas City, Missouri · [Edit Info](#)

**Wall** PBA Health · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

**PBA Health**  
 Even if you can't avoid a pharmacy audit, you can definitely be prepared for one ... Read our useful tips at:  
[http://www.pbahealth.com/pba-article-view.aspx?article\\_id=19](http://www.pbahealth.com/pba-article-view.aspx?article_id=19)  
[www.pbahealth.com](http://www.pbahealth.com)  
 Audit. If the word intimidates you, you're not alone. Thanks to CMS efforts to crack down on fraud, waste and abuse, the frequency of audits will increase. You may not be able to avoid one, but you can prepare for an audit by following these tips:  
 128 Impressions · 0% Feedback  
[Like](#) · [Comment](#) · [Share](#) · August 22 at 2:15pm

**PBA Health**  
 Unprecedented wave of patents for brand-name drugs set to expire in next 12 months. Will your patients benefit?  
[http://www.pbahealth.com/pba-article-view.aspx?article\\_id=14](http://www.pbahealth.com/pba-article-view.aspx?article_id=14)  
[www.pbahealth.com](http://www.pbahealth.com)  
 The cost of prescription medicines used by millions of people every day is about to plummet. The next 12 months will bring generic versions of seven of the top 20 bestselling drugs.  
 190 Impressions · 0% Feedback  
[Like](#) · [Comment](#) · [Share](#) · August 9 at 9:45am

**PBA Health**  
 Have you or someone you know been the target of a PBM audit? Do you think The Pharmacy Competition and Consumer Choice Act of 2011 will reduce abusive audit practices?  
 New Survey Reveals Pharmacists Are Increasingly Struggling to Care for Patients Amid Predatory Audit

**Admins (6)** See All

[Use Facebook as PBA Health](#)  
[Notifications](#)  
[Promote with an Ad](#)  
[View Insights](#)  
[Invite Friends](#)

**You and PBA Health**  
 5 friends like this.  
 American College of Apothecaries, Missouri Pharmacy Association, NCPA at UMKC

**Recommend This Place**  
 Help your friends discover great places to visit by recommending PBA Health.  
 Write a recommendation...

**Quick Tips**  
 Get more people to like your page with Facebook Ads. Try it today and receive your first \$50 free!

**Sample Ad: PBA Health**  
 Your ad text here.  
[Like](#) · Samantha Adams likes this.

**Left Sidebar:**  
**Wall**  
 Hidden Posts  
 Info  
 Friend Activity  
 Discussions  
 Welcome  
 Services  
 Photos  
 Careers  
 EDIT  
 About [Edit](#)  
 PBA Health develops and delivers programs that make independent and regiona...  
 More  
 207 like this  
 1 was here  
 Likes [See All](#)  
 Albers Medical Pharmacy  
 NPTA - National Pharmacy Technician