

PBA Health Twitter feed  
Established: August 2009

Strategy: Connect with pharmacists at industry conferences, provide followers with fast access to timely news items, drive traffic to pbahealth.com

The image shows a screenshot of the PBA Health Twitter profile page. The header includes the Twitter logo, a search bar, and navigation links for Home, Profile, Messages, and Who To Follow. The profile name is PBA Health (@PBA\_Health), located in Kansas City, MO. The bio states: "PBA Health provides market-driven products and services for today's successful community pharmacy." and includes the website URL http://www.pbahealth.com. There is an "Edit your profile" button. Below the bio are tabs for Tweets, Favorites, Following, Followers, and Lists. The main content area displays a list of tweets from PBA Health, each with a date and a link. The right sidebar shows "About @PBA\_Health" with statistics: 124 Tweets, 49 Following, 82 Followers, and 2 Listed. It also lists "Similar to you" accounts like TheMPA, pharmacistelink, and pharmacytim, and a "Following" section with a row of profile pictures. At the bottom of the sidebar are links for About, Help, Blog, Mobile, Status, Jobs, Terms, Privacy, Shortcuts, Advertisers, Businesses, Media, Developers, Resources, and a copyright notice for 2011 Twitter.

twitter Search Home Profile Messages Who To Follow PBA\_Health

**PBA Health**  
@PBA\_Health Kansas City, MO  
PBA Health provides market-driven products and services for today's successful community pharmacy.  
<http://www.pbahealth.com>

Edit your profile →

Tweets Favorites Following Followers Lists

**PBA\_Health** PBA Health  
Tip number 7: Identify potential problems with a self audit. Check out this and other on-site audit tips at <http://ow.ly/69JEH>  
22 Aug

**PBA\_Health** PBA Health  
Are healthcare workers receiving their annual influenza vaccinations? You'd be surprised ... <http://ow.ly/69i4r>  
22 Aug

**PBA\_Health** PBA Health  
New study reports you can reap benefits from as little as 15 minutes of exercise per day: <http://ow.ly/64zLP>  
16 Aug

**PBA\_Health** PBA Health  
Unprecedented wave of patents for brand-name drugs set to expire in next 12 months. <http://ow.ly/5YK1E>  
9 Aug

**PBA\_Health** PBA Health  
Abusive audit practices are on the rise. Will The Pharmacy Competition and Consumer Choice Act of 2011 provide relief?  
<http://ow.ly/5W2pn>  
5 Aug

**PBA\_Health** PBA Health  
Third Party Update brings you industry news on Medicare Part D

About @PBA\_Health

124 Tweets 49 Following 82 Followers 2 Listed

Similar to you · view all

**TheMPA** Missouri Pharmacy  
The professional society representing MO Pharmacists...

**pharmacistelink** pharmacistelink  
Pharmacist e-Link is the nation's premier technology-...

**pharmacytim** Tim Davis  
Keeping a smile in pharmacy day after day :)

Following · view all

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