

How to use the Dispill® consumer facing commercial to promote your pharmacy

Promote the benefits of multi-dose compliance packaging in your community with a professionally made 30 second TV ad to be used on local cable/TV media, social media and as enduring content on pharmacy websites.

What you will get

The commercial is filmed as a :25/:5 second format, with 25 seconds setting up the need and the benefit of the Dispill® product and 5 seconds reserved for a final end graphic that will promote your pharmacy location and details.

Target audience

- Developed specifically with patients and caregivers in mind.
- May be relevant to nursing homes, assisted living and group home managers and administrators too.

What you need to do

1. Download the video file on cardinalhealth.com/Dispill by providing us some basic information about your pharmacy.
2. Arrange and pay for your own local media buy (local cable, local TV or social media).
3. Arrange for a video company or the local TV/Cable station to edit the commercial to include your own store information on the end-graphic card.

If you need additional assistance with how to use this commercial, please email Dispill@cardinalhealth.com.