

Bowen Talks **ILLUMINATE**

Visionaries don't wait for needs; they anticipate them. And this is behind the rise of Illuminate, PharMerica's in-depth, interactive educational and thought leadership platform designed to inform professionals and key decision-makers about the top issues in long-term care.

"We created Illuminate during COVID-19 to support the long-term care industry when it needed the most," says Lisa Bowen, Vice President of Marketing at PharMerica. "We also wanted to build trust at a time when information – and misinformation – was coming rapidly at facilities from all directions," she added. "And, as always, we want to strive for better communication, information and care for residents."

Lighting the Way with One-Stop-Shop

Illuminate sheds light on the ever-growing body of knowledge and offers insights and updates from leading experts in the field. It includes webinars and other events, e-guides with expert recommendations on the most pressing topics, and an array of clinical resources, regulatory updates, newsletters, articles, and other assets to empower staff to provide superior care.

A one-stop-shop for resources on everything from COVID-19 and regulatory issues to reimbursement topics and staffing challenges, Illuminate lets users get and stay up to date with the touch of a button. They can share information, tips, and training with their teams, and they can access tools to maximize communication with residents and families.

"Illuminate is designed to be user-friendly. People can search by topic, sector (skilled care, senior living, behavioral health, or hospice) or resource type, and they get what they need immediately. It takes the stress out of searching for information and tools or having to reinvent the wheel," Lisa says. For instance, if someone has a state survey or a regulatory question, they can find up-to-date information about the topic and be prepared.

Labor of Love Driven by Data

While maintaining Illuminate is a labor of love for Lisa and her team, determining content is based on metrics. "As marketing leaders, we base all decisions on data and client feedback. We use input

continued on page two

PharMerica



Lisa Bowen,
Vice President of Marketing

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from customers and others who are part of this platform to make decisions on content development and how best to deliver it. We have a continuous improvement and refinement philosophy, and use feedback to pivot and develop the right content," she says.

All this investment of time and energy pays off. "We have seen the community grow tremendously," says Lisa, adding, "We've been able to gain the trust of influencers and others early on. We invited our partners from American HealthCare Association (AHCA) and its state affiliates, the National Investment Center for Seniors Housing & Care (NIC), and Argentum to share their knowledge and expertise and to help get the message out."

Lisa observes, "This inclusive, expansive, expert-driven approach has been impactful and increased Illuminate's reach." Year to date, over 5,000 long-term care professionals have attended Illuminate webinars and at least 25% attended two or more. This growing interest has extended to other PharMerica resources. For instance, downloaded content has increased 55% and social media engagement is up 40%.

Much of this engagement is due to the integrity of the platform's content. Lisa explains, "Our customers and other stakeholders are confident that they can trust the information they get from Illuminate, and they can share it with their teams knowing that they're providing evidence-based and fully vetted information and materials."

The comments from Illuminate users bear this out, she says. "We get tremendous feedback from people. With time, staffing and budgets in short supply, they especially appreciate access to free programming and continuing education."

Spearheading Change

COVID-19 exposed a need for changes in healthcare and, particularly, in nursing homes and other long-term care settings. And Illuminate has a role in the efforts to shape the future.

"We are committed to helping spearhead change moving forward. Illuminate has the power to educate and inform our customers about evolving issues and the latest research and information as well as best practices and potential solutions," says Lisa. She further observes, "Illuminate starts conversations and dialogues, and it helps connect innovators, thought leaders, and experts with practitioners and other team members at the facility level. We hope that these conversations will lead to positive change."

To learn more about how PharMerica is the long-term care pharmacy of choice offering innovative, comprehensive pharmacy services, visit pharmerica.com.

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Lisa Bowen serves as the Vice President of Marketing for PharMerica. In her role, Lisa provides stewardship of the PharMerica brand, all digital and marketing functions, acquisition and retention campaigns, and development of a customer-centric culture to positively position the company in the hearts and minds of key stakeholders.