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## **checkMD Connects Pharmacies Efficiently and Directly With Targeted Consumers**

*Free Online Social Healthcare Network Builds Transparency, Lasting Relationships*

**LEHI, Utah (November 2008)** — Nearly 116 million people are using the Internet to find healthcare information, but few Americans have seen and used comparative information on pharmacies. To that end, [checkMD](#) has created a free online social network and medical resource that gives pharmacies the ability to increase awareness of their services, enhance the transparency of their business, share information and connect directly with patients.

At checkMD, pharmacies can quickly and easily create a pharmacy professional page and [upload videos](#), podcasts and pictures and [create blogs](#) and profiles. Once a professional page is created, pharmacies can then target and directly interact with consumers, thereby building a trusting relationship.

Pharmacies can participate in relevant blogs and [forums](#) such as “medication.” In addition, the pharmacy can maximize their professional page on the site to ensure it highlights their amenities, and upload a video that delivers the pharmacy’s personal message to the public.

In addition to the social networking capabilities, pharmacies can verify the basic information like maps, addresses, phone numbers and e-mail address that is available to consumers. Further, specific information like insurance and credit cards accepted, pricing, languages spoken, and discounts, coupons and special offers can be added, all which helps simplify a consumer’s pharmacy choice.

“Consumers are actively seeking information online to make informed healthcare decisions,” said checkMD CEO Jon Black. “At checkMD, pharmacies can easily and cost effectively control their messages, increasing trust, confidence and visibility with current and prospective patients.”

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In addition to the benefits to pharmacies, checkMD's comprehensive healthcare social network features unique healthcare content, live chat, healthcare videos, forums, user generated blogs, physician and hospital directories and more.

**About checkMD**

checkMD.com is an online social community and medical resource that unites and promotes interaction between consumers, physicians, hospitals, pharmaceutical companies, pharmacies and the afflicted. Featuring free, quality information aggregated from hundreds of national databases, people can research doctors, hospitals, and disciplinary actions to make more informed healthcare choices. With fully interactive forums and features like videos, podcasts, live chat and blogs that allow site visitors to share experiences, make recommendations, research providers and connect directly with others, checkMD empowers people to take personal responsibility in healing the healthcare community. For more information visit [www.checkMD.com](http://www.checkMD.com)