



SEO CAMPAIGN GAINS

COMPANY OVERVIEW

ProxsysRx offers a broad range of pharmacy-related support services to hospitals.

CAMPAIGN OBJECTIVE

The market we targeted for ProxsysRx relates to 340B Prescription Legislation — which allows non-profit hospitals to replenish eligible prescriptions at a fraction of the market cost, helping them fill-in the revenue gaps inherent to their business model.

CAMPAIGN DELIVERABLES

Between ProxsysRx's new website's October, 2021 launch and May, 2024, Hare Communications created and published thirty-nine 340B blog posts and a 12,357-word 340B Pillar Post — which combines excerpted, and re-worded, content from all 39 posts.



GOOGLE RANKINGS

OCTOBER, 2021

KEYWORD	RANK
340B program requirements	28
340B program income	61

MAY, 2022

KEYWORD	RANK
who qualifies for 340b program (featured snippet)	1
340b best practices	2
how does a patient qualify for 340b	4
340b program requirements	4
340b entity types	5
list of 340b medications	5
who qualifies for 340b pricing	5
340b patient eligibility	5
340b qualifications	5
340b eligibility	5
how to become a 340b pharmacy	5
what is a 340b entity	6
340b pharmacy list	7
how many 340b covered entities are there	7
340b entities	8
340b entity	8
340b covered entity	8
340b covered entity definition	9
340b patient definition	11
340b covered entity search	11
hrsa 340b eligibility	11
340b price list	13
340b pricing list	13
340b drug list 2021	14
340b clinic	14
340b retail pharmacy program	15
list of 340b hospitals	15
how does 340b work	16
340b provider	18
340b enrollment	18
what is 340b	19
340b optimizer	22
340b opais	25
340b contract pharmacy list	28
340b drug pricing program overview	30
what is a 340b program	30
340b formulary	30
340b tpa	31
340b hospitals by state	33
340b drugs	33
340b pharmacy locations	34
340b compliance	35
benefits of 340b program	36
what is 340b program overview	36
what is the 340b program	36
340b software	37
340b entity search	39
opa 340b website	39
340b program overview	42
what is 340b program	42
non 340b	42
opais 340b	43
orphan drugs 340b	43
340b database	45
what is 340b in pharmacy	46
what is 340b pharmacy	48
340b what is it	49
what is a 340b pharmacy	49
what is 340b in healthcare	50
340b overview	50
340b contract pharmacy revenue	52
340b website	58
340b third party administrators	62
340b pharmacy software	65
340b medications	67
what is 340b pricing	68
340b facility	68
340b program pharmacy	69
340b prescription drug program	72
340b regulations	76
hospital 340b	88

JULY, 2022

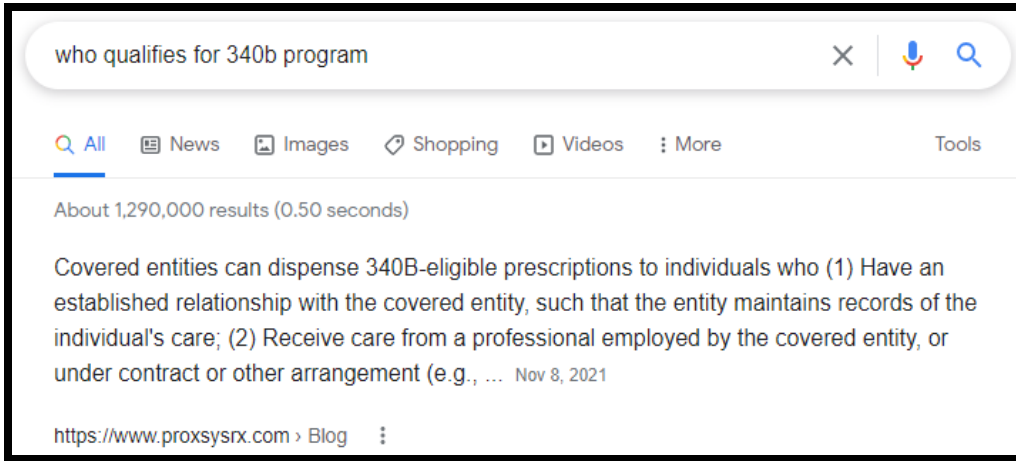
KEYWORD	RANK
understanding the 340b program requirements (featured snippet)*	1
who qualifies for 340b program (featured snippet)	1
340b best practices	1
how does a patient qualify for 340b	3
340b entity types	4
340b entities	4
340b entity	4
how many 340b covered entities are there	4
340b patient eligibility	4
340b covered entity	4
340b qualifications	4
340b eligibility	4
340b program requirements	4
list of 340b medications	5
who qualifies for 340b pricing	5
what is a 340b entity	5
340b compliance issues	5
how to become a 340b pharmacy	5
340b pharmacy list	6
340b covered entity definition	6
340b patient definition	7
hrsa 340b eligibility	8
what is a 340b program	9
what is the 340b program	10
340b compliance	10
340b drug pricing program overview	11
340b retail pharmacy program	12
340b pricing list	12
340b covered entity search	12
what is 340b program	13
340b tpa	13
what is 340b in pharmacy	13
what is a 340b pharmacy	13
340b opais	14
340b price list	14
340b clinic	14
how does 340b work	15
340b program overview	15
340b drug list 2021	15
opais 340b	17
what is 340b	17
340b medications	18
340b database	18
what is 340b pharmacy	20
340b overview	20
340b software	23
340b pharmacy locations	24
opa 340b website	26
benefits of 340b program	27
340b contract pharmacy list	27
340b contract pharmacy revenue	29
340b entity search	29
list of 340b hospitals	31
non 340b	32
what is 340b program overview	33
340b drugs	33
340b enrollment	33
340b pharmacy software	35
340b prescription drug program	35
340b audit	35
orphan drugs 340b	37
outsource pharmacy solutions	40
340b what is it	42
340b rx program	43
340b program pharmacy	43
340b provider	43
340b facility	44
what is 340b pricing	47
what is 340b in healthcare	47
340b hospitals by state	50
outsourcing hospital pharmacy services	54
340b regulations	68
340b login	71
340b third party administrators	83
340b program income	86
hospital 340b	88
340b website	89
fqhc 340b	95

*This October, 2022 addition is by far Google's most-searched 340B phrase. We managed to capture the Snippet within two weeks of modifying an existing blog post to target that specific search term.



FEATURED SNIPPETS

APRIL 27, 2022



who qualifies for 340b program

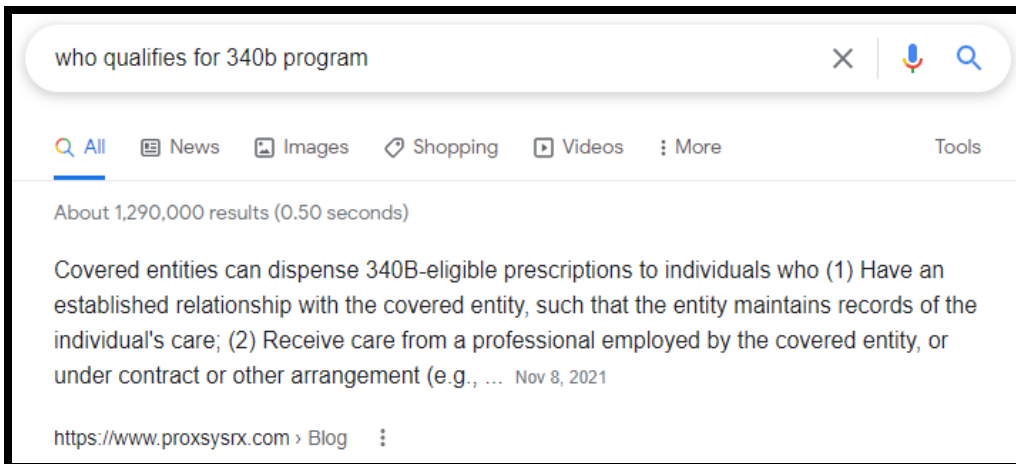
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About 1,290,000 results (0.50 seconds)

Covered entities can dispense 340B-eligible prescriptions to individuals who (1) Have an established relationship with the covered entity, such that the entity maintains records of the individual's care; (2) Receive care from a professional employed by the covered entity, or under contract or other arrangement (e.g., ... Nov 8, 2021

<https://www.proxsysrx.com> > Blog

JUNE 7, 2022



who qualifies for 340b program

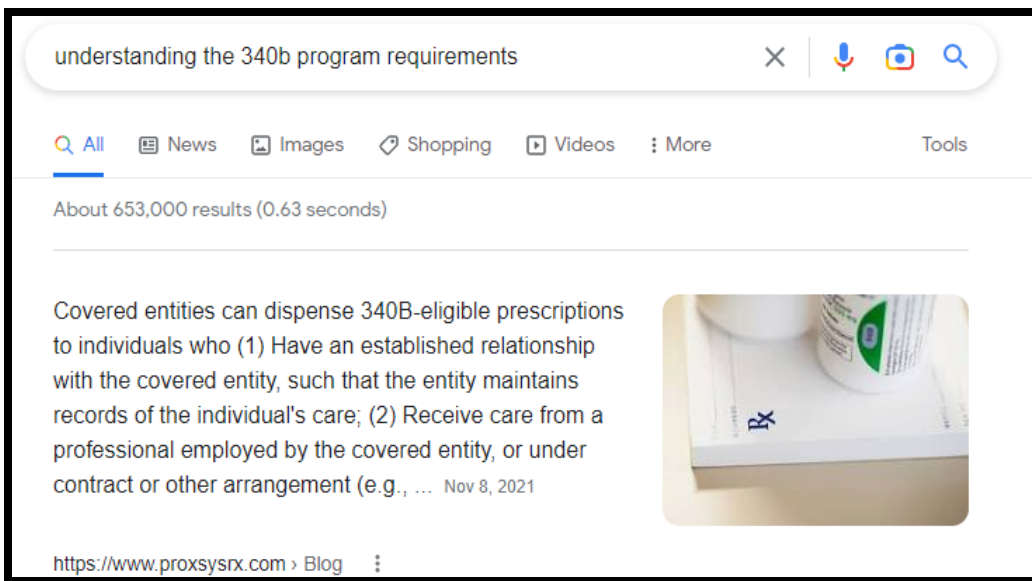
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About 1,290,000 results (0.50 seconds)

Covered entities can dispense 340B-eligible prescriptions to individuals who (1) Have an established relationship with the covered entity, such that the entity maintains records of the individual's care; (2) Receive care from a professional employed by the covered entity, or under contract or other arrangement (e.g., ... Nov 8, 2021

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OCTOBER 26, 2022




understanding the 340b program requirements

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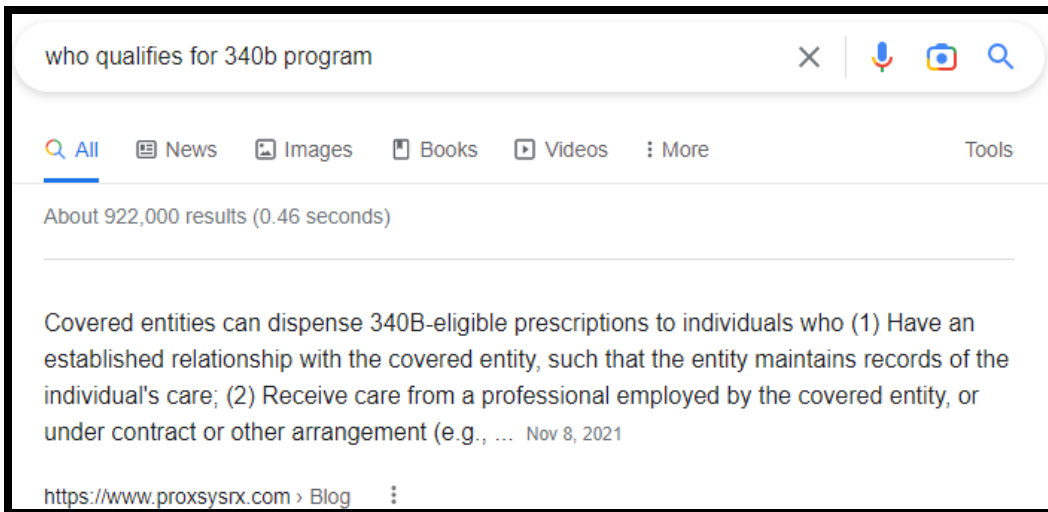
About 653,000 results (0.63 seconds)

Covered entities can dispense 340B-eligible prescriptions to individuals who (1) Have an established relationship with the covered entity, such that the entity maintains records of the individual's care; (2) Receive care from a professional employed by the covered entity, or under contract or other arrangement (e.g., ... Nov 8, 2021



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DECEMBER 12, 2022



who qualifies for 340b program

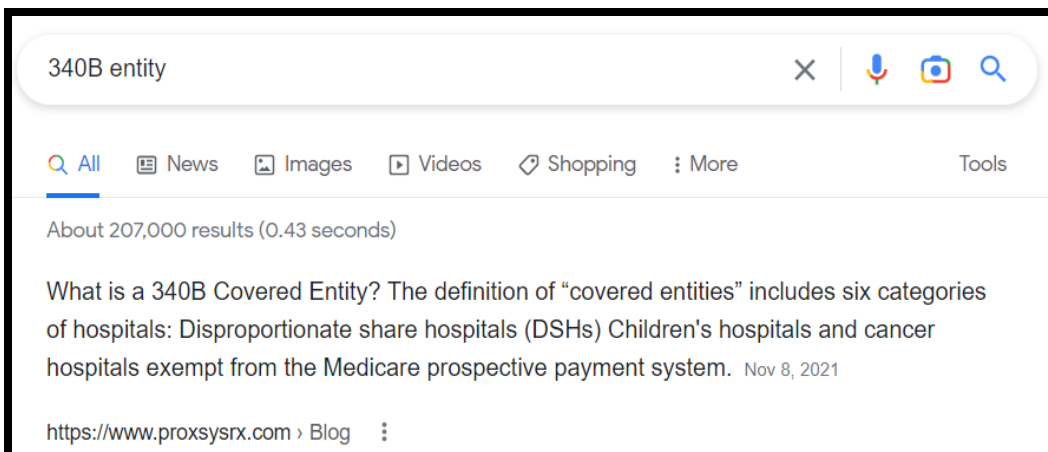
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Covered entities can dispense 340B-eligible prescriptions to individuals who (1) Have an established relationship with the covered entity, such that the entity maintains records of the individual's care; (2) Receive care from a professional employed by the covered entity, or under contract or other arrangement (e.g., ... Nov 8, 2021

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MARCH 2, 2023



340B entity

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What is a 340B Covered Entity? The definition of "covered entities" includes six categories of hospitals: Disproportionate share hospitals (DSHs) Children's hospitals and cancer hospitals exempt from the Medicare prospective payment system. Nov 8, 2021

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FEATURED SNIPPETS


MARCH 24, 2023

TPAs and 340B-Eligible Prescriptions

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About 73,000 results (0.56 seconds)

TPAs play a critical role in a 340B program, matching prescription claims from contract pharmacies with patient data provided by the entity, to determine 340B eligibility and generate entity savings. Without those matches, no prescriptions can be qualified for 340B eligibility — and no savings occur. Mar 15, 2022



ProxsysRx
https://www.proxsysrx.com › Blog

[How, and Why, TPAs Often Misqualify 340B-Eligible ...](#)

About featured snippets Feedback

JUNE 6, 2023

340b best practices


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About 1,170,000 results (0.37 seconds)

Tips for maintaining 340B Program Compliance

- Develop written policies & procedures detailing all of your 340B-related decisions.
- Make sure your hospital's 340B policies are compatible with your existing policies and procedures.
- Always stay current on any information provided on the HRSA 340B database.

More items... • Apr 1, 2022



ProxsysRx
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[340B Best Practices You Need To Know - ProxsysRx](#)


OCTOBER 31, 2023

340b best practices

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About 857,000 results (0.33 seconds)

Utilize custom-developed 340B software, to ensure that your billing-unit (and other mapping-function) information is always up-to-date. Give your providers and support staffers complete information on 340B program regulations, and how those regulations work with your hospital's existing policies & procedures. Apr 1, 2022



ProxsysRx
https://www.proxsysrx.com › Blog

[340B Best Practices You Need To Know - ProxsysRx](#)

RANKING KEYWORDS

Number of keywords
ranking on Google page 1

OCTOBER, 2021

2

OCTOBER, 2023

232

REVENUE IMPACT

Total "Savings For
Patient Care & Support"

OCTOBER, 2021

\$20M

DECEMBER, 2023

\$500M

