

## Pharmacy Industry Email Sample Series

# 1

### Subject: Taking one thing off of your plate

Hi [name],

I'm reaching out from [my company name] a premier Managed IT Services provider. I wanted to introduce myself and share a few of the ways we support pharmacies like yours:

- Protect your patient data and network with cybersecurity solutions that will help ensure HIPAA and PCI compliance
- Keep your business up and running with reliable, cost-effective connectivity and Wi-Fi services
- Make collaboration easy, affordable, and seamless with voice, cloud, and Microsoft 365 solutions

Need one, two, or all the above? I can create a custom package of solutions that fits your needs and take IT off your plate – one less thing to worry about.

Do you have ten minutes to discuss this week or next?

# 2

### Subject: When was your last IT check up

Hi [name],

I've been helping pharmacies improve their cybersecurity posture and am sending a quick note to introduce myself.

Pharmacies are an attractive target for hackers due to the vast amounts of patient information. According to a recent report from Security Intelligence, the average pharmacy breach costs \$4.82 million.

[My company] can help you avoid costly data breaches like this and ensure PCI DSS and HIPAA compliance.

Do you have time for a brief discussion this week or next to explore how [my company] can improve your security and save you money? Let's chat!

## Pharmacy Industry Email Sample Series

### Subject: The PharMerica Breach

# 3

Hello again!

How are you feeling about your data security? As you know, healthcare data is a hot commodity for attackers.

This year, PharMerica, one of the largest providers of pharmacy services in the U.S., was the victim of a data breach where the personal information of 5.8 million individuals was stolen.

Hackers obtained patients' names, dates of birth, Social Security numbers, medication and health insurance information.

Your system needs to remain two steps ahead to avoid similar incidents.

*[My company] helps pharmacies like yours keep ahead of these breaches, staying secure and connected.*

Do you have a few minutes to talk about your solutions and how I can help you improve your cybersecurity?

### Subject: Starting with an assessment

# 4

Hi [name], checking back in.

I wanted to let you know that [my company] offers no-cost assessments that can help you find weak spots in your security.

If you're worried about IT threats that may come your way, we can help you:

- Get a quick overview of the status of your network
- Identify security issues that need attention
- Uncover any usage or productivity issues

Maintaining your network services and IT infrastructure takes a team of highly trained experts. A managed service provider does all the hard work for you (at a simple and affordable monthly rate).

Let's talk and find a time to set up your free assessment.  
Let me know when works best for you.



# 5

### Subject: Tips for PCI Compliance

1. Make sure your network is secure. To protect against hackers, you'll need a range of protective measures like firewall, anti-virus, anti-malware, encryption, and strong password protection.
2. Restrict access to data. Consider it need-to-know: Not every employee needs access to credit card information, and you should closely monitor those who do.
3. Use strong passwords and change them often. Never use the default password provided by a vendor or use anything obvious like "password" or the name of your business.
4. Have (and enforce!) an established cybersecurity policy. It doesn't have to be lengthy, but your staff should understand compliance requirements and be trained on handling credit card information.
5. Keep your POS software updated. Outdated software can more easily be exploited by cyber criminals.

You know first-hand the importance of complying with the PCI Data Security Standard and with HIPAA to protect private health information and cardholder data. Good news. I can help with both!

Our cybersecurity solutions help pharmacies achieve compliance and peace of mind.

Want to discuss? Let me know what your schedule looks like over the next week or so.

# 6

### Subject: IT and Pharmacies have this in common

...They're both busy, complex worlds. You're juggling the needs of patients, demands from medical professionals, the requirements of regulations, and the growing burden of protecting private data from cyberattacks.

We help alleviate the burden for pharmacies and medical practices by outsourcing their security needs. The best part about it? You can choose exactly what you'd like us to handle, and keep the rest in-house. You're in the driver's seat.

I'd love to learn more about your current cybersecurity concerns. Let me know when would be a good time to connect. Looking forward to it!

## Pharmacy Industry Email Sample Series

### Subject: Handoff?

7

I've been trying to reach you to discuss your cybersecurity needs. If you're not the right person to speak to, would you mind pointing me in the right direction?

Thanks!

### Subject: Reminder

8

Hi [name],

Just wanted to shoot you one last email as a reminder of [my company name] services and what we have to offer pharmacies – see below. Have questions? Give me a call at your convenience.

- Comprehensive **cybersecurity solutions** (Firewalls, user education, backup and disaster recovery, consulting, and more to help with HIPAA and PCI compliance)
- Cost-effective **internet and network services**
- Enterprise-class cloud **communications and collaboration solutions**

If now isn't the right time to discuss, please keep me in mind for the future and feel free to reach out anytime!