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TO: EXECUTIVE OFFICERS – STATE BOARDS OF PHARMACY
FROM: Justin Macy, Digital Health Senior Manager
DATE: September 22, 2022
RE: .Pharmacy Verified Websites Program Changes and Rebrand

On September 28, 2022, the National Association of Boards of Pharmacy (NABP) will be relaunching the .Pharmacy Verified Websites Program under a new name, along with some adjustments to the operational processes. These changes are being made to better align the program with market demand as well as to create a more streamlined process for applicants.

The new name of the program will be Healthcare Merchant Accreditation. This new name better reflects the variety of businesses eligible to apply for the program, thus reducing confusion for applicants not already familiar with NABP. As the program has expanded over the years, the Association's expertise has been recognized by many industries, including payments and digital advertising, to help vet merchants and ads in the pharmacy and pharmacy-related space. As the customers for this program continue to grow beyond traditional pharmacies, a more inclusive program name is necessary.

The second change for the program is related to the .pharmacy domain registration processes. While having an active .pharmacy domain is still a requirement for accreditation, the Healthcare Merchant Accreditation process does not include steps for indicating your preferred .pharmacy domain name(s). Instead, once a business completes the Healthcare Merchant Application and has been found eligible under the program standards, they will complete a separate request to facilitate the issuance of a .pharmacy domain name. Businesses that earn accreditation under the newly named program will meet the same requirements and standards, regardless of revisions to the program name. Organizations that were accredited prior to the rebranding will be transitioned seamlessly into the new program.

Boards of pharmacy that utilize a .pharmacy domain name will not be impacted by the changes to the program. If you have any questions, or if your board of pharmacy is not currently using a .pharmacy domain and is interested in doing so, please feel free to contact me via email at jmacy@nabp.pharmacy.

cc: NABP Executive Committee
Lemrey "Al" Carter, Executive Director/Secretary
Melissa A. Becker, Associate Executive Director, Professional Affairs