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## **ACHC and Storey Marketing Partner to Support Growth for PCAB Pharmacies**

**CARY, N.C.** – Leading accreditor Accreditation Commission for Health Care (ACHC) announced today a new partnership with Storey Marketing, a pharmacy-focused marketing agency specializing in compounding pharmacy growth and compliant communication strategies.

“Compounding pharmacies are not only navigating complex regulatory requirements but also working to clearly communicate their value in an increasingly competitive and scrutinized environment,” said Caroline Girardeau, ACHC Program Director. “This partnership brings together ACHC’s accreditation standards and Storey Marketing’s deep industry expertise to help pharmacies strengthen both operational integrity and how they present that quality to patients, providers, and payors.”

“Storey Marketing and ACHC are a natural strategic fit because both organizations are deeply rooted in advancing quality, compliance, and credibility within the compounding pharmacy industry,” said Mandy Mahoney, Owner of Storey Marketing. “With over 30 years of pharmacy-specific marketing expertise, Storey Marketing understands the regulatory landscape and communication standards that ACHC champions. Together, we support pharmacies with the education, resources, and compliant messaging they need to build trust, demonstrate excellence, and confidently grow their practices.”

Through this collaboration, Storey Marketing clients receive special discounts on select ACHC Pharmacy Accreditation services and ACHCU educational resources, supporting their efforts to achieve and maintain compliance while advancing operational excellence.

In addition, ACHC-accredited PCAB pharmacies gain access to a discounted digital visibility analysis from Storey Marketing. This comprehensive review evaluates a pharmacy’s website, e-commerce experience, social media presence, local SEO (including Google Business Profile), and online reputation.

The analysis includes a detailed report with strategic recommendations, followed by a one-hour consultation to review findings and outline actionable next steps. Pharmacies that move forward with a new website package within 90 days can apply the cost of the analysis toward their website investment.

### **About Storey Marketing**

Storey Marketing brings over 30 years of experience in the pharmacy industry. What began with health education articles has evolved into a full-service strategic, marketing partner for independent and compounding pharmacies. Our U.S.-based team understands the complexities of pharmacy

marketing, compliance, and digital regulations, allowing us to deliver customized, compliant solutions that save you time, money, and effort.

Learn more at <http://www.storeymarketing.com/>.

### **About ACHC**

ACHC, the nation's top accreditor for specialty, infusion, and compounding pharmacy services, offers a comprehensive suite of pharmacy accreditation and distinction options, including Ambulatory Infusion Center/Suite, Infusion, Specialty, and Mail Order Pharmacy Accreditation and PCAB Accreditation for sterile and non-sterile compounding.

With over 35 years of experience, ACHC has a history of driving success with industry-leading programs. ACHC develops solutions for healthcare providers worldwide and remains committed to delivering a customized, collaborative accreditation experience.

To learn more, visit [achc.org](http://achc.org), email [customerservice@achc.org](mailto:customerservice@achc.org), or call (855) 937-2242.