Expanding Wellness Centered Patient Care Niches

Speaker Disclosures

Gabe Trahan declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

Kathy M. Campbell declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

Rebecca Holt declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

Travis Hickok declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

Brenda Palumbo declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.
Expanding Wellness Centered Patient Care Niches

What's on People’s Minds

- Weight Control
- Anti Aging
- Energy
- Stress
- Independent
- Trust
Expanding Wellness Centered Patient Care Niches to Target New Profits - Weight Loss

KATHY M. CAMPBELL, PHARMD
NCPA MULTIPLE LOCATIONS
CONFERENCE SAN DIEGO, CA
FEBRUARY 17, 2017

Medicap Pharmacy 130 S. Main St. Owasso, OK

- Established in 2001
- Approximately $3.5 Million in annual sales
- 3200 sq. ft.
- Multiple niche offerings - compression, DME, wound care, compounding, appointment-based consulting, nutraceuticals, hormone balance
Main Street America

Open M-F 9-6pm, Sat. 9-1pm
Being successful in business is easy, just figure out what your customers want and give it to them.
Keith Cunningham

Not Enough Anymore!!

- Preferred Networks
- Shrinking (Negative) Margins
- Mandatory Mail Order
- Competition (10 new pharmacies in 16 years)
- Patients encouraged by MD to save $$ on multiple meds
- A profession uncomfortable with marketing or selling our expertise or service
- Patients not familiar with Pharmacist’s expertise outside of dispensing
“Our actions may be impeded...but there can be no impeding our intention or dispositions. Because we can accommodate and adapt. The mind adapts and converts to it’s own purposes, the obstacle to our acting. The impediment to action advances action.

What stands in the way becomes the way.”

Marcus Aurelius-170 AD

What do our patients REALLY want?

- To be well
- To have energy
- To see their grandchildren grow up
- To participate in life
- To enjoy life

This is what I want for my patients.
Why Weight Loss and Lifestyle Medicine for a pharmacy???

- **Always** clinically appropriate

- Many pharmaceuticals are **only** approved by FDA as an adjunct to diet and exercise (part of our duty to counsel?)

  “...as an adjunct to diet and exercise...”

Disease prevention does not sell. No one wants to consider being sick.
Why Weight Loss and Lifestyle Medicine for a pharmacy??

- High Consumer Interest
- Professional expertise and consumer confidence

“Trying to lose weight” is socially acceptable and rewarding vs. “managing my disease”

- Multi-Billion Dollar Cash-Based Industry
  - $65 Billion in 2015

---

Can prevent or halt many chronic disease processes

DT is a 63yo female who began DKWL12-week lifestyle program on 12-14-2015.

<table>
<thead>
<tr>
<th></th>
<th>12-14-2015</th>
<th>2-22-2016</th>
<th>12-21-2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight</td>
<td>184.9lbs</td>
<td>169.5lbs</td>
<td>160.1lbs</td>
</tr>
<tr>
<td>BMI</td>
<td>30.2</td>
<td>29.1</td>
<td>27.5</td>
</tr>
<tr>
<td>PBF</td>
<td>46.1</td>
<td>42.1</td>
<td>39.9</td>
</tr>
<tr>
<td>A1C</td>
<td>7.7</td>
<td>5.6</td>
<td></td>
</tr>
</tbody>
</table>
Why Weight Loss and Lifestyle Medicine for a pharmacy???

Personally and Professionally Rewarding

“The rest of my career is about you not needing a pharmaceutical.”

KATHY M. CAMPBELL, PHARMD
Components of a Pharmacy-based Weight Loss Program

CLINICAL

EXECUTION

MARKETING
Components of a Pharmacy-based Weight Loss Program - CLINICAL

Clinical Tools

- Tape Measure
- Body Composition Analysis Machine
- Blood Pressure Monitor
- Educational Information
- Nutraceuticals
- Laboratory
- Folding Chairs (for seminars)
- Consulting area
## Components of a Pharmacy-based Weight Loss Program - CLINICAL

- Detoxification
- Nutrient/Medication Evaluation and Assessment
- Body Composition Analysis
- Culture Analysis and Design
- Active Life
- Customized Eating Plan - Cardiometabolic Eating Plan from Institute of Functional Medicine

### Nutrient/Medication Evaluation and Assessment
- Drug-Induced Nutrient deficiency (statins, CoQ10, metformin, B12, Magnesium, etc.)
- Vitamin D
- Methyl folate, methyl cobalamin (genetic assessment)
- Assess Objective (laboratory) and Subjective (symptom)
- Protein

### Medication-induced weight gain and Malnourishment
- Insulin
- Proton-Pump Inhibitors (decrease absorption of protein, iron, B12, Zinc)
- Beta-blockers
## Components of a Pharmacy-based Weight Loss Program - CLINICAL

**Body Composition Analysis**

- Waist-to-Hip measurements (120 inch tape measure)
- Bioelectrical Impedance Analysis (BIA) measures body fat, muscle distribution, and body water balance.
- Able to identify sarcopenic obesity “skinny fat”
- **Empowers patient** to understand, measure, preserve and build muscle.

### 5-29-2015

<table>
<thead>
<tr>
<th>SMM (skeletal muscle mass)</th>
<th>52.7lbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body Fat Mass</td>
<td>73.2lbs</td>
</tr>
<tr>
<td>PBF (percent body fat)</td>
<td>42.5%</td>
</tr>
<tr>
<td>Weight</td>
<td>172.3lbs</td>
</tr>
</tbody>
</table>

### 1-18-2016

<table>
<thead>
<tr>
<th>SMM 59.1lbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body Fat Mass 62.2lbs</td>
</tr>
<tr>
<td>PBF 36.2%</td>
</tr>
<tr>
<td>Weight 171.2lbs</td>
</tr>
</tbody>
</table>

NOTICE a loss of **11lbs** of body fat, gain of **6.4lbs** of muscle, with a **1.1lbs** loss total body weight.
Components of a Pharmacy-based Weight Loss Program - CLINICAL

Culture Analysis and Design

Components of a Pharmacy-based Weight Loss Program - CLINICAL

Why yes, I'm a bit stressed. Why do you ask?
Components of a Pharmacy-based Weight Loss Program

CLINICAL

“It’s just a little stress.”

CORTISONE adverse reactions
- Hypertension
- Loss of muscle mass (sarcopenia)
- Osteoporosis
- Peptic ulcer, IBD
- Headache
- Decreased carbohydrate tolerance
- Negative nitrogen balance due to protein catabolism
- Weight gain, increased appetite

Components of a Pharmacy-based Weight Loss Program

CLINICAL

EXECUTION

MARKETING
Components of a Pharmacy-based Weight Loss Program - EXECUTION

Does Staff know what to do and why we are doing it??

Or

Is it just ‘one more thing we have to do?’

Components of a Pharmacy-based Weight Loss Program - EXECUTION

1. Do you have the right people, in the right seat, on the right bus????
2. Who does what, when???
3. Communicate with staff-They can’t read your mind!!
4. Train, Practice, Assess, Repeat.
5. Incentivize success and celebrate!!!
Components of a Pharmacy-based Weight Loss Program-EXECUTION

**Systems** - keep it simple and replicatatable
- Check lists
- Phone Scripts
- Appointments
- Automate, when possible
- Use technology
- Practice

**MUST HAVE** someone to manage schedule and system (also key to appointment-based practice)

“I think we need some time to sit down and discuss this, I am going to give you to Dena who manages my schedule.”

- Schedules appointment
- Discusses how patient should be prepared for appointment
- Discusses the costs of the appointment
Components of a Pharmacy-based Weight Loss Program

- CLINICAL
- EXECUTION
- MARKETING

What is your brand??
- What do people say about you??
- What are you committed to??
- What do you do better than anyone else??

What niche is needed in your community??

What efforts will generate necessary margin??
WHAT IS YOUR BRAND??

Components of a Pharmacy-based Weight Loss Program - MARKETING

- Without marketing, there would be no program. GET HELP and SPEND $$$

- BRANDING, BRANDING, BRANDING!!!

- Billboard, Website, Google Ads, Search Engine Optimization, In-store marketing, On-hold messaging, Facebook, Banners, etc.
Components of a Pharmacy-based Weight Loss Program - MARKETING

“"I never thought of coming to a pharmacy for this.""

MUST CREATE BRAND and AWARENESS!!
Components of a Pharmacy-based Weight Loss Program—MARKETING

Requires a profession-wide paradigm shift in how pharmacists perceive, value and brand our skills.

Components of a Pharmacy-based Weight Loss Program—EXECUTION

Do not be afraid to charge appropriately and do not apologize.
“An entrepreneur is someone who has an idea that can improve other people’s lives. You have to be pretty bold to make that step. But more than that, a good entrepreneur tries to find better people than themselves, delegate and almost put themselves our of a job. Finally, you’re not a true entrepreneur unless you accept that you’re going to fall on your face occasionally. Screw it. Just get on and do it. And have a blast.”

-Sir Richard Branson
December 2, 2016

Resources and Contact Information

The Institute of Functional Medicine (IFM)
www.functionalmedicine.org
www.drkathyweightloss.com

Kathy M. Campbell, PharmD
Medicap Pharmacy
130 S. Main
Owasso, OK 74055
918-274-1737

Kathy@drkathysays.com
What is on your mind?

Questions for Dr. Kathy

Attract & Keep
Co-founders: Rebecca Holt Pharm.D
Travis Hickok, DDS

Pharmacist: Rebecca (15 hours/week as front end pharmacist)
Hailey (40 hours/week)

Technicians: Al (40 hours/week)
Leah (40 hours/week)
Becky (30 hours/week)
Keelia (30 hours/week)
Nathan (20 hours/week) - new tech

Clerk: Shunell (10 hours/week)

Travis 6 hours/week “does anything we need.”

Monday-Friday: 9:30 a.m. - 7:00 p.m.
Saturday: 9:30 a.m. - 2:00 p.m.
Sunday: Closed
Front of store including pharmacy is 865 ft.+
### Average Number of New Patients Per Month in 2016

<table>
<thead>
<tr>
<th>Month</th>
<th>Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>180</td>
</tr>
<tr>
<td>Feb</td>
<td>161</td>
</tr>
<tr>
<td>Mar</td>
<td>193</td>
</tr>
<tr>
<td>Apr</td>
<td>172</td>
</tr>
<tr>
<td>May</td>
<td>161</td>
</tr>
<tr>
<td>Jun</td>
<td>119</td>
</tr>
<tr>
<td>Jul</td>
<td>138</td>
</tr>
<tr>
<td>Aug</td>
<td>153</td>
</tr>
<tr>
<td>Sep</td>
<td>116</td>
</tr>
<tr>
<td>Oct</td>
<td>124</td>
</tr>
<tr>
<td>Nov</td>
<td>140</td>
</tr>
<tr>
<td>Dec</td>
<td>141</td>
</tr>
</tbody>
</table>

Total: 149.8
A Renee McQuiddy and 275 others like this.

Kellie Conger
They are awesome they delivered some rxs for me when we were stuck on I-80 last April plus they’ve stayed open late waiting for my dr office to send in rxs.
best pharmacy in the state.
Like · 2 · Reply · More · 8 hours ago

Sandy Johnson
They have helped my family out so many times in so many ways. Saved us $600.00 a year in copays for one medicine. Thanks Rachel!
Like · 1 · Reply · More · 36 minutes ago

Tasha Anderson shared Holt’s

Beth McHale Landgrebe +
Tooele County 411
July 7 at 11:20pm
Want to say a million gigantic THANK YOU’s to Rebecca Holt at Holt’s Pharmacy here in Tooele. She went totally above & beyond what I would describe in her job duties as a Pharmacist. My 7 yr old needed to go to urgent care for a bee sting, it was to the scary point of no return. We made it out of urgent care at 6:46pm, Holt’s closes at 7pm. Rebecca called me from her cell phone & asked if she could DELIVER the antibiotics on her way home after I’m sure a LONG BUSY day at the Pharmacy.

221 Likes · 14 Comments
Where the culture of exceptional customer service begins:

The Art of Problem Solving
What is the end goal and why?

Ask the absurd questions.

*How do I accomplish my five year goal in five months?*
Questions We Ask Often

- What is the end goal and why?

- Ask the absurd questions.
  
  *How do I accomplish my five year goal in five months?*

- What are you struggling with?
  
  *What will make your job easier?
Systematic Approach to Problem Solving

- Define the problem.
  Data – Frequency – Impact

- Brain Store for Solutions.
  What would it be like if we...?

- Execute
  Attempt Immediate form of Action

- Evaluate
  Chose a dead line. Puppy Dog Approach
Encouraging a Problem Solving Environment

- All ideas are important.
- Empower with knowledge.
- Rule: 80/20
- Rule: No Complaining.

Call to Action

- What is our end goal?
- Ask 3 absurd questions.
- Five things that could make employees life easier.
Questions for Rebecca & Travis

Brenda Palumbo
Director of Operations
Pharmacy and Medical Equipment Co.
Klein’s Medical 2503 State Road   Klein’s Pharmacy 2015 State Road

Cuyahoga Falls, Ohio

5 miles from Akron and 31 Miles from Cleveland
Floor Plan NCPA Gabe Trahan

3,500 sq. ft.  1,700 sq. ft. For Product
2 Certified Orthotic and Mastectomy Fitters
2 Orthotic fitters
4 Certified Compression fitters
1 Inventory control specialist
2 Intake Coordinators (One full time & one 25 hours per week)
1 Cashier / Customer Service
1 Manager

Recruit
Train
Delegate

Training
Training
Training
Ongoing

Different Sources of Training
We strive to be the solution for the community, prescribers, caregivers, and sometimes even our competition.
Finding
“Lead and Lag measures of staff performance...”
Marketing

Detailing

BILLING
Compression
Braces
Mastectomy

CASH
Compression
Braces
Mobility
Bath Safety

#1 Cash Category..... Compression
Pricing and Selling Tips

• Set your retail/billable pricing high.
• Offer Discounts.
• Sell 2nd pair, you need to wash them at some time!

Rebranding

Klein's
Brenda Palumbo
Director of Operations
Pharmacy and Medical Equipment Co.
Questions?

Questions for Brenda Palumbo.
Corsicana Texas

1 Hour from Dallas

P&S Pharmacy  Hometown pharmacy since 1924
More Tips!

**Customers:** Doctors, nurses, elderly, beauticians, banker employees and travelers. Detailing Dr. office, Vascular Specialists, edema Diagnosis, expectant mothers and athletes.

Venus Williams
Tale of the Tape:

**Marketing:** Vendor representatives detail doctors. Two representatives market to vascular surgeons in the area. Local newspapers and talking Doctors.

**Sales:** Mostly Cash with some billing to local insurance companies. Medicare for garments

**Margins:** 40% to 60%

---

Tale of the Tape:

**Popular:** 15 to 20 compression. Large size

**Fitters:** 12 2 for each day - 1 Certified

**Time:** Large part of an average day.

**Incentives** Free pair from vendors to employees, doctors and nurses.

**Increase in sales:** Yes. Due to color and design.
Tale of the Tape:

- Brands: Three (2 fitting one casual)
- Co-op funds: Yes
- Fitting Tip: Do not ever go looking for a tape. Have customers come in early in the day.
- Wear them? Yes, especially in the store.
- Returns: One vendor is case by case. Other is 30 days no questions.

RETURN POLICY

Return/Exchange Policy Compression Stockings:

- Your item must be in its original unused condition to be returned, unless there is a manufacturer defect.
- You must return the item within 7 days from the date of purchase to _____________.
- Any non-stock item that must be ordered for your use only must be paid for prior to the order being placed and a 10% restocking fee (not covered by insurance) will be charged for returns on all ordered items which could be deducted from your refund if you may be required to pay if no refund is expected.
- We require a prescription from your doctor with compression amount (e.g., 10, 15-20, 18, 20-30, 30-40) style [knee high, thigh high, full leg hose etc.], and diagnosis to guarantee you receive the correct product.
- We require all stocking measurements be taken prior to 11:00am by a Davies Pharmacy employee. Any measurements taken after 11:00am and/or by a Non-Davies Pharmacy employee will not be guaranteed, returnable, exchangeable, or refundable.
- If ____________ employee may ask you to return on another date at an earlier time if they deem necessary due to the amount of swelling. If you refuse to return on another date and time, and request to be measured and fitted at this time, your stockings will not be guaranteed, exchangeable, returnable, or refundable.
- Some items cannot be returned if opened.
- Merchandise that has been worn, used, or shared will not be accepted for return, refund, or exchange.
- If your in stock item is in like new condition, you may exchange it for a like, in stock item in a different size, color, or compression. You would not be subject to a restocking fee in this case. Again, this must be done within 7 days of your original purchase.
- If a refund is found due, there will be a processing time period which could take up to two weeks in which a check will be mailed to your home address as we have it on file. Please call customer service at ____________ to discuss any return/refund issues. Thank you for your cooperation.

Davies reserves the right to refuse any returns or exchanges for incorrect products when this information is not provided prior to ordering/purchase.

Customer Signature: __________________________ Date: __________________________
# To Get Started:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space:</td>
<td>4ft Minimum. Wall preferred</td>
</tr>
<tr>
<td>Brands:</td>
<td>2+</td>
</tr>
<tr>
<td>Fitting room:</td>
<td>1 (consulting room)</td>
</tr>
<tr>
<td>Types:</td>
<td>2 Fitting required and casual.</td>
</tr>
<tr>
<td>Margin:</td>
<td>40%+ Set own retails.</td>
</tr>
<tr>
<td>Certified fitters:</td>
<td>1</td>
</tr>
<tr>
<td>Marketing:</td>
<td>Instore signage, Dr. Detailing, Web, staff, print media, window display and exterior signage.</td>
</tr>
<tr>
<td>Leg Mannequins:</td>
<td>2+</td>
</tr>
</tbody>
</table>

---

# Questions for Brenda?

![Question Mark Image]