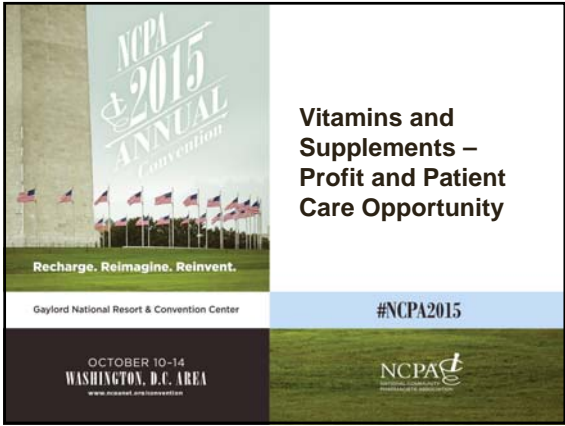

Date: Sunday, October 11, 2015
Time: 7:30 am – 9:00 am
Location: Gaylord National Harbor Resort and Convention Center, National Harbor 10

Title: Vitamins and Supplements – Profit and Patient Care Opportunity
(non-CE)

Speakers: Gabe Trahan, Senior Director of Store Operations and Marketing, NCPA
Dr. Natasha Ryan, Naturopathic Doctor, Independent Wellness Consultant
Tom Kelly, President, Medicine To Go Pharmacies
Josh Rimany, RPh, Dilworth Drug & Wellness Center

The community pharmacist has the whole package in this highly valuable niche, the knowledge of prescription medications, the long term interest in the patient and their outcomes, and the overwhelming value of patient trust. Nutrient depletion from prescription medications is a well-documented side effect, and one rarely addressed in the primary care setting leaving many of your patients with wellness issues. Some of your highly successful peers will walk you through the steps they have taken, the resources they have used, the most effective marketing and answer all your questions to take your vitamin section to a new, patient helpful, pharmacy profitable niche.



**NCPA
& 2015
ANNUAL
Convention**

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Gaylord National Resort & Convention Center

#NCPA2015

OCTOBER 10-14
WASHINGTON, D.C. AREA
www.nca.org/convention

NCPA

**Creating a Profitable Wellness
Section in Your Pharmacy.**

Natasha Ryan, ND
drnatasharyan@gmail.com
484-752-0309

NCPA

Who are your wellness customers?



NCPA

Where are your pharmacy clients shopping for wellness products??

- GNC, Vitamin Shoppe, Wholefoods, Trader Joes, Local Co-Op, Online etc.
- **Your pharmacy can be their first stop for wellness products and advice.**



Divisions of A Wellness Department:

- Supplements-retail vs. professional brands
- HBA (Health and Beauty Aids)-lotions, cosmetics, moisturizers
- Aromatherapy-essential oils, candles, incense
- Healthy Snacks and Drinks (gluten free, low or no preservatives, nut free, low or no sugar)
- Services-appointments with wellness practitioners



What are dietary supplements?



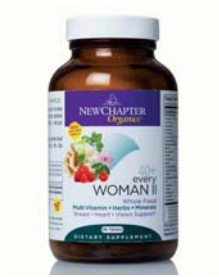
Multivitamins: #1 Seller.



- 40% of Americans take a multivitamin.
- The best selling class of supplements.
- May provide necessary nutrients needed by those with poor diet and on nutrient depleting medications.



Multivitamin Supplements:



Calcium Supplements: #2



- Second most profitable selling supplement behind multivitamins.
- Recommended by doctors to prevent osteoporosis.
- Should be paired with magnesium and Vit. D
- New concerns about too much calcium and heart disease, breast calcification, etc.



Calcium Supplements:



Fish Oils: #3



- The third best selling class of supplements (behind Calcium).
- Excellent anti-inflammatory.
- Large body of scientific data available.
- Nordic Naturals top selling brand.



Fish Oil Supplements:



Homeopathic Medicine:



- Homeopathics are considered medicine.
- Homeopathic Pharmacopeia of the United States (HPUS)-regulated by FDA.
- Oscillococtinum-a popular flu remedy: The most popular homeopathic in the WORLD!



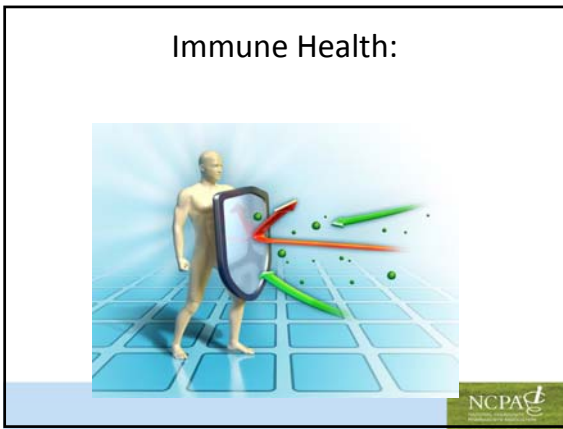
Homeopathic Remedies:



Low Energy:









Digestive Health:



Supplements for Digestion:



Stress: Associated with 7/10 leading causes of death.



Supplements for Stress:



Women's Health: Most Supplement Consumers are women.



Supplements for Women:



BHRT Support:



Anti-Aging: Internal and External



Antioxidants:



Anti-Aging HBA:



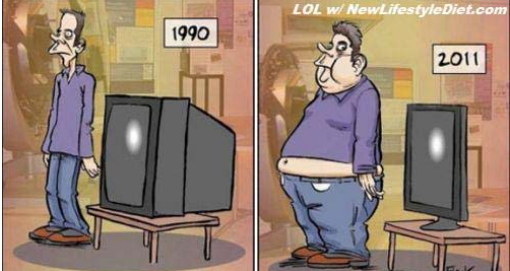
Men's Health:



Supplements for Men:



Obesity: An American Epidemic



Weight Loss Supplements:



Insomnia:



Supplements for Sleep:



Don't Forget the Kids!



Supplements for Kids....



Pearls to take back to the pharmacy.....

- Know your customer and give them what they want with the best service possible.
- Make sure to carry: Multivitamins, Calcium and Fish Oil supplements at a minimum.
- Stock what you feel comfortable recommending.
- Don't compete with online supplement retailers.

Natasha Ryan, ND drnatasharyan@gmail.com



Top 10 Supplement Picks.

1. Megafood-Thyroid Strength(herbs and minerals)
2. Life Extension: 5000IU Vitamin D with Iodine
3. Xymogen: B Active(b-complex)
4. Integrative Therapeutics-Cortisol Manager(standardized extract ashwaghandha, l-theanine)
5. Rainbow Light-Women's One/Men's One
6. Reserveage: Resveratrol(500mg)
7. Renew Life-Critical Omega Fish Oil(1000mg/gel)
8. Carlson-ACES plus Zinc
9. Klaire Labs-Ther-Biotic Complete(dairy/gluten free, veg.caps)
10. Perque-Activated B-12 Guard(Sublingual B-12)

Natasha Ryan, ND drnatasharyan@gmail.com






Tom Kelly, R.Pj., B.Sc



CoQ10
 Cholesterol lowering medications can deplete your body of Coenzyme Q10. Supplement with CoQ10 to help aid circulation system, stimulate the immune system and provide protection to you heart and skeletal muscles.

Taking antibiotics can cause the depletion of important intestinal bacterial flora.
 Both good and bad bacteria exist in the body. Good bacteria, known as intestinal flora, help us process nutrients from our food and support our immune system. Bad bacteria enter our body and can cause infections and other problems. Antibiotics are designed to kill bacteria, but they cannot distinguish between those that are harmful and those that are helpful. Research shows that the absence of good bacteria can cause problems with digestion, absorption of nutrients, and disorders such as yeast infections. Probiotic formula supplements with acidophilus and bifidus can replenish the good bacteria, promote the proper intake of vitamins and minerals and support the body's immune systems.
 *Take 2 capsules of GI Flora twice daily while on antibiotic. Take GI Flora an hour before or after antibiotic. Continue taking GI Flora for 3 days after finishing the antibiotic.

The pharmacist recommends using a B vitamin and Magnesium supplement with this product. B vitamins are essential to maintain the health of the nerves, eyes, mouth, liver, and skin. They are necessary for energy. They may also alleviate depression and anxiety. Magnesium may also help prevent depression, muscle weakness, and dizziness. It also alleviates the symptoms of PMS.




AMOXICILLIN 500 MG CAPSULE
 NDC: 57237-031-05 CITRON PH
 # 30 Pr: Todd Schmall
 Ref: 0 Dr Auth Needed Use By: 09/15/21

IMPORTANT
 Read all the information provided by your pharmacist.

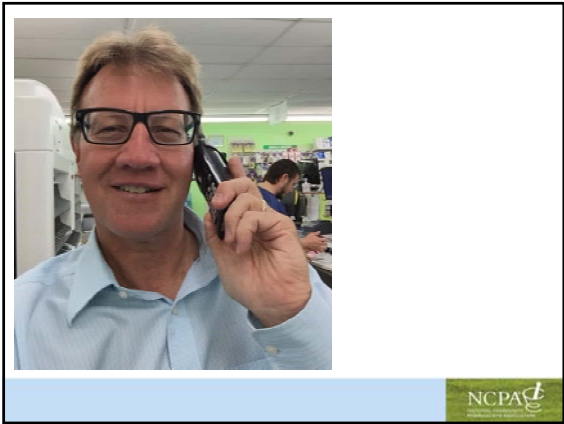
THIS MEDICATION MAY BE TAKEN WITH OR WITHOUT FOOD.

PROBIOTICS ARE RECOMMENDED TO BE TAKEN WITH THIS MEDICATION.



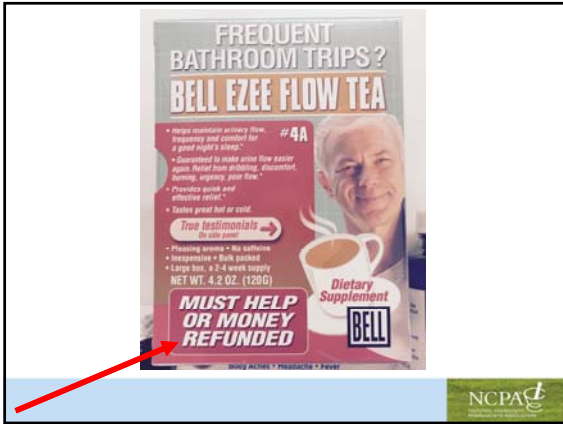
Ever Wonder Why Tom Looks So Young?
 These Are The Supplements Tom Takes Every Day!













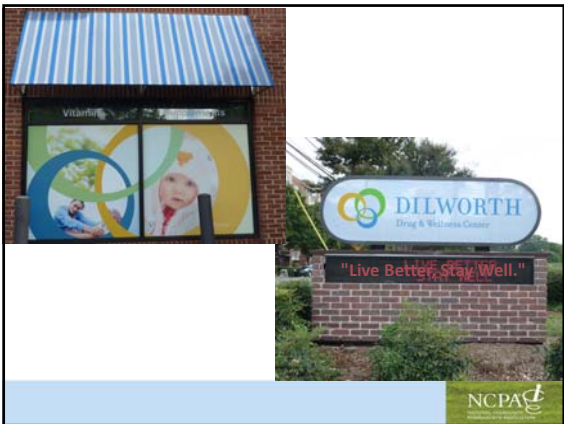
Top 10 Supplement Picks.

1. GI Flora by Allergy Research Group
2. Bone Maximizer III by Metabolic Response Modifiers
3. Organic Apple Cider Vinegar by Braggs or Dynamic Health
4. Arnica Montana gel and pellet combo pack by Boiron
5. Smooth Move Tea by Traditional Medicinals
6. Oscilloccinum by Boiron
7. Bell Ezee Flow Tea by Bell

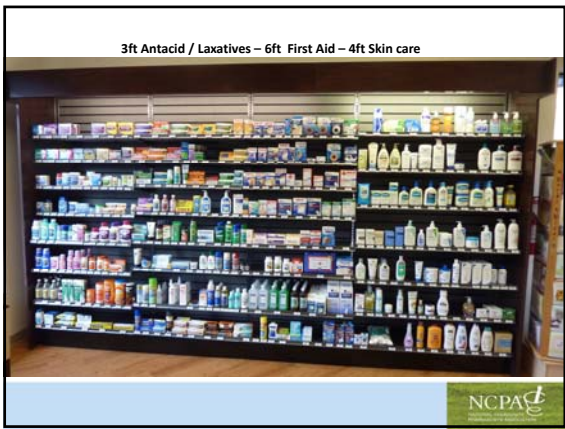
Tom Kelly, R.Ph., B.Sc.

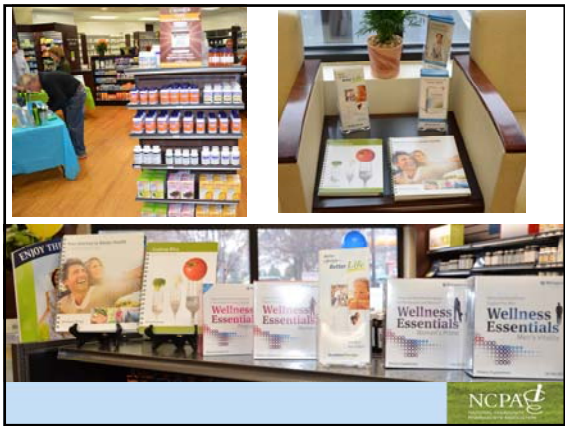




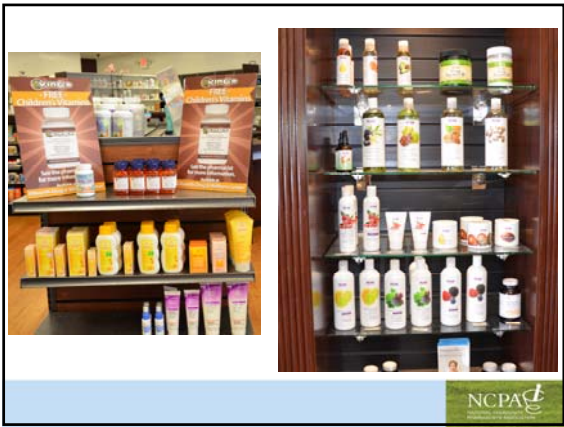



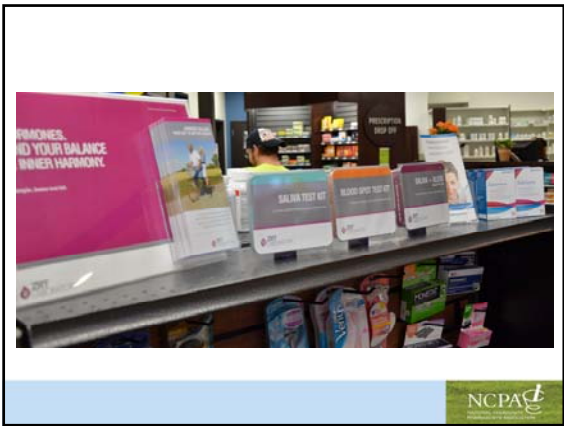


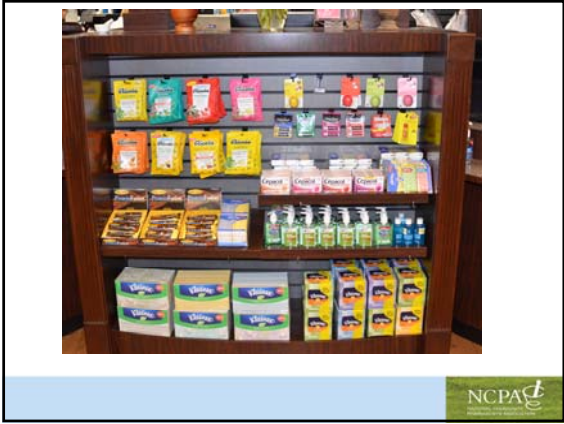


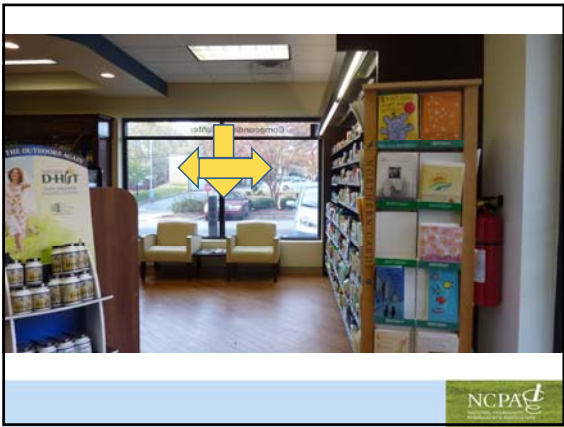










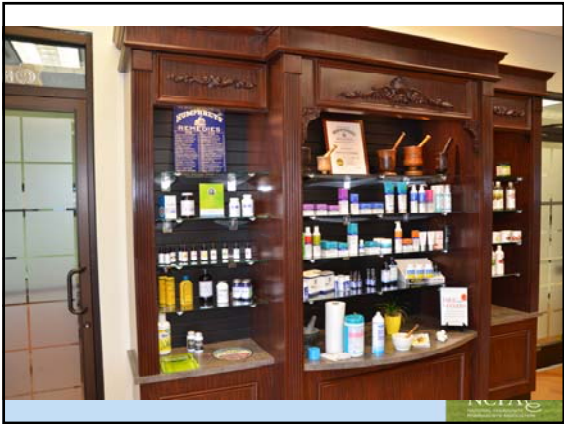


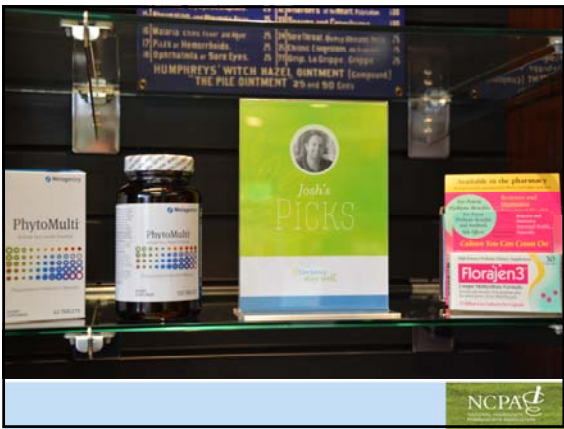












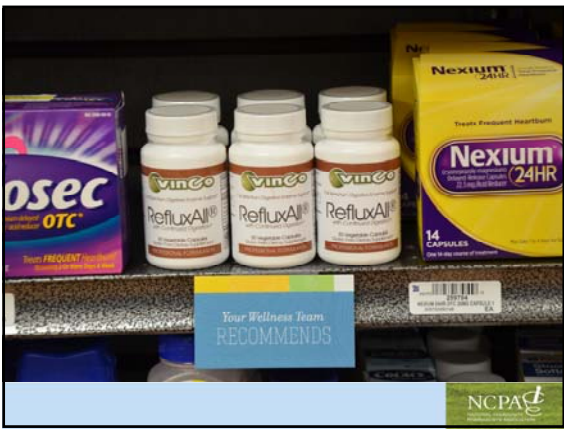




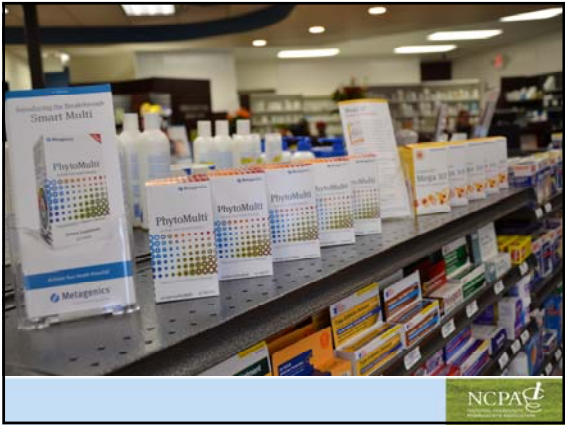


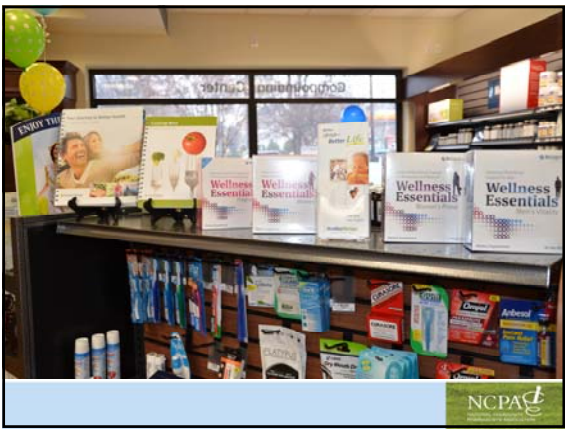


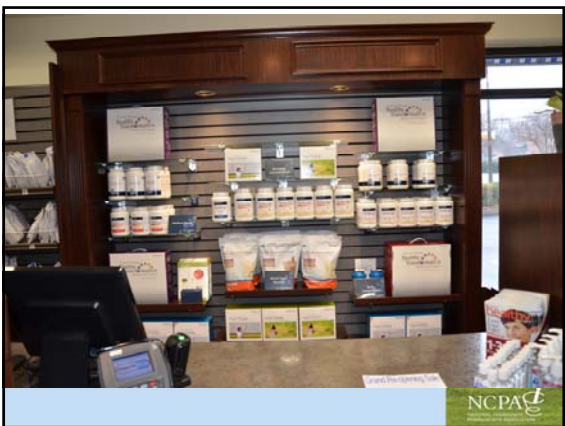








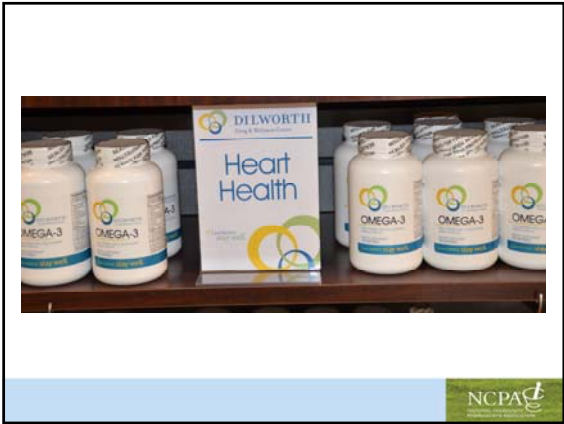


















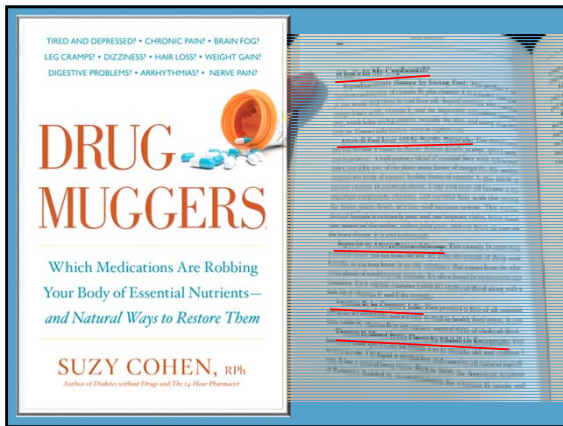




Josh's Top Picks

1. Omega3 -Vinco (DD&WC private label now)
2. Mega10-Omega 3+Omega7-Metagenics
3. CoQ10 100mg-Vinco (DD&WC PL)
4. Florajen3-American Lifeline
5. Probiotic-Vinco
6. Magnesium Malate-Vinco (DD&WC PL)
7. PhytoMulti-Metagenics
8. Curcumin w/Bioiperine (Pure Encapsulations)
9. Best Rest Formula (Pure Encapsulations)
10. Bone Support-Vinco (DD&WC PL)
11. Arnica Hops Cream-Vinco
12. D-Hist & D-Hist Jr-Ortho Molecular





More Resources!

Vendor	Booth
Boiron	310
Emerson Ecologics	533
Metagenics	623
Mason Vitamins	1040
Ortho Molecular	317
Pure Encapsulations	812

More Resources!

Front-End Overhaul

Stock & Retail Sales
 Review all in-store retail and walk-in sales and discover trends, and the best ways to improve your retail pricing strategies. Best price, category sales, departments, and more.

Photo Galleries
 Access to online galleries of photos to help inspire you to create new and exciting ways. Browse galleries on retail and retail and ERM solutions. (NCPA member login required)

One Page Site
 Download a one-page site for that includes key information you can use to pitch your services to new clients and other. (NCPA member login required)

Staff Training Videos
 Watch a variety of videos designed to help you and your front-end staff learn more about creating additional revenue and effectively meet customers. (NCPA member login required)

Quick Tip
 Read today's quick tip alerts. All quick tips are free and are designed to help you increase health and profits. (NCPA member login required)

Members Forum
 Listen to and share your thoughts from today's meeting. (NCPA member login required)

Twitter @NCPAGABE

NCPA Booth 2016

More Profit NCPA's Front-End Market Place

HEALING TREE
Natural Healing Solutions

snoozies!
cozy little foot coverings and more

POPCORNERS
THE NEW SHAPE OF POPCORN

Must Attend Sessions

Sunday 7:30 AM Vitamins & Supplements- Profit and Patient Care (non-CE)
National Harbor 10

Monday 7:00 AM Front-End Overhaul Breakfast (non-CE)

Monday 8:00 AM How to get more Front-End Revenue



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www.ncpanet.org

Recharge. Reimagine. Reinvent.

Vitamins and Supplements – Profit and Patient Care Opportunity

Top Supplements picks from Natasha Ryan, ND email: drnatasharyan@gmail.com

1. Megafood: Thyroid Strength (herbs and minerals) - Megafood.com
2. Life Extension: 5000IU Vitamin D with Iodine- Le.org
3. Xymogen: B Active(b-complex)- Xymogen.com
4. Integrative Therapeutics: CortisolManager(standardized extract ashwaghandha, l- theanine)- Integrativepro.com
5. Rainbow Light: Women’s One/Men’s One-Rainbowlight.com
6. Reserveage: Resveratrol(500mg)- Reserveage.com
7. Renew Life: Critical Omega Fish Oilb(1000mg/gel)- Renewlife.com
8. Carlson: ACES plus Zinc- Carlsonlabs.com
9. Klaire Labs: Ther-Biotic Complete (dairy/gluten free, veg.caps)- Klaire.com
10. Perque: Activated B-12 Guard(Sublingual B-12)- Perque.com

Top Supplements picks from Tom Kelly, R.Ph., B.Sc.

1. GI Flora by Allergy Research Group
2. Bone Maximizer III by Metabolic Response Modifiers
3. Organic Apple Cider Vinegar by Braggs or Dynamic Health
4. Arnica Montana gel and pellet combo pack by Boiron
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4. Florajen3-American Lifeline
5. Probiotic-Vinco
6. Magnesium Malate-Vinco (DD&WC PL)
7. PhytoMulti-Metagenics
8. Curcumin w/Bioperine (Pure Encapsulations)
9. Best Rest Formula (Pure Encapsulations)
10. Bone Support-Vinco (DD&WC PL)
11. Arnica Hops Cream-Vinco
12. D-Hist & D-Hist Jr-Ortho Molecular

Vendors and Booth Numbers:

Boiron 310

Emerson Ecologics 533

Metagenics 623

Mason Vitamins 1040

Ortho Molecular 317

Pure Encapsulations 812

Gabe Trahan Suggested Reads:

Drug Muggers® by Suzy Cohen, RPh

Natasha Ryan

Dr. Natasha Ryan is a board certified and licensed doctor of naturopathic medicine. She received her doctorate from Bastyr University, in Kenmore, Washington. Dr. Ryan is an expert in clinical nutrition and supplements and is the former wellness manager of Knowles Apothecary, in Kensington, Maryland. While at Knowles, she worked closely with pharmacy staff to develop an integrative wellness environment that was successful in the metro Washington, DC area. In addition to her duties at Knowles, Dr. Ryan taught and developed a course in Integrative Medicine for students at the University of Maryland, Baltimore County.

Presently, Dr. Ryan resides in Charlotte, NC and is a certified corporate wellness consultant. She develops comprehensive work wellness programs for both small and large businesses, as well as helps independently owned pharmacies develop or improve their wellness department.

Contact Information: drnatasharyan@gmail.com; 484-752-0309

Tom Kelly, R.Ph., B.Sc.

Tom Kelly attended Temple University School of Pharmacy and graduated with the class of 1980. Upon graduation Mr. Kelly worked for Pathmark Stores and was Executive Vice President of the United Pharmacists Guide UFCW Local 100R. Tom and his wife Samantha then opened their first retail pharmacy in 1997 in Lacey Township, NJ. Since then Tom and Samantha opened and are partners in three additional retail pharmacies. Tom is a member in good standing in the following organizations involved in both retail pharmacy and substance abuse deterrence: National Community Pharmacists Association, Garden State Pharmacy Owners Association, Compliant Pharmacy Alliance (10 years), Lacey Municipal Alliance Work Group, Lacey Elks lodge 2518, and the DART Coalition. Mr. Kelly is also a founding partner of the Patient Physician Trust Partnership (PPTP.net), a tool designed to promote the use of controlled medications in a safe and responsible manner while deterring misuse, abuse, and diversion. Tom recently honored to present at the National Rx Drug Abuse Summit in April 2014, and the New England Division of the National Association of Drug Diversion Investigators in October 2014.

Josh Rimany RPh

Josh Rimany earned his Bachelor's of Science degree in Pharmacy from The University of Connecticut in 1998 and gained valuable experience for over 24 years working in the retail pharmaceutical industry.

In 2008, he started an independent pharmacy in the Dilworth Neighborhood in Charlotte, NC. He has completed several specialty compounding courses including those offered by the University Of Florida College Of Pharmacy and the American College of Apothecaries where he earned certificates in Bio-Identical Hormone Restoration, Pain Management, and Lifestyle Medicine.

He is a fellow of the American College of Apothecaries and a member of many national industry organizations, including the National Community Pharmacists Association, The International Academy of Compounding Pharmacists and The American Functional Medicine Association. He is well-versed in Age Management Medicine, Bio-Identical Hormone Replacement Therapy, and therapeutic lifestyle education.

In 2013, he launched a new concept of pharmaceutical care and started Charlotte's first and only Integrative pharmacy. Dilworth Drug & Wellness Center combines the best aspects of a traditional pharmacy practice and blends it with complementary and alternative therapies and treatments, focusing on compounding, clinical nutrition, lifestyle medicine, and medication therapy management. He is frequently consulted by physicians and patients in those areas. Dilworth Drug & Wellness Center was recently featured in the September issue of America's Pharmacist.

Josh is an avid cyclist, entrepreneur, and new father. He is active in the Dilworth Community, of which he works and lives, and has served as president of the Dilworth Community Association.