

### Authors

Summer Roesch, Payton Reinbott, Halie Voss

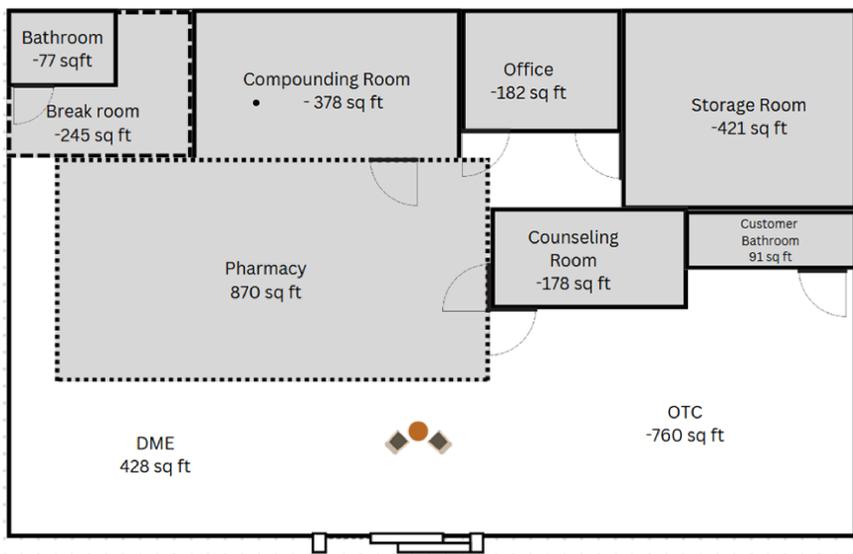


### Faculty Advisor

Dr. Scott K. Griggs, PharmD, PhD

### Mission Statement

At Ladue Pharmacy & Wellness, we are dedicated to enhancing the well-being of our community through a holistic approach that blends wellness and personalized care. Our mission is to ensure everyone receives the safest, most effective treatments while also addressing the root causes of health concerns. Through individualized consultations, proactive medication management, and integrative wellness solutions, we empower our patients to achieve lasting health and vitality. We go beyond prescriptions, focusing on prevention, balance, and long-term wellness. With compassion, innovation, and expertise, we strive to be a trusted partner in your health journey, helping you take control of your well-being and live your healthiest life.



### Services Offered

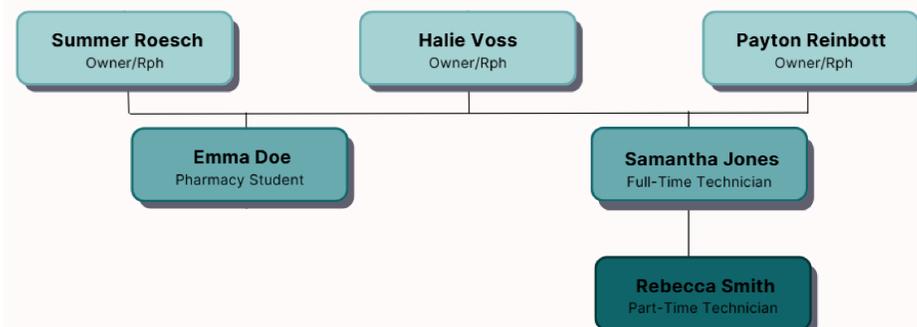
- 01 Compounding** - Specialized medications with an emphasis in hormone replacement therapy (HRT) and veterinary medicine with the ability to modify any medication for patients needs.
- 02 Wellness Wonders Membership** - A \$49 a month membership model that provides personalized education, nutrition and exercise plans, annual wellness visits, and priority vaccinations.
- 03 Patient Education Webinars** - Monthly webinar for \$10 a session on topics such as nutrition and supplements to allow patients to build their knowledge and health prioritization.
- 04 Medication Synchronization** - A free program to allow patients on multiple medications or families to be able to come in once a month for everything to save time and reduce errors.
- 05 Immunizations** - To keep patients healthy and prevent diseases, we would administer influenza, COVID-19, RSV, and zoster daily as well as seasonal clinics to local nursing homes.

### Vision Statement

Our vision at Ladue Pharmacy & Wellness is to redefine the role of pharmacy by creating a wellness-centered healthcare experience that empowers individuals to take control of their health. Our goal is to empower individuals with the knowledge, resources, and personalized care they need to optimize their health and well-being. We aim to revitalize our community by serving as the cornerstone of healthcare and trusted partner in lifelong wellness.

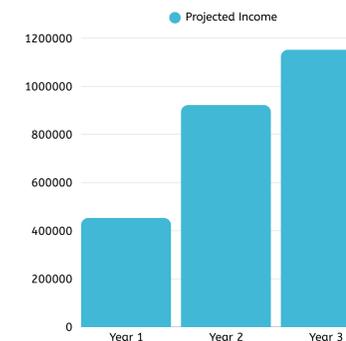
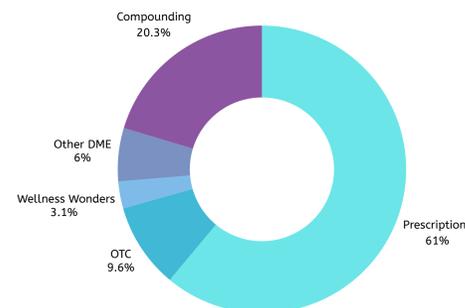
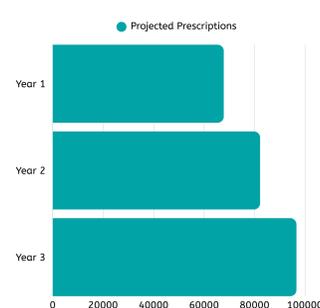
### Marketing

Ladue Pharmacy & Wellness will market itself through a structured social media campaign on Instagram and Facebook, managed by a pharmacist (with plans to hire a part-time social media assistant). Posts will focus on seasonal health advice, new services, and patient testimonials, while encouraging engagement with pharmacy staff. Occasional giveaways will boost outreach, and the website will be updated for patient-friendliness. Additionally, the pharmacy will run direct mail and email campaigns, starting with postcards introducing the business and its new services to the Ladue community.



### SWOT Analysis

- S** Pre-existing patient basis, community presence and support, prime location
- W** Lack of drive through services, limited store hours compared to local competitors, limited online marketing presence
- O** Membership model, expanding clinical services, potential for local partnerships, maximizing social media marketing
- T** Potential pharmacist over pharmacy loyalty, competition with larger chains on medication prices, reimbursement challenges



### Key Sources

2024 NCPA Digest & 2024 NCPA Digest Financials

### Summary of Loan Request

**Name of applicants:** Summer Roesch, Payton Reinbott, Halie Voss  
**Loan Amount:** \$600,000  
**Loan Terms:** The loan will be taken out with First Financial Bank. The current average interest rate is 10% over 20 years. This amount will be used to cover to cost of the pharmacy as well as marketing material, and updates needed to the pharmacy.  
**Collateral:** \$300,000 in cash  
**Loan Repayment:** Monthly payments of \$5,790.13 at a 10% interest rate over 20 years  
**Market Value:** \$900,000  
**Date of Loan Request:** 06/01/2025