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The *voice* of the
community
pharmacist.

NCPA's Take 5! Revenue-Generating Services That Connect to Your Front End

Disclosure Statement

Lucas Berenbrok has a financial interest with Embarx, LLC and the relationship has been mitigated through peer review of this presentation.

There are no relevant financial relationships with ACPE-defined commercial interests for anyone else in control of the content of the activity.



Pharmacist and Technician Learning Objectives

1. Explain how you can serve as an important resource for patients with hearing difficulties.
2. Review opportunities for pharmacies like yours to participate in clinical trial recruitment.
3. Discuss why you are well-positioned to provide cognitive screenings to consumers.



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Brain Health Screenings at your Pharmacy

Amina Abubakar,
PharmD, AAHVIP
CEO Avant Pharmacy

Why Cognitive Screening Matters?

Today, nearly 6 million Americans are living with Alzheimer's dementia, with annual costs topping \$277 billion. In 2050, 14 million will be affected, with an annual cost to the U.S. of \$1.1 trillion.

- African Americans, Hispanics, and women are particularly at risk of developing Alzheimer's and other dementias.
- More than 95% of people with dementia have one or more other chronic conditions.
- In 2015, there were 1,471 emergency department visits for every 1,000 Medicare beneficiaries with dementia

Early-Onset Dementia and Alzheimer's Rates Grow for Younger American Adults

EXHIBIT 1:

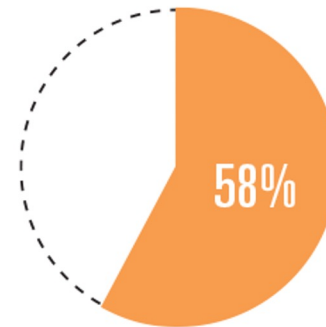
	2013	2017	
Early-onset dementia and Alzheimer's disease combined diagnosis rates for adults ages 30 to 64	4.2 per 10,000 adults	12.6 per 10,000 adults	↑ 200%

AVERAGE AGE

49

PERSON LIVING WITH
EITHER FORM OF DEMENTIA

MORE COMMON IN WOMEN



How To Conduct Cognitive Screening



3 Reasons to Engage (\$\$\$)



1. Cognitive Assessments will help you differentiate your pharmacy and attract new customers
2. Expand Opportunities to Drive Customers into your locations or Meet Customers where they're at – leading to increases in OTC Sales
 - Omega 3 Fish Oil
 - Acetyl-L Carnitine
 - Phosphatidylserine
 - Vit B12, D, Magnesium Deficiencies
 - Smoking Cessation/Other Lifestyle Modifications
3. Opportunity to connect with providers in your area for referrals





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www.ncpa.org

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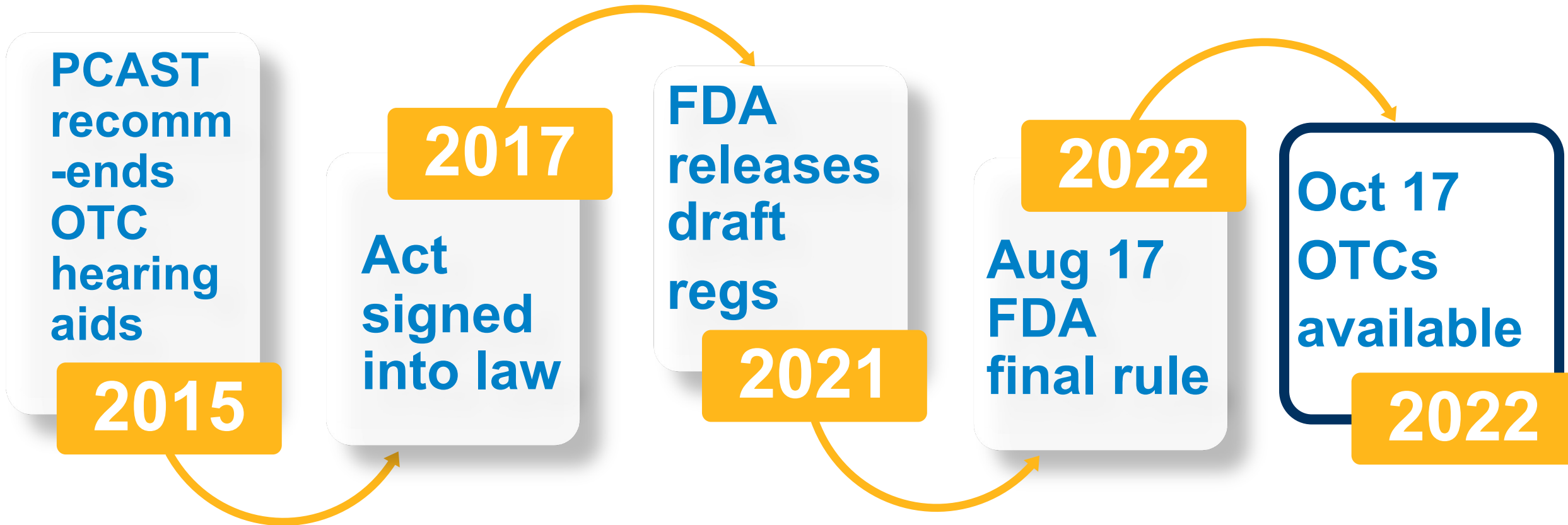
OTC Hearing Aids

**Lucas A. Berenbrok, PharmD,
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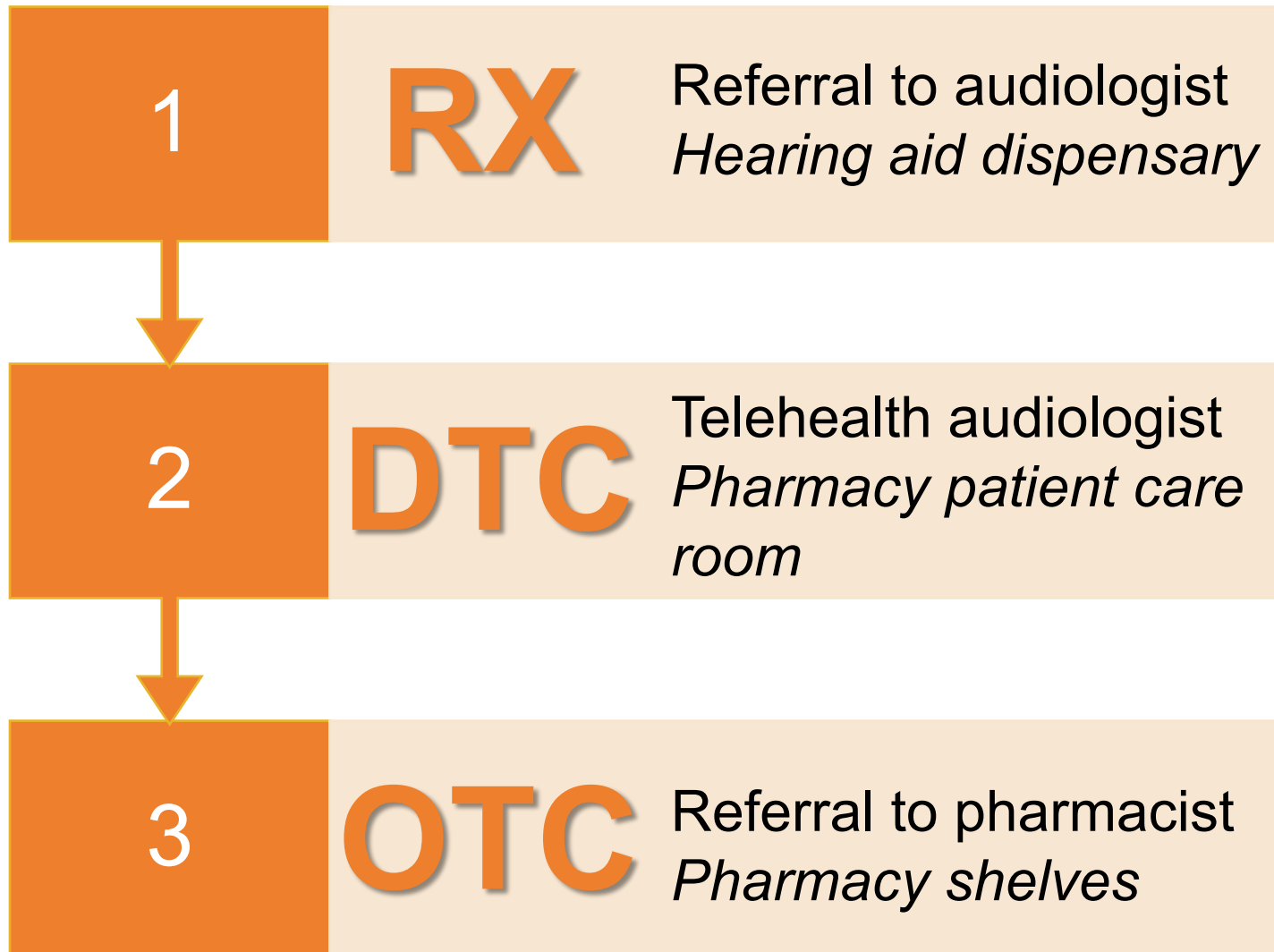
**OTC HEARING AIDS
ARE HERE!**

A History of OTC Hearing Aids



- President's Council of Advisors on Science and Technology. https://obamawhitehouse.archives.gov/sites/default/files/microsites/ostp/PCAST/pcast_hearing_tech_letterreport_final.pdf.
- FDA Reauthorization Act of 2017. <https://www.congress.gov/115/plaws/publ52/PLAW-115publ52.pdf>.
- Medical Devices; Ear, Nose, and Throat Devices; Establishing Over-the-Counter Hearing Aids. A proposed rule by the FDA. <https://www.federalregister.gov/documents/2021/10/20/2021-22473/medical-devices-ear-nose-and-throat-devices-establishing-over-the-counter-hearing-aids>
- Medical Devices; Ear, Nose, and Throat Devices; Establishing Over-the-Counter Hearing Aids. Final rule by the FDA. <https://www.federalregister.gov/documents/2022/08/17/2022-17230/medical-devices-ear-nose-and-throat-devices-establishing-over-the-counter-hearing-aids>

Service Models

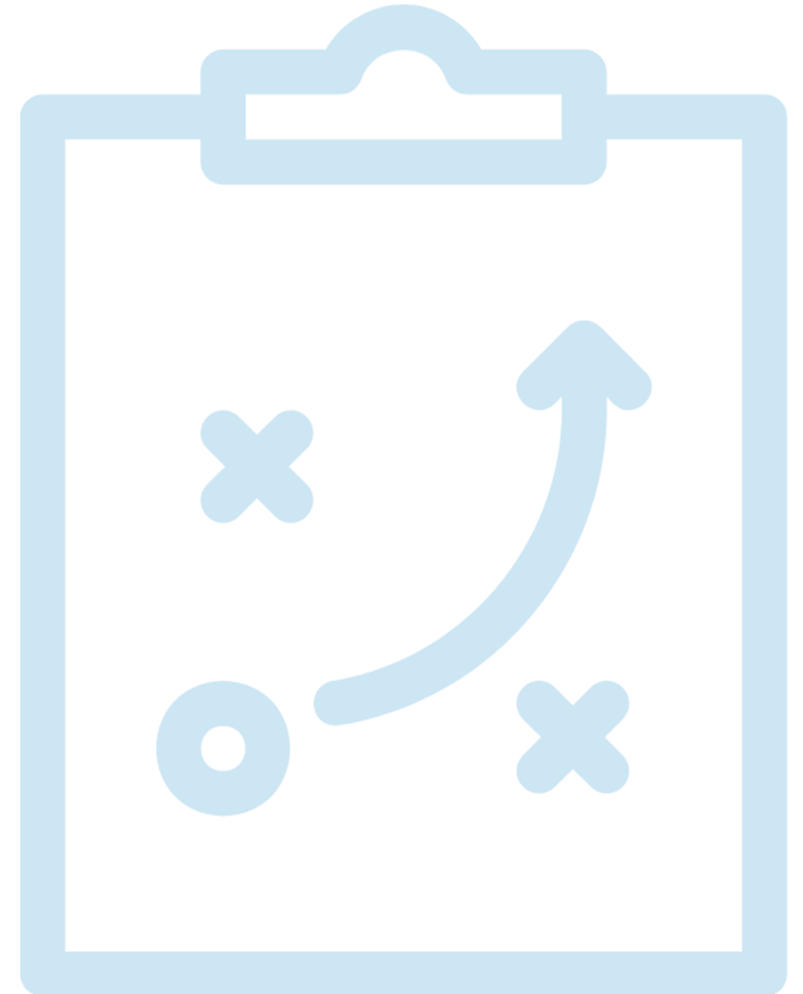


Game Plan

Be knowledgeable

Be discoverable

Be collaborative



Helpful Resources

Championing Hearing Using Accessible Medication Experts at the Community Pharmacy

<https://pittprofessional.catalog.instructure.com/courses/champ>



OTC Hearing Aid Resources for Pharmacists

<https://www.asha.org/aud/otc-hearing-aid-toolkit/resources-for-pharmacists/>



Over-the-Counter Hearing Aids

<https://www.audiology.org/advocacy/legislative-and-regulatory-activities/federal-affairs/over-the-counter-hearing-aids/>





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Travel and Educating Customers about New Products

Beverly Schaefer, RPh
Health Advocate

Katterman's Sand Point Pharmacy
Seattle, WA



Educating About New Products

- New Immunizations
- Seasonal new products
- Specialty products
- Products related to travel



Displaying New Products

- Close to the pharmacy counter
- End caps
- In a special section
- Use signage (handwritten is fine)

Travel Aisle



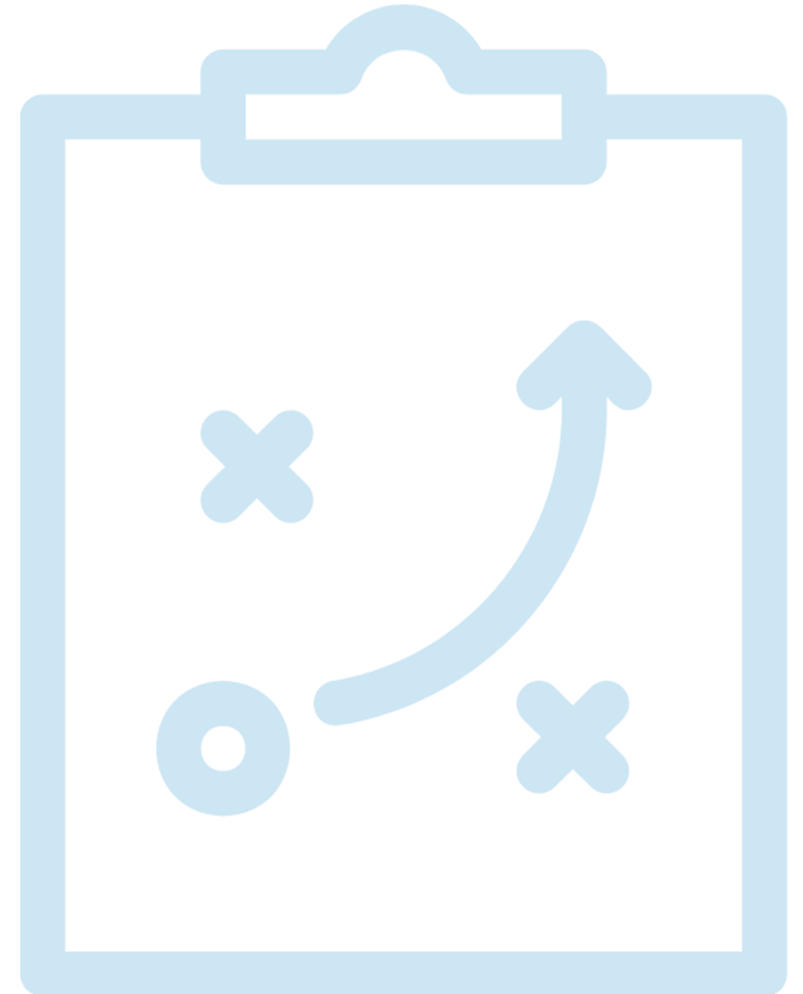


Game Plan

Display new products, or anything in the news

Talk about activities related to new products

Measure extra sales





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