



Take 5

NCPA 2024 Annual Convention and Expo

Columbus, Ohio

Disclosure Statement

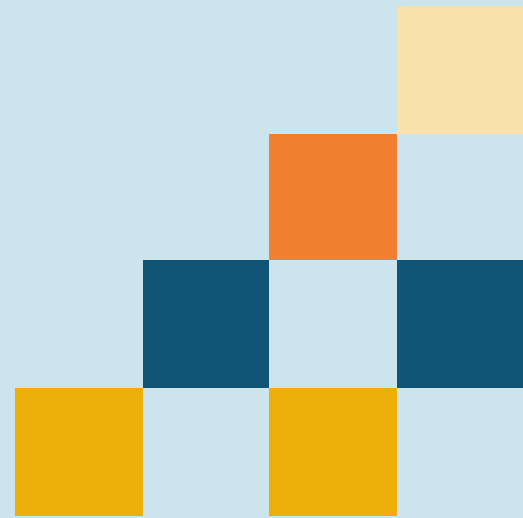
There are no relevant financial relationships with ACPE defined commercial interests for anyone who was in control of the content of the activity.

This presentation contains product names and images for educational purposes only. It is not meant to be an endorsement or advertisement of any particular product or product categories.



Pharmacist and Technician Learning Objectives

1. Discuss opportunities for pharmacies to incorporate and bill for nutrition services.
2. Review strategies for optimizing utilization of pre-paid benefit cards in the pharmacy.





Take 5: Incorporating and Billing for Nutritional Services

NCPA 2024 Annual Convention and Expo

Columbus, Ohio

Speaker



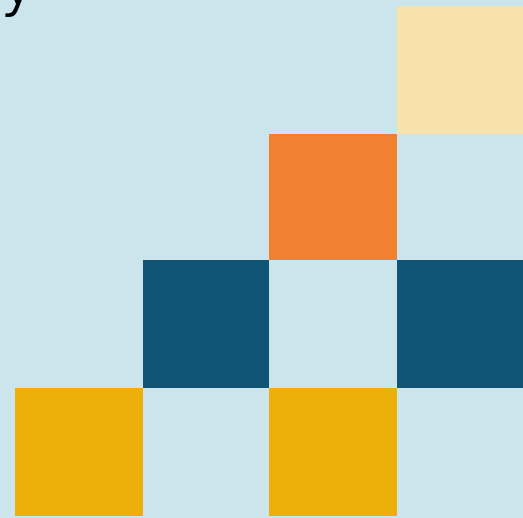
Omar Shoheiber, PharmD, MBA

Owner

My Dr's Pharmacy

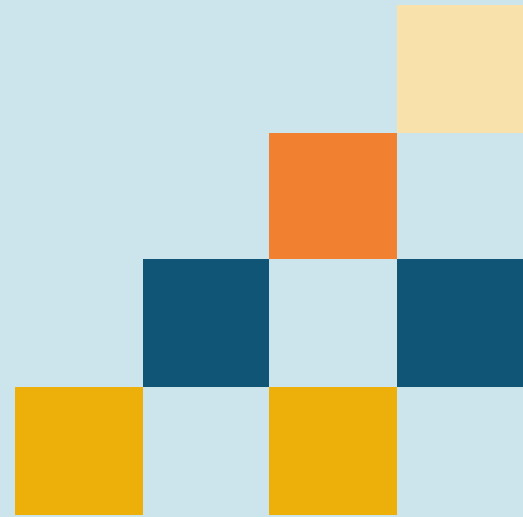
Early observations (2017)

- Many pharmacy clients were not comfortable spending the \$20 copay for a life saving drug
- However, there was a large group of people who were healthy and willing to spend money to stay healthy
 - They want to trust a brand or a person
 - They are looking for a story (often to confirm what they already know)
 - They are open to trying new things



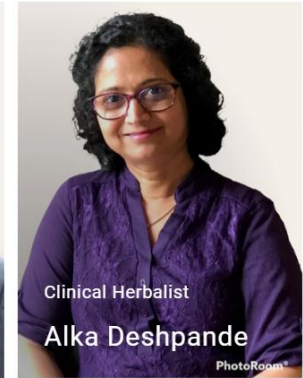
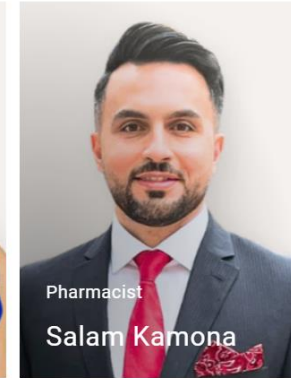
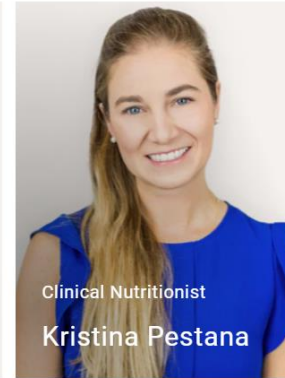
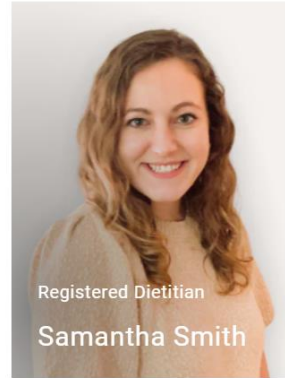
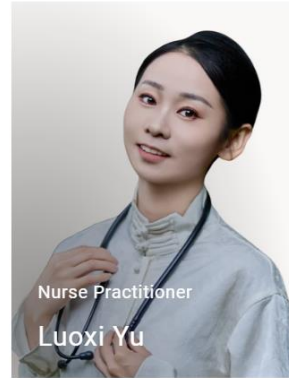
The reality

- Pharmacy structure and operations are not fit to engage a wellness audience
- We needed to put several things in place to establish lasting success:
 - Wellness brand
 - Set of complimentary services
 - Multidisciplinary staff
 - Space
 - Plan
 - Sales & marketing
 - Time (enough to make some mistakes and learn what works)



Where are we today?

- ~8000 sq ft of space
- Multiple teams
- Multiple brands
- Multiple lines of service and expanding
 - My Dr's Pharmacy
 - My Dr's Apothecary
 - ClearRPM™
 - Juno Wellness

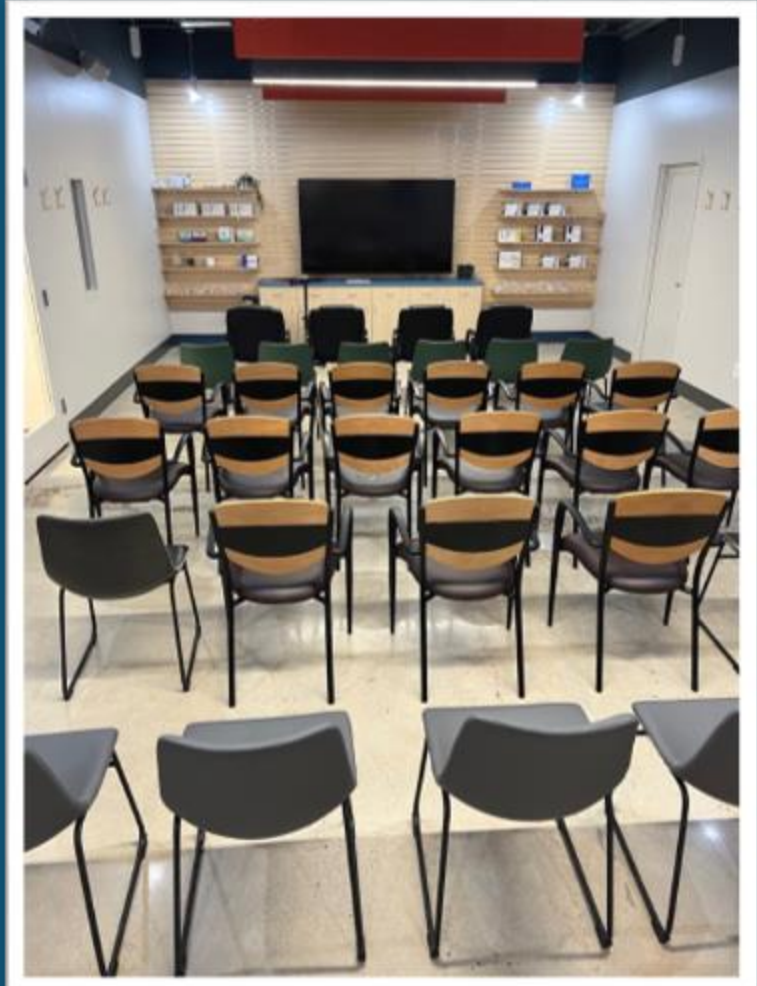
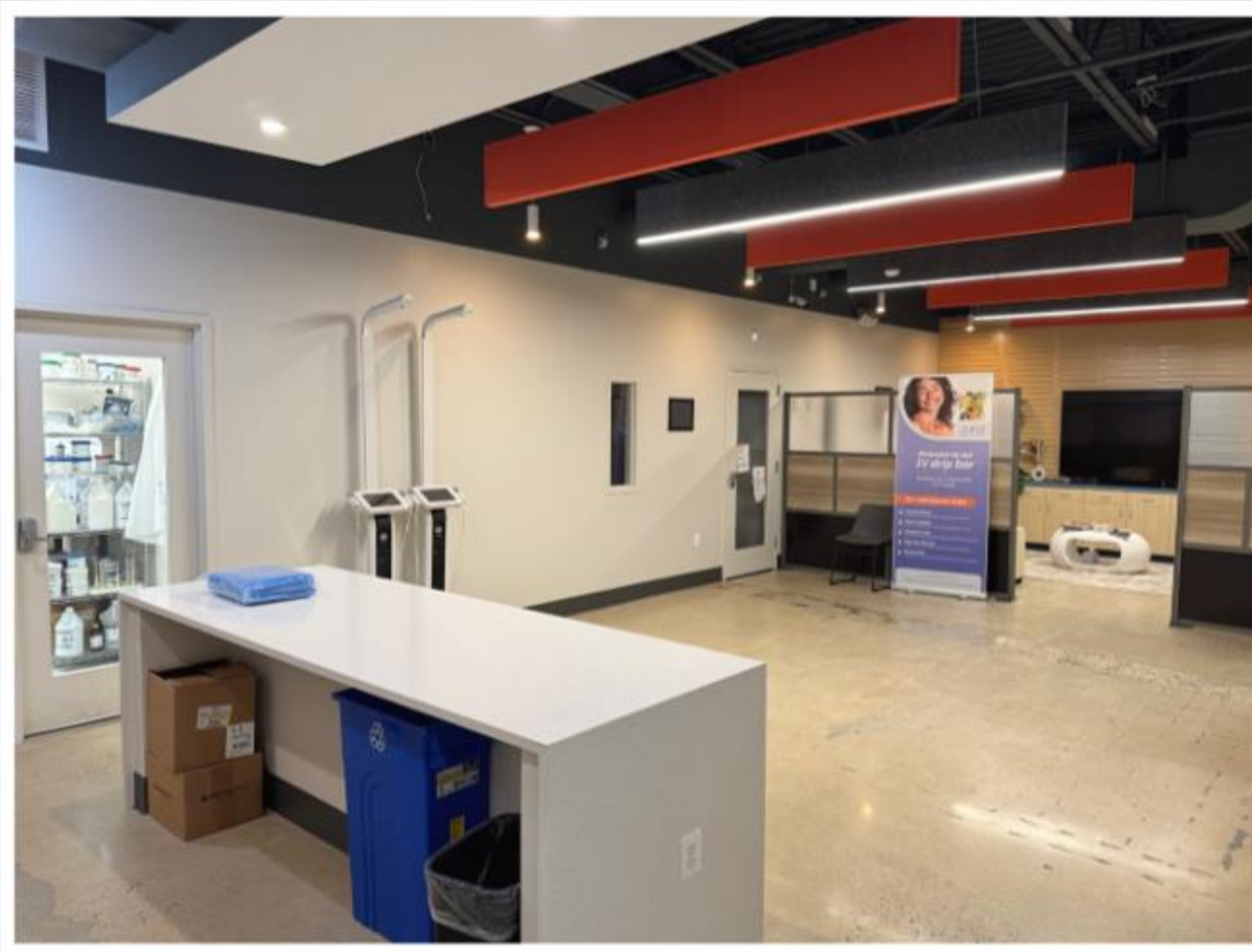


Richard Hilburn, MD

Where are we today?



Where are we today?



Where are we today?





Questions?



Take 5: Optimizing Use of Pre-Paid Benefit Cards in Your Pharmacy

NCPA 2024 Annual Convention and Expo

Columbus, Ohio

Speaker

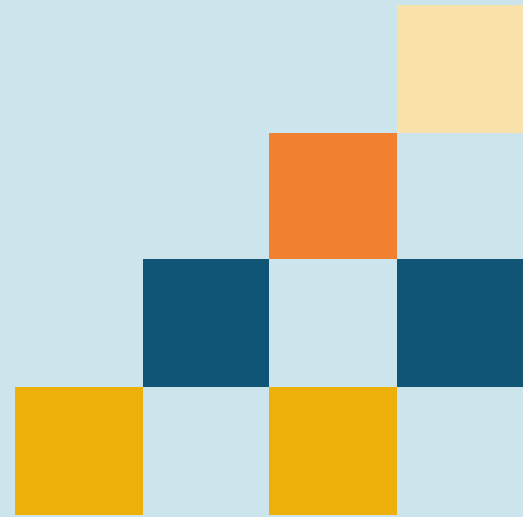


Ashley Moose, PharmD

Pharmacy Owner, Moose Pharmacy of Monroe
Director of Network Development, CPESN USA

Medicare Advantage OTC Benefit Cards

- How do Medicare Advantage OTC Benefit Cards Work?
- Why should I accept Medicare Advantage OTC benefit cards?
- Which cards should I accept?
 - Which cards are popular amongst my patients?
 - Which cards are integrated with my POS?
 - What are the transaction fees associated with each card?
 - What is required of me to receive payment from the card vendor?



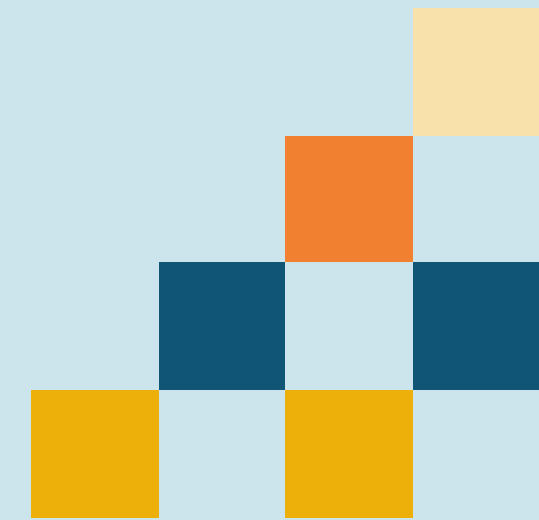
In-Store Marketing

- Does my benefit card work here?
- How do I know how much money that I have on my benefit card?
- What does my OTC Card cover?



Use your insurance to buy OTC items.

Customers with qualified insurance benefits can purchase over-the-counter items. Look for the S3 logo on your Member ID card.



OTC Medication List

Order your OTC medications for home delivery!
Buy your OTC items with your Member ID card with the S3 logo!



Pain:

- Acetaminophen 500 mg, 100 Capsules
- Acetaminophen 500 mg, 50 Capsules
- Naproxen 220 mg, 50 tablets
- Ibuprofen 200 mg, 100 tablets
- Diclofenac Sodium Topical Gel 1%
- Aspercreme 4% Lidocaine patch, 3 patches
- Aspirin 81 mg chewable, 36 tablets
Cost: \$2.19

Stomach:

- Clear Lax Powder, 238 g
- Stool Softener Laxative, 100 softgels
- Anti-Diarrheal 2 mg, 24 softgels
- Regular Strength Antacid, 150 tablets

Cough & Cold:

- Original Herb Cough Drops, 21 Drops
- Defense Cough Drops (Citrus)
- Mucus DM, 20 tablets

Allergy:

- Loratadine 10 mg, 30 count
- Fexofenadine 180 mg, 15 count
- Cetirizine 10 mg, 25 softgels
- 24 hr. Nasal Allergy Spray (144 sprays)
- diphenhydramine 25 mg, 24 tablets

Moose Brand Vitamins:

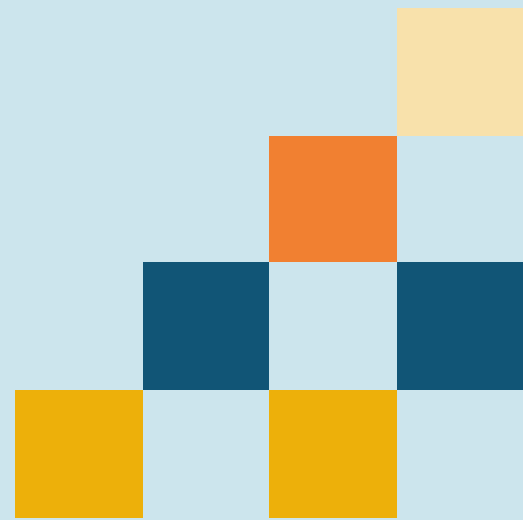
- Calcium D+, 90 softgels
- Vitamin D3 (1,000 I.U.), 100 capsules

Delivery Menu of Featured OTC Items

- Create a way for your at-home patient population to use their benefit cards too.
- Create a Delivery OTC Medication List
- Patient can Call in or Circle Items and give back to delivery driver
- Update your menu monthly or quarterly

Resources

- NCPA Explainer: Medicare Low Income Subsidy Accessed at: https://ncpa.org/sites/default/files/2024-05/ncpaexplainer_medicaresubsidy.pdf
- OTC Network (Terminal)
 - To enroll contact: indyoperations@incomm.com
- Nations Benefits (Terminal)
 - To enroll contact: independentretailer@nationsbenefit.com
- S3 Card
 - support@s3merchantlink.com



Questions?



Contact Information

Ashley Moose, PharmD

Owner, Moose Pharmacy of Monroe

Director of Network Development,
CPESN USA

ashley@moosepharmacy.com