

# Offer Ulta Health Screenings at Your Pharmacy

## Improve Your Profitability Today!



### Expand Your Healthcare Offering

Enable your customers and patients **access to hundreds of comprehensive health screenings and lab tests** that are available without a prescription 24/7 through the co-branded website that we provide your pharmacy.



### Expand Your Healthcare Image

**Promote** Ulta Health Screenings & Lab Tests in store and at your pharmacy with **co-branded** Ulta Lab Tests marketing materials (Flyers, Posters, Tri-Folds, etc.).



### Healthcare Value Positioning

**Share** with your customers and patients **monthly promotional material** provided by Ulta that features discounted health screening & lab tests that are relevant to national and seasonal events.



### New Source of Income

**Receive income of up to 20%** for each Ulta Health Screening or Lab Test purchased through your co-branded website.

It only takes a few minutes to set up your account and begin servicing your patients.

Get started at:  
[ultalabtests.com/aca](http://ultalabtests.com/aca)

# Patient Value

## Selection

**Health Screenings** – Offer your patients comprehensive health screenings and lab tests that cover over 100 conditions and life stages.

- Allergies
- Anti-Aging
- Anemia
- Athletic Fitness
- Baseline Biomarkers
- Benign Prostatic Hyperplasia (BHP)
- Breast Cancer
- Blood Health
- Cancer – Tumors
- Cardiovascular Health
- Celiac Disease
- Diabetes Health
- Digestive & Intestinal Health
- Drug Testing
- Fatigue
- Fitness and Performance
- Gastrointestinal (GI) Health
- General Health
- Hashimoto Thyroiditis
- Heart Health
- Hepatitis – Liver Disease
- Hormone Health & Imbalance
- Inflammatory Bowel Disease
- Insulin Resistance
- Immune System Health
- Inflammation
- Iron Deficiency Anemia
- Kidney Health
- Liver Health
- Lyme Disease
- Malnutrition
- Men's Health
- Menopause
- Metabolic Health
- Osteoarthritis
- Osteoporosis
- Ovarian Cancer
- Pancreatic Cancer
- Pernicious Anemia and other B Vitamin Deficiencies
- Polycystic Ovarian Syndrome (PCOS)
- Prostate Cancer
- Proteinuria
- Rheumatoid Arthritis
- Senior Health
- Sickle Cell Anemia
- Sjögren Syndrome
- Testicular Cancer
- Titer Tests for Hepatitis, MMR, Varicella, Tdap, Polio, etc.
- Thyroid Health
- Urinary Tract Infection
- Vitamins & Minerals
- Vitamin B12 Deficiency and Folate Deficiency
- Vitamin D Deficiency
- Vitamin K Deficiency
- Weight Management
- Women's Health
- Wilson Disease

**Test Selection** – Your patients can easily access and purchase the most popular health screenings and lab tests or locate tests based upon condition, body system, test panel, test name, abbreviation or test order number.

**Extensive Lab Test Selection** – Your patients have access to over 1,500 serum, saliva, urine & stool lab tests and panels without the need of a prescription.

## Price

**Patient Savings** – Save your patients up to 80% off health screenings and lab test self-pay prices.

**Lower Test Prices** – Your patients have access to over 300 health screening and lab test panels that are bundled for additional savings and value.

## Orders

**Order Online** – Patients order their Health Screenings and lab tests directly on your co-branded website 24/7/365.

**Optional Ordering** – As an option, we can enable your pharmacy to place orders requested by your patients and customers from your pharmacy's co-branded website.

## Specimen Collection

**Specimen Collection:** Patients have their blood drawn or specimen collected off site at one of 2,100 Quest Patient Service Centers nationally (excluding NY, NJ & RI).

## Payment

**Patient Payment** – Payment is collected from the patient as they place their orders on your co-branded website.

**Insurance** – We generate a receipt for each order that includes the CPT codes for each lab test purchased. Patient pays for their lab test at the time of order and has the option to submit their receipt for lab services along with their insurance claim form to their health insurance provider.

**FSA & HSA Account** – Patient can pay for their lab test at the time of order with their HSA or FSA credit / debit card.

## Results

**Timely Results** – Most test results are returned overnight, generally within 12 to 48 hrs. and are available to your patients on their secure portal.

**Immediate Access** – As tests results are released from Quest labs throughout the day, they are immediately available for your patients review on their secure portal.

**Dynamic Review of Results** – Results are dynamically displayed via graph; they are color-coded and may be viewed by specific test, biomarker, category, body system, and time frame.

**Review Changes in Biomarkers** – Our innovative platform enables your patients to monitor their results over time, displaying up to 9 consecutive readings for each biomarker.

**Alerts & Notifications** – We immediately notify the patient of critical lab tests results as they are reported.

**Biomarkers out of Clinical Range** – Our platform enables the patient to quickly identify and focus on biomarkers with their healthcare professional that are out of clinical range.

**Optional for Pharmacies**

**Reviewing Results with Patient** – Pharmacists have the flexibility to review test results with their patients. The patient has the option, with a click of a button, to release their lab tests results to your pharmacy team through our secure patient portal.

**Physician Collaboration** – electronic interface with physicians to share select lab test results with your Physician partners to facilitate compounding, BHRT and medication management programs.

## Patient Portal

**Patient's Order History** – Patients have access to their order history on their secure online patient portal 24/7, where they can print their receipt for insurance, tax preparation or other needs.

**Patient Lab Test Results** – We release lab tests results to your patients through a secure patient portal accompanied with information explaining the biomarkers. This enables the patient to track and be proactive with the programs and instructions prescribed by their healthcare professionals.

**Patient Lab Test Requisitions** – Patients access and print their Lab Test Requisition using their secure portal. The patient can then take their lab test requisition to a convenient PSC to have their specimens collected.

# Pharmacy Value & Support



## Marketing

**Printed Material** – Promote Ultra Health Screenings & Lab Tests in store and at your pharmacy with co-branded marketing materials (Flyers, Posters, Tri-Folds, etc.).

**Website** – We provide each pharmacy with its own co-branded website where patients can order their health screenings and lab tests, obtain lab requisitions, print receipts, and track their biomarkers over time.

**Promotions** – We provide monthly promotional marketing material with discounted health screening & lab tests that are relevant to national and seasonal events to share with your customers and patients.

**Enhance Your Healthcare Offering** – Use Ultra health screenings and lab tests as an additional health care service offering to provide your community.

**Customers** – Use Ultra health screenings and lab tests to attract new customers to your pharmacy and reinforce your health care image and positioning with your patients and customers.



## Platform

**HIPAA & PCI Compliance** – We are compliant with HIPAA & PCI regulations and requirements.

**Quality** – Ultra Lab Tests has established accounts with Quest Diagnostics, the largest clinical lab in the US, with over one million tests performed per day. Our platform operates on a bi-directional interface with the Quest Diagnostics system via its certified and tested processes.

**Access** – After you have registered with Ultra Lab Tests by opening an account, you will have access to our lab tests, panels and biomarkers. Register today at: [ultalabtests.com/Pharmacy/GetStarted](http://ultalabtests.com/Pharmacy/GetStarted)

**Convenient** – Ultra's EMR software unifies and simplifies the ordering process, the review of results, and record-keeping processes. Orders are submitted into Quest's electronic repository. Once a test is ordered, patients can visit one of the 2,100 Quest Diagnostics Center Patient Service Centers nationwide (excluding NY, NJ & RI), where their lab test requisition is electronically accessible

**Secure** – Our private and secure portal provides your patients with secure, fast and reliable delivery of their results.



## Profitability

**Incremental Income** – Generate incremental income of up to 20% of the retail health screening and lab test price.

**No Inventory Costs** – There is no inventory cost, inventory or shrink.

**No Hidden Charges** – There are no membership fees or charges to use our platform.

**No Bank Fees or Transactional Charges** – We collect payment for lab tests when ordered on our platform. Your pharmacy does not incur bank or transactional charges, accounting, billing, collection or bad debit expenses associated with lab tests ordered through our platform.

**No Computer Fees** – There is no special hardware or software to install, access is through a secure web browser.



## Optional Pharmacy Uses & Opportunities

**Monitor the therapeutic blood levels** of drugs in patients taking specific medications that have narrow therapeutic ranges [i.e. psychotropic, thyroid medications, diabetes medicines (e.g., insulin), seizure medicines (e.g., phenytoin, carbamazepine), heart medicines (e.g., digoxin) and prescription painkillers.]

**Monitor the biomarkers of patients on therapeutic drugs** that have a higher risk of adverse reactions that can impact core body systems like the kidneys, the liver and blood.

**Medication Adherence, Compliance and Effectiveness** – Monitor the biomarkers of patients on maintenance medications, especially those that symptoms cannot be easily monitored. Evaluate the results and effectiveness of the medications and reinforce with the patient the benefits of compliance (i.e., Statins - lipid and LDL & HDL particles).

**Bio identical Hormone Replacement Therapy (BHRT)** – Monitor and manage BHRT for your patients and Physician Partners.

**Professional Collaboration** – Physicians interface with their patients annually (maybe less) whereas you see patients monthly or more often. In addition to managing your patient's medication therapy, you can involve the physician when risks appear in your patient's health screenings and lab tests.

**Patient wins** – Your patient's risks are identified and addressed on a timely basis and serious medical conditions can be identified and addressed sooner, often with better outcomes. Your patients can become proactive in their health, through monitoring, measuring and compliance.

**Physician wins** - Alert patients to visit their physicians as risk are identified outside of their annual scheduled appointments. Pre-conditions can be identified, addressed and monitored closely while medications can be reviewed, adjusted and changed as needed.



## Ease of Set Up & Use

**Turnkey Setup** – We provide a co-branded consumer website for your pharmacy that is available within minutes of completing your registration for your patients and customers to access.

**Pharmacy Portal** – We provide easy access through your pharmacy portal to review the orders, sales and profit from purchases made through your pharmacy co-branded website.

**Most Popular Lab Tests** – Within your website is a "Most Popular" section. This section is preloaded with 200 popular health screenings and lab tests. You can add or delete tests in this section to customize which health screenings and lab tests are available to your patients in the "Most Popular" menu.

