

Developing a Pharmacy Niche in Nutrition

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Preckshot Professional Pharmacy



Disclosures

Wade Siefert “declare(s) no conflicts of interest, real or apparent, and no financial interests in any company, product, or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.”



The American College of Apothecaries is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.



Learning Objectives

At the conclusion of this program, the participating pharmacist or technician will be able to:

- Demonstrate how to integrate the clinically trained pharmacist with all of the patients requiring quality nutritional products and information
- Discuss the foundation for the new model of pharmacy based professional nutrition sales
- Choose a nutritional partner



What Do We Know?

- Pharmacists play a critical role in a dysfunctional healthcare system.
- Pharmacists by training, have the ability to objectively evaluate healthcare options
- Pharmacists are one of the most accessible health professionals available to the public and most credible.
- Independent pharmacists need to be able to determine their own professional and business model.



What Do We Know? (Clinically)

- Pharmacology
- Biochemistry
- Physiology
- Chemistry
- A whole lot more than the kid at GNC!



What Do We Know? (Business Side)

- Americans utilize nutritional supplements
- Nutritional supplements are big business
- The public prefers to obtain their nutritional supplements and education from a pharmacist.
- According to NFM's Natural Retailer Market Overview, natural supplement sales grew 6.2% in 2015 reaching a market value of \$14.3 billion



Contemporary Nutritional Challenges

- The Standard American Diet (SAD) barely supports life, but does little to support health
- The nutritional value of even healthy food gets poorer every year
- Many drugs/chemicals deplete vitamin levels in the body
- Most metabolic diseases prevalent today can be impacted by nutritional and/or vitamin supplementation



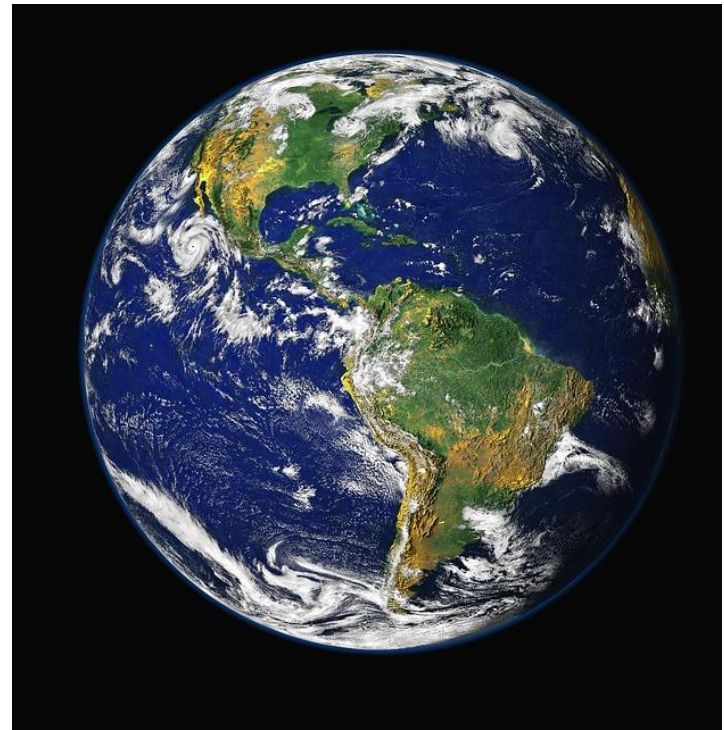
So how do we integrate the clinically trained pharmacist with all of the patients requiring quality nutritional products and information?

EDUCATION



Education

- Education for:
 - Yourself
 - Your staff
 - Your customers
 - Your world



Empower Your Employees



Consider Postgraduate Education



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New Model

- To accept a new model, a new dynamic for pharmacist/pharmacy based professional nutritional sales requires re-thinking some antiquated business concepts.



Re-Think #1

- “Increased inventory equals increased sales”



Re-Think #2

- “Low cost supplements are essential to be competitive in nutritional sales”



New Model

- Looking at the new model, the new dynamic for pharmacist / pharmacy based professional nutritional sales requires us to accept.....



It's about the Professional

1. Professional nutritional sales are NOT just about the supplements.
2. The key to professional nutritional sales is the PROFESSIONAL.



Foundation for the New Model

- What is the foundation for the new model of pharmacist / pharmacy based professional nutritional sales?



Establishment of a pharmacy nutritional brand in the marketplace



Product Offerings

- Alignment of product offerings with the true needs of consumers



Product Offerings

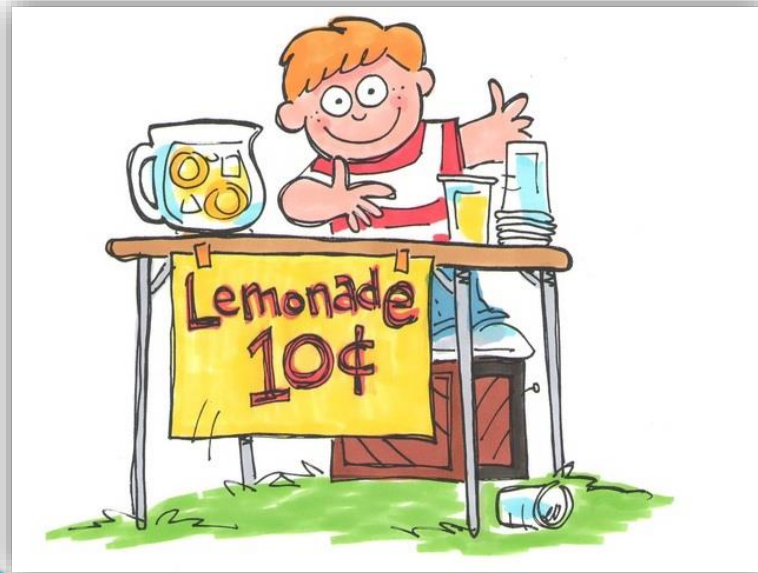
- The product, when recommended, will demonstrate a therapeutic effect within a reasonable time frame.
- The product, when recommended, must provide a value to the intended user.
- The product, when recommended, should be available solely in the pharmacy.



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Choosing Your Nutritional Partner

- The primary goal of the nutritional partner is to sell the pharmacy and the pharmacy brand in the marketplace.



Nutritional Partner: Custom Label

- The nutritional partner should provide a custom label for the pharmacy to establish the pharmacy brand and help develop loyalty to that brand.



Nutritional Partner: Supplements

- The supplement line should provide an extensive selection of professional grade supplements, not only for the needs of today, but for future customer demands as well.



Nutritional Partner: Education

- The nutritional partner should provide educational opportunities for the pharmacist and staff to increase their knowledge in clinical nutrition.



Nutritional Partner: Marketing

- The nutritional partner should provide proprietary marketing collateral that will inform customers and refer customers to the pharmacy brand.

Diet Support With *Garcinia Cambogia*

DESCRIPTION

Diet Support is a combination of an herb and a mineral specifically designed to support sensible weight management programs such as those involving consistent, moderate dietary restriction and regular exercise.

FUNCTIONS

Each capsule of Diet Support delivers 250 mg of (-)-hydroxytricarballyclic acid from 500 mg of a high-quality, standardized *Garcinia cambogia* extract. This natural extract comes from a tropical fruit grown in several Asian rain forest areas. Research shows that (-)-hydroxytricarballyclic acid helps maintain a healthy balance of hepatic lipogenesis and gluconeogenesis, thus preventing excessive conversion of glucose from dietary carbohydrate into body fat. Further, research indicates that (-)-hydroxytricarballyclic acid plays an important role in the regulation of normal appetite. Unlike many commonly used diet ingredients, (-)-hydroxytricarballyclic acid is not a central nervous stimulant.

Chromium is also provided at a significant level by Diet Support. This essential trace mineral promotes insulin action and thus influences carbohydrate, protein, and fat metabolism. In its biologically active form, sometimes called glucose tolerance factor (GTF) from brewer's yeast, chromium is associated with nicotinic acid (vitamin B-3). Chromium polynicotinate closely resembles the brewer's yeast GTF in both biological activity and chemical composition as it also contains chromium associated with nicotinic acid. Chromium polynicotinate is yeast-free and has documented high bioavailability. The typical dietary chromium intake in the U.S. can vary considerably depending on eating habits. Most self-selected diets contain less than 50 mcg per day, which is below the minimum of the Estimated Safe and Adequate Daily Dietary Intake established by the National Research Council, Food and Nutrition Board.

INDICATIONS

Diet Support capsules may be a useful dietary supplement for those who wish to successfully manage their weight.

FORMULA (per 401000)

1 Capsule Contains:
Garcinia Cambogia CHROMAX..... 500 mg
supplying 250 mg of (-)-hydroxytricarballyclic acid (HCA)
Chromium GTP (Polynicotinate)..... 100 mcg
CHROMIUM™

SUGGESTED USE

Adults take 1 capsule with 8 ounces of pure water 1/2 to 1 hour before each meal or as directed by your healthcare professional.

SIDE EFFECTS

No adverse effects have been reported.

STORAGE

Store in a cool, dry place, away from direct light. Keep out of reach of children.

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Manufactured For: Preckshot Professional Phcy
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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Nutritional Partner: Website

- The nutritional partner should be able to assist in establishing an internet or website presence for the supplement line if desired.



Nutritional Partner: Updates

- The nutritional partner should have a means to keep the pharmacy updated on any and all new products or items of nutritional interest to the pharmacy.



Nutritional Partner: Assurance

- The nutritional partner should provide a professional quality line with quality assurance both for the pharmacist and for the pharmacy's customer.



Who are Our Patients?

- Anyone taking pharmaceutical agents (drug induced nutrient depletion)
- Diabetics, the obese, and anyone attempting to lose weight
- Athletes and those who participate in intense exercise
- Cancer patients
- EVERYONE



Who's Ready?

- “Business is a game of who communicates best, solves problems, continually adds value, and acts now...Wins!”



Need More Information?

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