



# INTEGRATING NUTRITION INTO YOUR PRACTICE

A Professional Guide to Providing  
Nutritional Supplements within Your Practice

Courtesy of:



PCCA®



# INTEGRATING NUTRITION INTO YOUR PRACTICE

A Professional Guide to Providing Nutritional Supplements within Your Practice



## Consumer Use of Nutritional Supplements and Your Potential Market

**H**ere are some interesting statistics to consider regarding consumer use of nutritional supplements, which has been on a dramatic climb in recent years. 60% of the American population (more than 125 million people) use some form of nutritional supplements on a daily basis.<sup>1</sup> Another survey indicates 32% of the population takes occasional nutrition supplementation.<sup>2</sup> These statistics indicate that a vast majority of your patients are interested in, and in many cases, already taking nutritional supplements. Healthcare providers may be surprised about this statistic—over 70% of those taking a nutrition supplement do not inform their primary care physician of that use.<sup>3</sup>

**H**eightedened consumer interest in nutritional alternatives has been driven by recent concerns over widely used prescription medications now being pulled from the marketplace because of growing health issues, as well as new questions being leveled at other prescription mainstays. Even prescription medications thought of as “safe” are advertised with lengthy disclaimers warning against a litany of common side effects, some of which are downright alarming. All of this is in the shadow of spiraling costs of prescription medications and many elderly citizens being thwarted from obtaining more affordable prescriptions from Canada. In addition, the media continues to bombard consumers with news on nutrition that is often incomplete or misleading. It is not uncommon to read or hear news reports of the latest clinical study on a given nutrient followed a couple of weeks later by another study on the same nutrient drawing a conflicting conclusion. Is it any wonder why consumers are confused about the viability of medications or nutritional supplements?

## Who Do Patients Look to for Nutritional Advice?

Quite simply, they look to you, their healthcare provider, to sift through the mass of information and misinformation about general health issues and nutrition. The trusted relationship you have built with your patients and your history of treating and solving their health needs is a powerful and sacred bond. The data regarding nutritional supplement usage described above implies that most consumers are already taking nutrition products, often without professional direction and based upon information that may or may not be correct.

The primary impetus to incorporate nutrition into your pharmacy is, and should always be, to enhance your patients' health and to improve treatment outcomes. Your guidance in assisting your patients with the right supplement for the right health situation is invaluable. Not only will you be ensuring that your patients receive the correct nutrition, take proper dosages, and avoid harmful contraindications (conflicts with prescription medicines and/or other supplements), but that they are receiving a quality product.



*“Your guidance in assisting your patients with the right supplement for the right health situation is invaluable.”*



## Qualities to Look for in a Nutrition Provider

**F**irst, look for a nutrition provider that furnishes a broad product offering, enabling you to provide both general and specific nutritional solutions. Next, find a provider that updates their product line with products reflecting new scientific and clinically backed studies. Beyond clinical research and breadth of line, seek a nutrition provider that offers alternative and versatile dispensing options like daily convenience packs and custom labeling. You may opt to custom label your products by adding your practice name and information to increase practice profile among your patients and within the community. Don't discount your name and/or practice name on labels, as this lends your prestige and credibility to the products you dispense.

**U**nfortunately, not all nutritional supplements are created equal. Probably the most important, yet often taken for granted, factor to consider is quality. Too often, pharmacists select products and providers solely on price and assume that supplements are of equal or comparable quality. Choose a supplier whose manufacturer has extensive experience supported by ISO 9001 certified manufacturing processes, ISO 17025 accredited laboratories and a staff of highly qualified Ph.D. scientists and technicians. Seek a provider whose manufacturers are GMP-certified, FDA-audited and have Health Canada compliance and European Union GMP certification. Patient outcomes can be affected by inferior supplements.

**C**onsider too what resources a company has to support your pharmacy. Ask basic questions to assess potential nutrition suppliers. For instance: Does your nutraceutical provider offer access to an online comprehensive database that provides the following information to help increase the overall effectiveness of your pharmacy's health and wellness program?



### **A) Foods, Herbs and Supplements**

Rigorous scientific systematic reviews of herbs and supplements available in multiple reading levels. A monograph section including: Safety, Efficacy, Dosing/Toxicology, Adverse Effects, Precautions/Contraindications, Interactions, Pregnancy/Lactation Data, Pharmacology/Mechanism of Action, Pharmacodynamics/Kinetics, Evidence Table and Discussion of Individual Studies (quality of study, statistical analysis), Tested Brands, Product Recalls.

### **B) Health and Wellness**

Scientific analysis on the data for or against the use of therapies such as acupuncture, special diets, fitness, nutrition.

### **C) Comparative Effectiveness**

Assists a pharmacist in searching by disease indication. Straightforward comparative efficacy charts aid in decision making to determine which herbs, supplements, vitamins, diets or therapies may effectively treat specific conditions.

### **D) Medical Conditions**

Find information about a specific condition including background, causes, prevention, treatment and therapy data.

### **E) Brand Names**

Learn about the ingredients inside the products your patients are taking. Which products have been pulled from the shelves? Which products contain contaminants?

### **F) Interactive Tools**

Provides a comprehensive scan of interactions between drugs, herbs, foods, nutrient depletion and lab tests. The advanced interaction checker allows a user to search for interactions between specific agents. Additional tools include a symptom checker, nutrition database, interactive calculators, medical dictionary, training programs, practitioners database and continuing education opportunities.



# Natural Standard

# INTEGRATING NUTRITION INTO YOUR PRACTICE

A Professional Guide to Providing Nutritional Supplements within Your Practice

*All of your patients can benefit from a basic nutritional protocol that addresses four widely accepted nutritional deficiencies related to the standard American diet.*

## How to Get Started

Begin by identifying the types of health issues you treat within your pharmacy. Determine what other conditions your patients experience and share with you. Once you identify these health conditions, establish specific and straightforward nutritional protocols to address each. If you are new to nutrition or don't feel comfortable creating protocols on your own, look to your provider for guidance for established nutritional protocols they can share that address those patient health issues you have identified. The better nutrition providers will have protocols readily available for your practice containing well-established and clinically supported solutions for a variety of health conditions.

In addition, all of your patients can benefit from a basic nutritional protocol that addresses four widely accepted nutritional deficiencies related to the standard American diet. This protocol consists of a comprehensive multivitamin, essential fatty acids, antioxidants and probiotics. This simple nutritional program is suitable for everyone and is the essence of preventive healthcare.

Convenience Packs™ such as Ultra-Daily Packs for Men and Women, simplify dosages for you and your patients by combining all their daily supplements into one package, eliminating excess bottles.



## The Five Keys to Successful Nutritional Dispensing

1. Keep it simple. Administer the protocols you've established and stress to your patients that nutritional therapies are generally not instantaneous and results are seen over time. Addressing the cause of a health issue is not as simple as masking a symptom.
2. Educate your patients as to the benefits and advantages of nutrition supplementation.
3. Educate your staff to manage the administration of the nutritional dispensary.
4. Educate and inform your practitioners who are writing your prescriptions that your pharmacy is dispensing high-quality nutraceuticals to help complement the overall outcome of the patient's health. Your trusted, established relationship with these practitioners will help direct the patients to your pharmacy for nutraceuticals.
5. Consider dispensing your protocols in convenient single-dose packets to simplify the daily regimen for your patients. Even the best protocols are ineffective if they are too laborious or complicated to implement. Simplifying the supplementation process improves patient compliance and ultimately their health outcomes.

# INTEGRATING NUTRITION INTO YOUR PRACTICE

A Professional Guide to Providing Nutritional Supplements Within Your Practice

## What Is the Payoff for the Patient and for the Pharmacy?

**B**eyond the added income generated by nutrition sales, your patients will experience more positive health outcomes through the integration of nutritional therapies. Addressing your patients' overall health conditions in addition to any acute issues is at the very core of preventive medicine. Healthier patients are satisfied customers who share their positive experiences with family, friends, and coworkers, resulting in referrals and practice growth. The trusted practitioner/pharmacy/patient bond will grow stronger and your role as healthcare provider grows, too. Nutritional protocols differ from traditional prescription therapies in that they are long-term solutions that address health issues at the cause, not just masking symptoms, and involve fewer potential side effects. Over time, you will witness more positive patient outcomes which provide examples to share with new patients as well as reaffirming the efficacy of your overall treatment approach. As the adage says "nothing breeds success like success."



***Healthier patients are satisfied customers who share their positive experiences with family, friends, and coworkers, resulting in referrals and practice growth.***

## Footnotes

- 1 Consumer Use of Dietary Supplements. *Prevention Magazine*. 2000:1-39.
- 2 ADA's Nutrition & You: Trends 2000 Survey.
- 3 Eisenberg DM, Davis RB, Ettner SL, et al. Trends in alternative medicine use in the United States, 1990-1997-results of a follow up survey. *JAMA*. 1998 280: 1560-1573.
- 4 Southwood TR, Malleson PN, Roberts-Thompson PJ, Mahy M. Unconventional remedies used for patients with juvenile arthritis. *Pediatrics*. 1990; 5: 150-154.

## PCCA's PharmaHealth Nutraceutical Line

PCCA's proprietary **PharmaHealth** nutraceutical line offers independent pharmacists the opportunity to purchase more than 180 individual high-quality nutraceuticals in any quantity you wish. This is the perfect nutraceutical line for those who do not want to carry a private-labeled brand. PharmaHealth products include elegant silver foil labeling.



## PCCA's Wellness Works Nutraceutical Line

PCCA's proprietary **Wellness Works** nutraceutical line offers independent pharmacists the same high-quality supplements as offered in the PharmaHealth line, but includes options for custom-labeled products, customized marketing materials, a customized Web site, planogram display opportunities and quarterly point of sale updates. Your customers will have an extra level of confidence when they see your pharmacy name on their vitamins and supplements.

### Features of Both the PharmaHealth and Wellness Works Product Lines:

- **More than 180 individual high-quality products that fall into the following nine categories:**
  - ♦ Multiple Vitamins & Minerals and CoQ10 Formulas
  - ♦ Joint, Muscle & Disc Formulas
  - ♦ Enzyme & Probiotic Formulas
  - ♦ Antioxidant & Bioflavonoid Formulas
  - ♦ Vitamins A, B, C, D & E
  - ♦ Mineral Formulas
  - ♦ Fatty Acids & Natural Lipids
  - ♦ Amino Acids, Herbs, Relaxants & Sleep Formulas
  - ♦ Specialty Formulas (To Address Specific Health Concerns )
- **Various sales and marketing materials for both the pharmacist and the patient, including:**
  - ♦ Patient brochure "12 of Today's Top Health Concerns" including corresponding nutritionals
  - ♦ Pharmacist document "PharmaHealth Directives" and "Wellness Works Directives," each containing 17 suggested nutritional protocols
  - ♦ "Manufacturing Excellence" document covering policies and procedures implemented by our manufacturers to assure pharmacists that only the highest quality products will reach their stores
- **Collaborative venture with Natural Standard nutritional education database providing preferential treatment for PCCA members.**

Both lines allow you to order any product quantity you wish. And, both programs are supported by PCCA's team of pharmacist consultants with more than 500 years of combined knowledge. They're ready to support your already extensive nutraceutical knowledge regarding nutrition, and how specific types of nutritional supplements can be cross-marketed with traditional and compounded medications to offset any potential nutrient depletion.

For more information about either of these nutraceutical lines, please contact PCCA's Nutraceutical Manager **Patrick Kuruc, MS** (phone: 1-800-331-2498 or e-mail: [pkuruc@pccarx.com](mailto:pkuruc@pccarx.com)).

This piece compliments of PCCA,  
a pharmacist's complete resource for high-quality fine chemicals, nutraceuticals, equipment,  
accredited training and education, facility workflow and design, as well as pharmacy, management and  
marketing consultation necessary for a successful compounding practice.

For more information on integrating nutrition into your practice, call:  
1-800-331-2498.

