



# Parkway Drugs of Oneida County North: Q & A

## Discovery: How did you discover Ideal Protein and why did it interest you versus other clinical programs?

I was at the PSSNY Mid-Winter Convention in January of 2017. I walked up to the Ideal Protein booth and started talking with David Buckley. I have been looking to start a wellness program in my stores for sometime now, and I just couldn't find the right combination. Once I tasted the food samples he had at the booth, I knew this was the right program. Ketosis diets are all over social media now. Putting this program in place at a pharmacy gives people comfort knowing they can rely on the product and information given to them.

## Outcomes: What improvements in Patient Outcomes have you seen?

Everyone of my patients that has followed the Ideal Protein protocol has not only lost a substantial amount of weight, but they also feel better and have a lot more energy. Because we are a new clinic, I don't have much data on patients outcomes. But, the data I do have is astonishing. Patients blood pressure and cholesterol have come down. I personally have lost 37 pounds and am off my blood pressure medication and cholesterol medication\*.

## Decision: What was the turning point of deciding to implement Ideal Protein (Clinical, Financial, Science, Support & Education, Success)?

I had a conference call with Ideal Protein and my partners (who, by the way, were not in favor of adding additional services.) On the call, my partners and I realized that the program can be run 90% by my technicians (now coaches.) The pharmacist need to look over the patients medical history before the program starts, then they need to watch from the back round. A good outgoing technician can really help your program. This was a way for my pharmacy to bring in new revenues without dealing with PBM's and I didn't have to hire any new staff.

## Implementation: Describe your experience during the implementation process and staff engagement.

I took a few technicians and went to one of the Ideal Protein Super Weekends. This was a great experience and made it much easier for us to educate our patients. Ideal protein also has a video that we show our patients and it explains everything about how the diet works and what to expect. They really made it easy for quick start up.



## Operation: Describe your general operation and impact on other services (How Pharmacists perceive and work with program, Who you serve, Operational footprint, what successes you have seen).

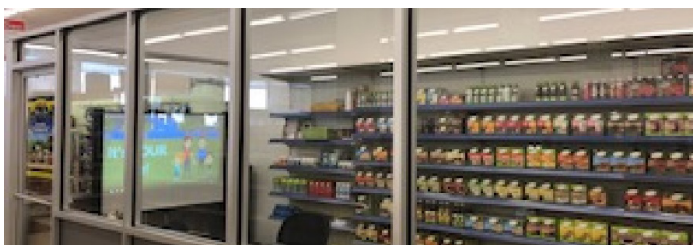
All of our meetings with our patients are scheduled. So we know when they are coming in and work them into our workflow. It has not disrupted our pharmacy at all. After a couple of months of working out of our break room, I decided to put an office out front. This was a great move. Once patients saw the office, it got them interested in the program. It is amazing how word travels. I have patients travel 50 minutes to meet with my coach and continue on the program. Husband and wife. They have been on the diet for a little over 2 months and both have lost over 20 pounds\*. People will travel if you have a good program that shows results.

## Financial: How has Ideal Protein impacted your business financially (front end sales, patient loyalty, revenue from program, other)?

The profit on the Ideal Protein is incredible by itself. My opening order and my inventory I stock on my shelves is already paid for in about 4 months. You can't say that about your prescription inventory! We also started carrying a no calorie line of dressings and sauces from a company called Walden Farms. I have been selling a ton of it. Customers are buying it even if they are not on the protocol. This is just another source of income. I am hoping to reshape my pharmacy so people come here for wellness and nutrition also.

## Advice for other Pharmacies:

With PBM's controlling the industry and not knowing what you will get paid from day to day on a prescription, the Ideal Protein model is a constant stream of revenue that is predictable. It also changes the pharmacy aspect. It will make your pharmacy be proactive, instead of reactive to medical conditions. Patients really do appreciate it. It also is a gateway to bring other healthy living products in to your store.



\*Any improvements in markers of health are attributed to resulting weight loss, not to the use of the Ideal Protein Protocol. Typical results vary up to 6 and 8 pounds lost during the first two weeks and up to 2 pounds per week thereafter when the Ideal Protein Weight Loss Protocol is followed properly. Statements made in this document are those of Parkway Drugs and not Ideal Protein. Testimonials, reference and/or results do not guarantee or predict future results, and you should not specifically expect to experience these results. Individual experiences while following the Ideal Protein Protocol are unique and may vary for each individual dieter. Dieters should consult their physician or other health care professional before starting the Ideal Protein Protocol or any other weight loss program to determine if it is right for their needs.