

The Center for Optimal Health

Pharmacy Supplement Program

Today, independent pharmacies are being paid less and less for the prescriptions they fill and reimbursement for the advice you provide is not a reality. Independent pharmacies need to find new programs that distinguish them from the big chains, help their customers stay healthy and grow their business.

The Center for Optimal Health (CFOH) has developed our unique Pharmacy Supplement Program (PSP) that helps customers stay healthy and addresses your business needs!

Nearly 50 percent of American adults are regular users of one or more prescription drugs. Many take two or even three drugs on a regular basis.¹ As Americans continue to depend on prescription and over-the-counter medications, the likelihood of drug-induced nutritional deficiencies increases. Many health issues are related to nutrient depletion and the risks increase with the use of prescription or over-the-counter drugs. Worse yet, symptoms of nutrient depletion, potentially caused by prescription drugs, are often treated with even more drugs!

Fortunately, with the right supplements, you can help your customers reduce the risk of nutrient depletion. The CFOH PSP pairs high-quality supplements with commonly prescribed medications to address the issue. For example:

- a Coenzyme Q10 supplement for patients taking HMG Co-A inhibitor (e.g. atorvastatin, lovastatin, pravastatin etc.).
- a pro-biotic to patients taking a broad spectrum antibiotic
- a vitamin and mineral supplement to patients taking diuretics

The independent pharmacist is the natural expert on drug-induced nutrient depletion and the CFOH line of supplements can help you establish this expertise with your customers. Quality merchandise, not available at the chain pharmacies, is the key to success. Our line of supplements is manufactured to the highest standards of quality by Ortho Molecular Products. Ortho is different from most supplement manufactures in that they control the whole production process; from ensuring the purity of the raw materials – to manufacturing – to testing the final product for purity, strength and composition. They also routinely pass FDA and third party audits to ensure they are in compliance with cGMPs.

¹ Centers for Disease Control and Statistics, Health United States 2006.
www.cdc.gov/nchs/data/hus/hus06.pdf#093

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How to Start!

Keep it Simple: There are many prescription and over-the-counter medications that can rob the body of nutrients. Start with a small number of CFOH supplements that address the most common deficiencies so you don't overwhelm your staff or patients.

Be an Expert: We will help you identify and understand the best researched and documented depletions that fit the unique needs of your pharmacy.

Build Trust: When you understand the mechanisms and pathways of nutrient depletion, you will build trust with your customers. This trust will demonstrate your expertise and set you apart from the big chains.

Educate your Staff: Your staff needs to understand the program and how it is going to be implemented. We will assist you to make sure your pharmacists are familiar with nutrient depletion and the benefits of CFOH supplements.

Document and Follow-up: Keep records of your consultations so you don't flag the same customer every time they come into the pharmacy. This is particularly important with customers who decline to participate. You want this to be a professional consultation, not a sales pitch!

We also offer co-educational programs to help you build trust, demonstrate the value of the independent pharmacist and grow your customer base.

We serve you, so you can serve your customers!



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Call us today at (517) 324-9400 to get started!