


INSIGHTS

Dedicated to the success of the community pharmacy  AmerisourceBergen®

Rewarding Camp Experience for Children With Diabetes

This summer, many children with diabetes from coast to coast had a great time at camp.

Special camps across the country offer children with diabetes a safe, fun-filled environment where they can come together for a camping adventure. The children make new friends while learning how to manage their disease. Campers learn that despite the challenges of diabetes, they can all live happy, healthy, productive lives and can aspire to be whatever they want to be.

AmerisourceBergen® and Good Neighbor Pharmacy® were happy to help send children in need to those diabetes camps this year with a \$27,000 donation to the Iron Andy Foundation (IAF).

Attending these camps is a valuable experience for children with diabetes and can make a real difference in helping them to learn how to manage their disease and live without limits.

Andy Holder, Ironman competitor, spokesperson for the Diabetes Shoppe® *Managing Diabetes: Living Without Limits* campaign and founder of the IAF, works to identify children who otherwise might not be able to attend a camp. Children are



Iron Andy' Holder talks with children at Camp Hertko Hollow, a diabetes camp in Boone, IA.

awarded 'camperships' based on their financial need and the importance of their need to have a camp experience. Throughout the year, Good Neighbor Pharmacy and the IAF teamed up to promote this important mission to send children to diabetes camp.

Andy made the camp experience even more memorable at two of the diabetes camp locations when he made guest appearances this summer at Camp Little Shots in Toledo, OH, and Camp Hertko Hollow in Boone, IA.

Camp Little Shots is specially designed for children ages 6 to 12 with type 1 diabetes. In July, Andy met with the kids at Camp Little Shots and talked with them about living without limits and never giving up. Our thanks to the Pharmacy Counter GNP stores in Toledo for all they did to bring Andy to camp. Andy made the most of his visit to Toledo. While in town, he was interviewed on two of the area network television stations and was featured in the area's largest newspaper, *The Toledo Blade*.

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New Generics on the Way

New generics are coming soon for the blockbuster drugs Lipitor® (atorvastatin calcium) and Zyprexa® (olanzapine). Look for information in the coming weeks on these much-anticipated product launches and on a complimentary marketing kit from PRxO® Generics that will provide you with everything you need to educate your patients on the safety and value of generic drugs and to promote these new generic products in your pharmacy.

PRxO® Generics, one of the industry's leading generics solutions, is your resource to offer your patients cost-saving benefits and to maximize the profit potential of generics for your pharmacy practice. For more information, contact your AmerisourceBergen Account Manager.

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PRxO Generics: IngenuS Atenolol and Metoprolol Update

IngenuS Pharmaceuticals has been restored as the PRxO® Generics primary supplier for both Atenolol and Metoprolol tablets as of September 1, 2011. Atenolol and Metoprolol tablets from IngenuS Pharmaceuticals are now covered on Medicaid programs in 49 states; Texas is the only exception.

Sandoz label Atenolol and Mylan and Ranbaxy labels of Metoprolol will remain an alternative primary (dual-award) for our Texas customers until coverage on Texas Medicaid is confirmed.

Please contact your AmerisourceBergen Account Manager with any questions.

Virginia GNP Wins Small Business of the Year Award

The secret to Bennett's Creek Pharmacy's success is really no secret at all: good old-fashioned customer service.

Growing up in his father's neighborhood pharmacy in Chuckatuck, VA, Chris Jones, owner of Bennett's Creek Pharmacy, a Good Neighbor Pharmacy® in Suffolk, VA, was instilled with small-town values that have been essential to building a loyal clientele. What started as a tiny storefront on Route 17 back in June of 1985, has now blossomed into a thriving, full-service pharmacy with a drive-thru window, delivery service, automated filling system and a newly remodeled custom compounding lab.

Earlier this year, Bennett's Creek Pharmacy was recognized by its community for its success and exceptional customer service. Bennett's Creek Pharmacy was presented with Suffolk's 2011 Small Business of the Year Award by the Hampton Roads Chamber of Commerce and the Small Business Development Center of Hampton Roads. Award winners were selected by a panel of judges and were chosen based on financial performance and



business history, staff training and motivation, community involvement, business plan, growth, customer service and satisfaction. Great customer service and commitment to the community have been the foundation of Bennett's Creek Pharmacy from the start, and the staff and pharmacists look forward to many more years of "Delivering More Than Just Prescriptions."

Congratulations Bennett's Creek Pharmacy!

It's Time for Flu Shots

Flu season will soon be upon us and it's time to help your patients raise their defenses against the illness.

By now, all Good Neighbor Pharmacy stores that ordered the GNP Flu Marketing Kit have those materials in hand. It's time to start using those campaign materials, which tout the ease and convenience of getting a flu shot at your GNP pharmacy. The GNP Flu Shot Marketing Kit, sponsored by Amgen, contains all the materials you need to bring customers through your door for a flu shot during the prime immunization period from October to February.



If you are not certified to immunize, it's not too late to arrange a flu clinic for your pharmacy. We have partnered with Maxim Health Systems, a nationally recognized leader in multi-service wellness

programs, to offer you the opportunity to provide on-site flu immunization for your community. For more information, contact Chuck Hackett at Maxim Health Systems at 949-770-1002 or chuck.hackett@maximwellness.com.

Customizable marketing materials are available at GNPBrandCentralStation.com.



Notes from Douglas Hoey, RPh

Tap It Well

The July/August issue of *Fast Company* featured an interesting editorial and story in which the magazine asked 500 executives at their Innovation Uncensored event in April, “What’s the most overrated trend in business today?”

Their answer: Social media. The magazine then asked the executives, what is the most *underrated* trend in business? Their answer: Social media

The editor, Robert Safian, said: “Social media can certainly be a valuable resource for those who tap it well. But like any reflexive embrace of technology, it can also be a waste of time. Assuming that the latest Next Big Thing, or whatever worked for another business, will automatically work for yours, is wishful thinking.”

So how do pharmacy owners and managers make sure they “tap it well”? We hear lots of comments from our members who know social media could be a powerful tool for their business, but they are not sure how to use this latest technology.

“The Art and Science of Digital Marketing” is a premier program that NCPA will be offering on Oct. 10 at our annual convention in Nashville. Elizabeth Estes—executive vice president of GA Communications with experience from Yahoo, Clear Channel Communications and the NFL—will be presenting. Her program is designed to help pharmacy owners and operators learn how to best use today’s digital marketing platforms to increase customer traffic, reach younger demographics, strengthen loyalty with current patients/customers and ultimately drive revenues. This is just one topic available to you at the NCPA Annual Convention and Trade Exposition Oct. 8-12.

Helping pharmacy owners answer questions about social media for their business is just one unique topic we will be offering. There will be dozens of community pharmacy-specific programs. With my colleagues, I call these “non-Googleable” programs because the information in them can’t be found with a quick Internet search. The information is as specific and unique as the patient service you provide to your patients.

In addition to sessions on technology, marketing and merchandising, we will also talk about industry-important topics such as pharmacy crime, how to fight back against mandatory mail programs and receiving electronic prescriptions for controlled substances. Importantly, you will meet pharmacy owner peers from around the country to commiserate, celebrate and exchange best practice tips.

We’ll balance out the education with entertainment from country singer superstar Sara Evans and a thought-provoking keynote presentation from Mike Huckabee plus great food and great surroundings.

This is all good stuff, but don’t bother trying to Google it. You have to come to Nashville to experience it for yourself. We look forward to seeing you there!

Best,

Douglas Hoey, RPh, MBA
Executive Vice President and CEO
National Community Pharmacists Association

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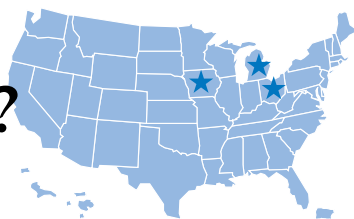
Rewarding Camp Experience for Children With Diabetes

Later in the summer, Andy stopped by Camp Hertko Hollow, a full-service diabetes camp established in 1968 for children 6 to 18 years old who have diabetes. Andy shared his experiences and inspiring messages with the 180 children at the camp. Special thanks to Boone Medical Associates Pharmacy, a Good Neighbor Pharmacy in Boone, IA, for its instrumental role in bringing Andy to Camp Hertko Hollow.

Diabetes camps provide children with a fun summer experience that not only creates life-long good memories, but also helps children to have a positive attitude toward diabetes and educates them on how to better manage the disease. AmerisourceBergen and Good Neighbor Pharmacy are proud to support the IAF in its efforts to enrich the lives of youth with diabetes through summer camps.

Managing Diabetes: Living Without Limits

Where's Andy?



This summer, 'Iron Andy' Holder, triathlete and spokesperson for Good Neighbor Pharmacy®, continued his nationwide mission to inspire people to live without limits and to share the many benefits of a Good Neighbor Pharmacy.

He kicked off the summer with a whirlwind trip to Michigan in June, hosted by the Apothecary Shoppe in Midland. During his trip, Andy could be found all over town. He participated in a health event with diabetes screenings at the Apothecary Shoppe, visited an open house at a curling center, threw out the first pitch at a Great Lakes Loons minor league baseball game, spoke at Midland Hospital and joined in the 26th annual Dow Walk Run.

Later in the summer, Andy put a smile on young faces when he visited two camps for children with diabetes. He shared his story with children at Camp Little Shots in Toledo, OH, and Camp Hertko Hollow in Boone, IA. (See story on page 1.) During his Toledo visit, Andy was featured in the area's largest newspaper and interviewed by two local TV stations. He rounded out his Iowa visit with a health event at Somerset Pharmacy in Ames, IA.

Get Ready... National Diabetes Month Is Coming

Earlier this year, the U.S. Centers for Disease Control and Prevention (CDC) released alarming new statistics about diabetes in our country.

According to the CDC's 2011 Diabetes Fact Sheet, more than 25.8 million people in the United States have diabetes. That's 8.3% of the population! Sadly, about 7 million of those people are still undiagnosed so they are not taking the steps necessary to manage their diabetes. A staggering fact from the CDC is that an estimated 79 million American adults over age 20 have prediabetes.

One thing is certain: Diabetes patients in your community need you more than ever. As a community pharmacist, you can play a key role in helping patients manage their disease, discover they have it or, importantly, take steps to prevent it.

November is National Diabetes Month. It's the one month every year when there's a concerted national effort to increase awareness of diabetes. National Diabetes Month is your opportunity to help your patients who have diabetes



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One of the summer's highlights for Andy was meeting Richard Simmons. Andy and the popular fitness guru were both featured speakers at the 10 TV Health and Fitness Expo in Columbus, OH, in August. In addition to addressing the crowd, Andy represented Good Neighbor Pharmacy throughout the Expo and also joined a local TV sports reporter on the Healthy Cooking stage where he answered questions about diabetes and triathlon training while demonstrating his culinary skills.

Then it was back to Michigan to participate in the CRIM Festival 10-mile run in Flint.

Nice job, Andy!



or who are at risk for diabetes understand the disease and the important role you play as their healthcare provider.

"With the escalating number of people with diabetes, and the increased demands these patients put on the healthcare system, the opportunity for pharmacists to provide patient support is essential," says Ceci Zeigler, LPN, National Director, Patient Care Services for AmerisourceBergen. "The ability of pharmacists to have these face-to-face interventions positions them as an integral, visible part of the support team."

We encourage all pharmacists to reach out to their communities during the upcoming Diabetes Month.

Diabetes Shoppe® Members:

Look for your complimentary Diabetes Shoppe National Diabetes Month Marketing Kit coming to you in October. The Marketing Kit will have everything you need to promote National Diabetes Month with a comprehensive in-store educational campaign.