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Waukesha, WI 53186

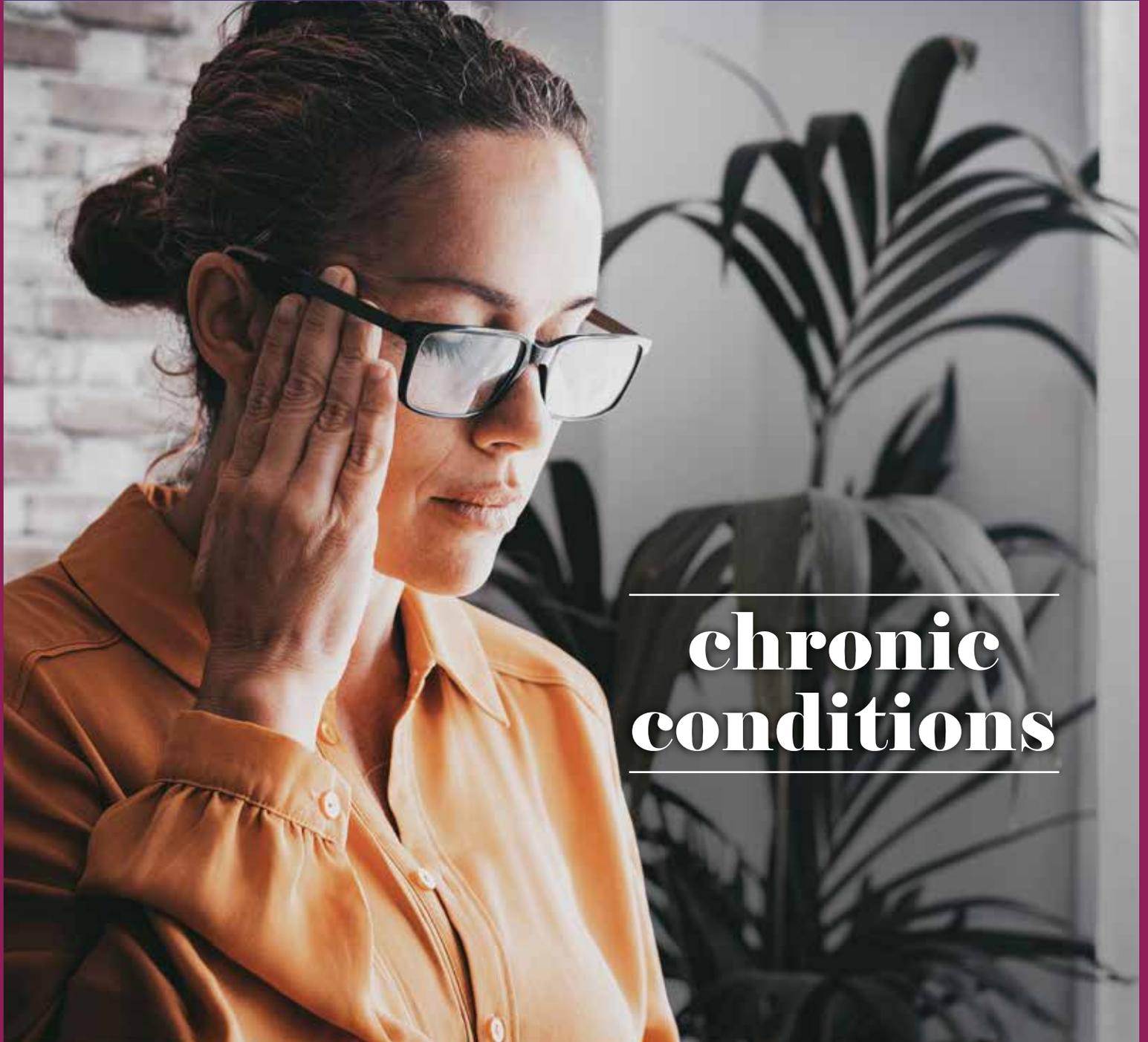
IN.depth

independent pharmacy publications

Category Spotlight



september 2023



**chronic
conditions**

DIGESTIVE HEALTH TRENDS

TREND



GUT MICROBIOME

PRODUCTS THAT...

PROVIDE ADDITIONAL SUPPORT IN AREAS SUCH AS MENTAL HEALTH, IMMUNITY, COGNITION, SLEEP, AND STRESS



PERSONALIZATION

TARGET SPECIFIC LONG-TERM CONDITIONS INSTEAD OF EPISODIC ISSUES



GOING GREEN

HAVE SUSTAINABILITY CLAIMS FOR INGREDIENTS AND/OR PACKAGING

ADD PRODUCTS TO SATISFY THE NEEDS OF YOUR CUSTOMERS!

FAST FACTS:



- Digestive Health is the #4 category within independent drug²
- 4 in 10 adults suffer from functional gastrointestinal disorders¹
- 3/4 of Americans rank digestive health high on their list of priorities¹

1. <https://www.nutraingredients-usa.com/Article/2023/01/16/top-3-digestive-trends-for-2023-according-to-comet> 2. HRG proprietary PAC data, 52 weeks ending 6/30/23

EASY ORDER GUIDE

scan to order!

UPC	Product Description
	ACCU-CHEK GUIDE STP 50
	ACCU-CHEK FASTCLX LNCT 102
	ACCU-CHEK FASTCLX LNC DVC KIT
	ACCU-CHEK GUIDE CR KIT
	ACCU-CHEK GUIDE ME CR KIT
	ACCU-CHEK GUIDE STP 100
	ACCU-CHEK SFTCLX LNCT 100
	ACCU-CHEK SFTCLX LNC DVC KIT
	AQUAPHOR HL STK .65OZ
	AQUAPHOR HL OINT 14OZ
	AQUAPHOR HL OINT 7OZ
	CETAPHIL RSTD ECZ F/U CRM 8OZ
	COLGATE PLQ P/R T/P 3OZ F/M

UPC	Product Description
	COMPOUND W FRZ OFF KID APP 15
	DIFFERIN ACNE TRT GL .5OZ
	DIFFERIN ACNE TRT GL 1.6OZ
	EUCERIN AD/RP LOT 16.9OZ
	EUCERIN I/RP LOT 16.9OZ
	FUT ANKL PRFM STB ADJ
	FUT BACK SUP CMF CMPR
	FUT BACK SUP CMF S/MD
	FUT WRST BRC CMF/STB
	FUT WRST BRC CMP LF S/MD
	FUT WRST BRC CMP RT L/XL
	FUT WRST BRC CMP RT S/MD
	FUT THMB STB DLX S/MD

UPC	Product Description
	FUT SPT KNEE STB ADJ
	FUT WRST SUP NT ADJ
	FUT POSTURE SUP ADJ
	LITTLE REMDIES CGH 4OZ HNY
	LITTLE REMDIES SLN S/DRP 1OZ
	LITTLE REMDIES SR THRT POP 10
	LUMIFY BRTG EYE CRM .5OZ
	LUMIFY 3/1 MCLR CLNS 5.4OZ
	LUMIFY LSH/BRW SRM .12OZ
	MUCINEX EXPCT MS TAB 14
	MUCINEX EXPCT TAB 40
	NIX LICE PREVNT SPR 6OZ F/A
	NIX ULT 2N1 LICE TRTMNT 3.4OZ





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WITH DAILY BRUSHING

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Helps interfere with the harmful effects of plaque associated with gingivitis



Gets to hard to reach places with Smart Foam Technology



Long Lasting 24 HR Antibacterial Protection*



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www.colgate.com

*after two weeks of twice daily use



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september 2023

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Safe and reliable solutions for little ones

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756184120118

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WART REMOVER

Unique Accu-Freeze™ system targets warts while protecting healthy skin

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- ✓ No harsh chemicals



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363736000332



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*Based on IQVIA Pediatrician Survey

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PrestigeConsumer HEALTHCARE



Nix® Lice Prevention Daily Leave-in Spray 6 fl oz

september 2023

Rx-strength
acne retinoid.
Over-the-counter
convenience.



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Differin Gel
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symptoms after
1 use.

ECZEMA RESTORADERM® FLARE-UP RELIEF CREAM
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Differin® Gel, 15g Tube

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LUMIFY® Cleansing Water & Eye Makeup Remover 5.4 fl oz
LUMIFY® Lash & Brow Serum 0.12 fl oz



september 2023

ADDRESSING THE ELEPHANT IN THE ROOM OF DIABETES CARE: ACCESS AND AFFORDABILITY

Affordability and access to healthcare are on everybody's mind these days, but for people with diabetes, these are ongoing issues critical to their everyday disease management.

Diabetes is a nationwide epidemic. The American Diabetes Association reports 37.3 million Americans are affected by this chronic disease; 1.4 million are diagnosed every year and the numbers are growing.¹ An alarming number of people living with diabetes do not meet their glycemic targets. For many, this is because what's needed for their everyday disease self-management feels out of reach.

The pharmacist and the retail pharmacy play an integral role in the solution. Already among the most trusted healthcare professionals, community pharmacists and the pharmacy are a valued hub of information, testing supplies, and medicine for people with diabetes. We also recognize that with this responsibility comes increasing workloads for the pharmacist combined with growing pressure to treat more people in less time with better outcomes.

Reliable blood glucose monitoring systems, widely available at the pharmacy, in-store and online, that are easy to use and explain are key in helping pharmacists meet these challenges. Spot glucose monitoring costs less than \$1 per day.² Further, today's blood glucose meters deliver results in under four seconds³ are highly accurate and compatible with popular tracking apps that provide valuable guidance and insight into how food, exercise and other lifestyle choices affect blood sugar – critical elements of diabetes management.

At Roche, we have developed some of our most innovative programs in partnership with pharmacies. Our goal is to provide affordable options whether that is with and without a prescription as well as with and without insurance. Our savings initiatives with a prescription, such as the **Accu-Chek Pharmacy Discount program or GoodRx** are easy to access and drive people to the pharmacy. We've also created in-store and online initiatives that make our meters, test strips, and diabetes supplies affordable. Additionally, there are simple steps for pharmacies to become a **Medicare Part B/Medicaid FFS provider** for Accu-Chek products. Accu-Chek does offer an additional Medicare rebate program, **RxVP**, for our eligible independent pharmacies to assist with the costs of strips.

For people with diabetes, the pharmacist and the pharmacy are vital. With drive-up windows, extended hours and flexible scheduling, the accessibility and convenience of pharmacies make access to care possible. Working as a team, Roche Diabetes Care and retail pharmacies can meet people with diabetes where they are, whether in-store, online, with or without a prescription, and with or without insurance. Through creative partnerships, we can provide access to support and information, help make diabetes care more affordable and enable personalized care, helping people with diabetes get better outcomes and live their lives fully.



See QR Codes below



GoodRx

bit.ly/45veugG



Patients can save with Accu-Chek Pharmacy Discount Program

bit.ly/30tMUKU



Medicare Part B/ Medicaid FFS

bit.ly/47zW9R4



RxVP

bit.ly/448Cmp5

References

1. <https://diabetes.org/about-us/statistics/about-diabetes>
2. Kaiser Health News, 'Painless' Glucose Monitors Pushed Despite Little Evidence They Help Most Diabetes Patients, <https://khn.org/news/article/continuous-glucose-monitoring-blood-sugar-little-evidence-beneficial-type-2-diabetes-patients/>
3. Accu-Chek Guide Me system evaluation, Data on file.

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We've got your patients covered.

Whether they have insurance or no insurance, a prescription or no prescription, Accu-Chek® offers options.

<p>Help patients save</p> <p>\$10.99¹ average copay with patient's commercial insurance²</p>	<p>Low Medicare Part B pricing</p> <p>\$1.66 for 50 test strips with copay as low as \$0^{3,4}</p>	<p>Everyday low cost OTC</p> <p>Fastest-growing test strip brand⁵ #1 OTC branded meter in retailers⁶</p>
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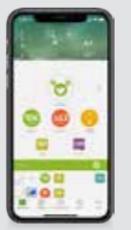
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Savings Made Simple

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Medicare Rebate Program Plus Free Meter Offer

bit.ly/43GYoPm



Patients can save with Accu-Chek Pharmacy Discount Program

bit.ly/30tMUKU

If there are questions or concerns about Accu-Chek products, please contact Accu-Chek Product Support at 1-800-858-8072.

1 IQVIA, IQVIA LAAD Data, Jan 2022 to Dec 2022; commercial plans only. Internal analysis.
 2 Analysis includes both commercially insured patients and patients participating in the Cash Discount Program. Those insured by any government healthcare program, such as Medicare or Medicaid, are NOT eligible for the Cash Discount Program offer. Pharmacists must dispense Accu-Chek Guide products using patient's primary insurance. If a patient's primary insurance rejects a claim with NCPDP reject 70, 75, or 76, discounts will automatically apply at participating pharmacies. Quantity limits may apply. Accu-Chek Guide test strip offer: Discount varies based on quantity of test strips purchased.
 3 Accu-Chek Test Strips are covered when medically necessary for the patient and prescribed by a physician.
 4 After patient meets \$226 Part B deductible, \$0 copay may occur when patient has a supplemental health plan. Coverage and payment subject to coinsurance, deductible, and patient eligibility requirements. Roche Diabetes Care, Inc. does not guarantee coverage or payment.
 5 IQVIA NPA and Nielsen OTC Data: Comparison of branded test strip platform volume. (Jan 2021 – Dec 2021 vs Jan 2022 – Dec 2022).
 6 OTC Nielsen YTD 2023 thru Mar 25th Comparison of branded bG meters volume.
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DID YOU KNOW THAT 2 OUT OF 3 PATIENTS WITH CHRONIC EXCESS MUCUS ARE UNDIAGNOSED?¹

Left untreated, chronic excess mucus can result in a multitude of symptoms.²

- Reduction of cilia function
- Mucus stagnation
- Chest congestion
- More frequent respiratory tract infections

Single-ingredient MUCINEX® is approved for use in patients with stable chronic bronchitis (SBD).†



- Targets the symptoms – by thinning and loosening mucus
- Long lasting – just one tablet lasts up to 12 hours

Recommend MUCINEX® for relief from chest congestion.

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Maximum Strength:
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600mg guaifenesin



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Use as directed.

†FDA has approved professional labeling of this product only in patients with SCB.

¹. Data from 1155 diagnosed/undiagnosed chest congestion/mucus adult sufferers. Participants took an online survey between September 27, 2017 and October 9, 2017 about their symptoms and condition over the previous 12 months. ². Data on file. RB Health

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Mucinex® 14ct

Our Top-Selling Items:

Use	Description	UPC
Wrist	Night Wrist Support, Adjustable	051131201606
	Compression Stabilizing Wrist Brace, Right Hand, Sm/Md	051131200609
	Compression Stabilizing Wrist Brace, Right Hand, Lg/X-Lg	051131201576
	Compression Stabilizing Wrist Brace, Left Hand, Sm/Md	051131200593
	Comfort Stabilizing Wrist Brace, Adjustable	051131196773
Back	Comfort Compression Back Support, Adjustable	051131211865
	Comfort Stabilizing Back Support, Sm/Md	051131201552
Ankle	Performance Ankle Stabilizer, Adjustable	051131201514
Thumb	Deluxe Thumb Stabilizer, Sm/Md	051131198555
Knee	Performance Knee Stabilizer, Adjustable	051131201569
Posture	Posture Corrector, One Size, Adjustable	051131221871



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*2020 Kantar Brand Health Study

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- ✓ short surveys
- ✓ pharmacy tools
- ✓ product information

All pharmacies >>> add PharmacyCommunications@hamacher.com to your safe sender or contact list

Gmail users >>> click and drag one of our emails from the Promotions tab to your Primary tab so future emails will land in your Primary inbox

Watch for emails from HRG Pharmacy Focus!



timely topic



HAPPY AMERICAN PHARMACISTS MONTH!

American Pharmacists Month is a chance for citizens to acknowledge the safe, accessible, affordable, and beneficial patient care services and products pharmacists provide and the public health protection they give our communities.

WAYS TO GET INVOLVED

- ✓ Host a community party that celebrates your pharmacists and techs.
- ✓ Download "October is American Pharmacists Month" images and help spread the word to the public through your social channels.
- ✓ Order promotional items like buttons and t-shirts to provide to your staff.
- ✓ Follow APhA on Facebook (@aphapharmacists), Instagram (@aphapharmacists), Twitter (@pharmacists), and LinkedIn to spread the word about your role as a care provider.
- ✓ Tag APhA in all your #APhM2023 social content.

Read more at pharmacist.com/APhM/Ways-to-Get-Involved



did you know?

IT'S E-COMMERCE TIME

One in four consumers say an e-commerce site or mobile app would encourage them to shop their independent pharmacy more often!¹

While many independents have simple websites with basic pharmacy information, **only 12% currently have an e-commerce site.**²



Don't miss out on the opportunity to create more sales and keep customers engaged – **follow the steps below.**

- Step 1: Connect your physical and digital spaces
- Step 2: Feature key items (at a minimum)
- Step 3: Overcome your fears and get started
- Step 4: "Walk the aisles" every day



To see more details about each of these steps, please visit hamacher.com/expanding-your-e-commerce-footprint.

1.HRG Independent Pharmacy Research Study report, January 2021 2.NCPA Digest

Be sure to watch for these upcoming issues of IN.depth

- Oct. Product Sampler
- Nov. Category Spotlight: Wellness & Self Care
- Dec. Category Spotlight: Essentials for Health



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Printed on post-consumer recycled paper with soy-based inks.

NOTE: Items identified with a star rating (★, ★★, ★★★) were objectively evaluated within the past 12 months by HRG's analysts in support of the national IN.store™ program (formerly TEMPS®). Never Outs® are part of HRG's IN.store™ program. They are the top-selling items within a subcategory, and should always be on a retailer's shelves, regardless of department size.

