

REINFORCE

Reinforce the value of the patient with diabetes at your pharmacy.

More than 114 million adults in the U.S. had diabetes or were pre-diabetic in 2015 according to CDC estimates,¹ and the epidemic shows no signs of slowing.

Due to the nature of their disease, patients with diabetes spend almost four times as much as the ordinary shopper.² (On average, patients with diabetes spend \$6,875 annually vs. \$1,848 for other patients.)

Let's help your patients make better decisions about their diabetes.



OneTouch® products have the lowest co-pay on the most health plans[†] and are always covered on Medicare Part B.[‡]

Nine out of ten patients agreed that the **ColorSure®** technology featured on the **OneTouch Verio Flex®** meter was so easy to understand that it could help them make better diabetes management decisions.*

ONETOUCH®
every touch is a step forward®

¹National Diabetes Statistics Report 2017, accessed 12/21/18, <http://www.cdc.gov/diabetes/pdfs/data/statistics/national-diabetes-statistics-report.pdf>. ²Full Value of a Diabetes Patient. Smart Retailing Rx 2013, accessed 01/24/19. [†]Some health plans may have more than one test strip covered at the lowest co-pay. [‡]Not a guarantee of coverage and payment. Coverage and payment may be subject to co-insurance, deductible, and patient eligibility requirements. *Based on a study conducted in 2015 in the UK of 40 patients with Type 2 Diabetes using a simulated model of the OneTouch Verio Flex® meter.

Discover simple ways to make your pharmacy more accessible to patients to gain loyalty, promote adherence, and:

Increase patient market baskets



Offer the right mix | Stock a range of products to meet all medication and OTC needs of people with diabetes.

Suggest solutions | Regularly ask patients with diabetes about any issues and suggest products that can help.

Become a diabetes destination | Be a one-stop shop for products, services, and education for the person with diabetes and his or her entire family.

Promote adherence



Educate your patients | Understanding blood glucose results is vital, yet there are not always enough certified diabetes educators available. Could your pharmacy fill the gap?

Engage when dispensing | People who discuss prescriptions with their pharmacist have the highest overall levels of adherence.³

Follow up regularly | A blood glucose monitoring plan only works when properly executed.

Let's help you gain loyalty



Create referrals | Local physicians may be happy to send patients to your pharmacy, a go-to resource for people with diabetes, but first you must make them aware of what you have to offer.

Offer services | Diabetes self-management education, medication therapy management, nutrition counseling, smoking cessation programs, and flu shots can help mitigate risk factors and keep patients loyal.

Be available | People with diabetes should be comfortable approaching you for anything related to their condition, not just medications and testing supplies.

We're here to support you

Teaching your patients how to monitor meaningfully could help them take the action they need, when they need it.

Join us in helping to empower patients to play a more active role in their diabetes management!



www.onetouch.com/professional



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