

# REINFORCE

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

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More than 114 million adults in the U.S. had diabetes or were pre-diabetic in 2015 according to CDC estimates,<sup>1</sup> 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.<sup>2</sup> (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<sup>†</sup> and are always covered on Medicare Part B.<sup>‡</sup>**

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®

<sup>1</sup>National Diabetes Statistics Report 2017, accessed 12/21/18, <http://www.cdc.gov/diabetes/pdfs/data/statistics/national-diabetes-statistics-report.pdf>. <sup>2</sup>Full Value of a Diabetes Patient. Smart Retailing Rx 2013, accessed 01/24/19. <sup>†</sup>Some health plans may have more than one test strip covered at the lowest co-pay. <sup>‡</sup>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.<sup>3</sup>

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](http://www.onetouch.com/professional)



**Sloan O'Dea: 215-514-4466**

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