

AN INTRODUCTION TO


# NUTRIENT DEPLETION

UNDERSTANDING DRUG-INDUCED NUTRIENT  
DEPLETION SO YOU CAN SERVE YOUR  
PATIENTS BETTER HEALTH ON A SILVER  
PLATTER



A Smarter Pharmacy Publication from

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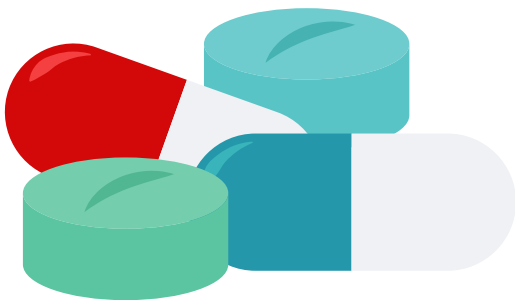


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## II. What Is Drug-Induced Nutrient Depletion?

The medications used to treat serious health concerns are powerful and can take a major toll on the patients taking them. Drug-induced nutrient depletion occurs when medications deplete essential nutrients in the body and inhibit them from being replenished.



Doctors and pharmacists are aware of major side effects associated with different medications, but they are not always well-versed in the more gradual, less obvious effects that medications have on the body over time. Oftentimes, patients are not educated about potential deficiencies they may develop due to their medications if they are not listed in the insert that come with the medication.

This lack of education often leads to patients suffering from unnecessary side effects, causing them to become frustrated with their medications, take them inconsistently or not as prescribed, or stop them altogether.

For pharmacies wanting to bridge this gap and provide more comprehensive care to their customers, RMS' NutriButler integration is an excellent tool. Not only will it improve patient outcomes with their medications, but it will improve your pharmacy's bottom line, as well.



# III. How Nutrient Depletion Can Improve Your Pharmacy's Success 6

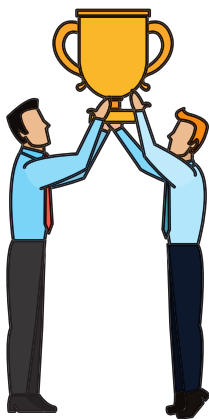
Most pharmacies already carry a wide array of supplements. By employing a nutrient depletion program in your pharmacy, you can increase your supplement sales while simultaneously building a better relationship with your customers, which will in turn lead to greater success for you and your pharmacy.



The biggest advantage to having a nutrient depletion program that is integrated into your point-of-service is that the process becomes seamless and immediate. By having the recommendations available upon scan at checkout, you have the opportunity to add on supplement sales to every prescription transaction you complete. If your customers want to do more research before making a decision, you can easily print information about the possible deficiencies for them to take home and review. Your customers will be happier and feel like their health is being prioritized, which will increase the likelihood of them coming back again and again.

Nutrient depletion programs can also help you better determine which supplements you should be carrying in your pharmacy. If you have a lot of customers who are prescribed Metformin, then you will likely want to keep Folic Acid and Vitamin B12 in stock. Another added benefit to having a nutrient depletion program integrated into your point-of-service is that you can track these trends in real time, making changes to your ordering frequency and minimum stock demands as you go.

Nutrient depletion programs create happier, healthier customers and more profitable pharmacies. It's a win-win for everyone!



You can't simply stock your pharmacy shelves with vitamins, print supplement information on receipts, and expect success to follow.

Here are our top tips for succeeding with drug-induced nutrient depletion:

## 1. Have a Process

Processes make it easier to make supplement recommendations a natural part of the conversation. You'll need to decide how you will make the recommendation. Will you use a point-of-sale integration, work with a program like SolutionsRx, or some other method? Additionally, will anyone on your team be able to counsel on nutrient depletion or will you have cashiers request pharmacist input for counselling?

## 2. Train Your Staff

Once you know your process, it's time to make sure your staff is trained and comfortable. Remember that upselling doesn't come naturally to everyone, so a high level of comfort is key. Especially if you intend to have your pharmacy team discuss supplements for nutrient



depletion with your customers directly. And regardless of whether it's your team educating patients or getting a pharmacist to educate, your team still has to take action to participate in the process to offer the solution.

### **3. Train Your Customers**

It's important for customers to understand that the process for supplement education and recommendations is easy and pressure-free. Be sure to introduce customers to the program and why you're offering recommendations. Once you've done that...

### **4. Be Consistent**

Consistency builds trust. When your patients know what to expect from their relationship with you, you'll increase adoption of your solutions and create customer loyalty. This means no off days off or making assumptions about what customers might want.

### **5. Always Offer Your Best Solution**

Don't choose what a patient can and can't afford. Just always offer the very best solution that you have

available. You might be surprised at how many patients who you think wouldn't adopt a supplement will actually make the leap. And, of course, the opposite is true, as well.

## **6. Know Your Solutions**

Being knowledgeable about the products you're selling and the benefits they provide is important. Whatever products or product lines you're recommending, make sure you are continuing your team's education about them. Customers can usually tell when someone isn't confident in what they are recommending. Continuing education, training and knowledge are the best ways to combat this.

## **7. Track Opportunities**

Don't track sales, at least not right off the bat. Track how many conversations your team is having each day. If you have the conversations, the sales will follow!

## **8. Commit**

This is the biggest and most important key to success. You have to commit. You have to start. You have to put in the effort, or you'll just be stuck in a rut. And, to

quote Medsync expert Bob Lomenick, "The only difference between a rut and a grave is the depth."

There is so much more great information on Nutrient Depletion Programs from experts like Pharmacist and SolutionsRx founder Chris Cornelison and TRC Healthcare's (authors of The Pharmacists Letter) Pam Piotrowski.





NutriButler by RMS is an integration built in to every RMS system. It is a tool that pharmacies can use to provide tailored supplement recommendations to their customers at checkout based on the prescriptions they are purchasing. NutriButler by RMS works for you and your customers in three distinct ways:

## Scan

Scan prescriptions at the point-of-service. Based on the NDC number, the system will identify recommended therapies to combat nutrient depletion-induced side effects.

## Review

Information on the potential side effects and the recommended therapies are displayed at the register. Help your patients find the right supplement today, or print the recommendation on their receipt for future reference.

## Educate

Share your knowledge on prescription-induced nutrient depletion with your customers to keep them happy, healthy, and coming back for more!



Through partnerships with healthcare databases, RMS' NutriButler integration can help you start making recommendations today. Simply choose which database you'd like to subscribe to and NutriButler does the rest of the work for you!

## trc healthcare

TRC is committed to providing unbiased, evidence-based recommendations to combat prescription induced nutrient depletion. TRC's Natural Medicines Database is the largest in the U.S. with over 1400 monographs and information on over 185,000 natural products. Many of these are items that you might already have on your pharmacy shelves! Through NutriButler and partnership with TRC, you can easily recommend the supplemental medications and natural products that will help you improve patient outcomes and boost profitability.



Ortho Molecular Products' commitment to quality and efficacy in their products has made them a trusted healthcare partner for over 30 years. Through partnership with NutriButler and Ortho Molecular Products, you can direct your customers to the exact Ortho Molecular product to combat prescription-induced nutrient depletion.

Nutrient depletion programs are a no-brainer for pharmacies. You likely already sell the products you'll be recommending, the membership cost of joining a healthcare database like TRC Healthcare or Ortho Molecular Products virtually pays for itself, and with a system like RMS' NutriButler, it's already integrated into your point-of-service.

So, what are you waiting for? Start making recommendations today!



**To learn more about NutriButler by RMS, scan this QR code to be taken to our website:**

