We Simplify Medication Management
If you missed May’s eNewsletter you missed two major company announcements. First, Medicine-On-Time has moved to a new and larger location. See below for our new address. We’re proud to be manufacturing all products here locally in the US and will continue to deliver the best quality products to you.

11461 US Highway 301 N | Suite 101
Thonotosassa, FL 33592

We’re also excited to announce our new Single-Dose product. Don’t miss out on the early bird special! Buy 3 boxes and get the 4th free (each box contains 250 cards/250 blisters). This special is only available for a limited time. For more information on ordering this product please contact your MOT Sales Representative or call 800.722.8824 x807.
New Medicine-On-Time Marketing Materials Available This Month

It’s our pleasure to introduce you to the newest marketing piece that you can begin to leverage immediately. Request your digital Physician Brochure by sending an email to marketing@medicineontime.com
Increase Patient Medication Adherence Rates by Eliminating the Burden of Counting Pills

Medicine-On-Time simplifies medication management and increases patient adherence. Using our simple, color-coded calendar cards, pharmacy staff packages medications into proper dosages and labels them to encourage consistent patient compliance. Each dose cup is clearly labeled with patient name, day/date/time, and cup contents, making it easy and convenient for patients to maintain and prolong independence, even when managing complex disease states.

For 30+ years, Medicine-On-Time has impacted patient quality of life through proven, simple solutions for medication management.

In addition to providing multi-dose management solutions, Medicine-On-Time pharmacists also provide an evaluation of each patient’s medication regimen. They work closely with both the patient and their physician to develop an individualized plan around the drug-therapy treatment recommendations.

Through Medicine-On-Time, physicians can improve the overall lives of their patients who are finding it challenging to manage multiple medications each day, week, or month.
We’re excited to introduce Cascade Pharmacy, a family owned business that officially opened the doors in the 1960’s. The retail pharmacy has changed hands a few times over the years but has been owned and operated by the same family since 2008. Corey Donovon, leads the marketing efforts and is sharing a unique marketing approach that works well for his pharmacy. {Hint} It goes perfectly with our new Physician brochure we’re rolling out this month. Read on to learn more about Cascade Pharmacy and their marketing efforts that may spark some new ideas for your pharmacy.

“We have the fortunate opportunity to be serving three generations of families in some cases. We take a lot of pride in this, especially since we are situated within a small community and surrounded by more rural small communities.”

You currently have 75 patients on MOT, how has Medicine-On-Time helped grow your pharmacy business?

Medicine-On-Time fills a service gap in our pharmacy and allows us to offer a unique solution in compliance packaging that truly simplifies and improves the medication management process.

You currently market the pharmacy to Physician groups and have found success with this effort, can you breakdown your process to get the Physicians and their staff on board?

The way we market to physicians is simple:

- **ALIGN** with the nurse practitioners and **COMMUNICATE** the benefit to their patient’s outcomes by improving their patient’s medication compliance
- **FOLLOW UP** with a luncheon at this point and present to the entire staff
- **OFFICIALLY ON-BOARD** the office staff with the MOT program, it is very important to **EXECUTE** a CE with the office every quarter since there will be inevitable turnover within the office
Cascade Pharmacy has set a goal of 200 MOT patients this year. Can you tell us some additional tactics you use to marketing MOT to your community?

“From a tech perspective, we are using our website, facebook, and google Adwords. Internally, we are utilizing our pharmacy software system (Pioneer Rx) to identify current patients that would benefit from MOT and reaching out to them by phone or approaching them during their next refill. The final way we get the MOT word out is through networking with our Dr.’s Offices and at local senior events within the community. This has been very beneficial for our growth. This can be difficult to do with time being the constraint, but it is a must and can be done.”

What would you recommend to a pharmacy who is just getting started with Medicine-On-Time?

Make sure you have a very strong Medsync process and Medsync patient base prior to starting. Prepare your employees early, over train and over-communicate during the on-boarding process.

Why does Cascade Pharmacy build a presence and an awareness of your pharmacy service offerings in your community?

“We want to impact our community by being more active in each of our patient’s health goals and outcomes. Healthy people make healthy communities, says Donovon.”
Meet the Team
Our Warehouse Team

With our new location, we gained new team members. We’re excited to introduce you to the team that operates our warehouse.

**Michael Stevenson**

**WHERE WERE YOU BORN?**
Nairobi, Kenya, Africa

**HOW DO YOU HOPE TO IMPACT OUR NEW MANUFACTURING PROCESS AND THIS PART OF OUR BUSINESS?**
Bring my knowledge to help grow the business and grow the employees working with me.

**WHAT DO YOU WANT YOUR FELLOW COLLEAGUES TO KNOW ABOUT YOU?**
That I am very employee-focused and want to see their success in business and personal life.

**Noble Rogers**

**WHERE WERE YOU BORN?**
Terre Haute, Indiana

**HOW LONG HAVE YOU LIVED IN FLORIDA?**
28 years

**WHAT BROUGHT YOU TO MEDICINE-ON-TIME?**
I left my job of 27 years to join the Medicine-On-Time team because of the people here at Medicine-On-Time and the chance to be a part of a great team.

**WHAT DO YOU WANT YOUR FELLOW COLLEAGUES TO KNOW ABOUT YOU?**
I’m a 13-year Veteran. Three years in the Army and 10 years’ reserves. I have been in the Printing Manufacturing business for 37 years. I have worked as a Drill Instructor in the US ARMY and I was also a Press Operator and a Master Pressman for Bemis in Indiana for 10 Years.
The fact is, men are less healthy than women and less likely to see their doctor. They live sicker and die younger than women. The goal of Men’s Health Month, celebrated every June, is to heighten the awareness of preventable health problems and encourage early detection and treatment of disease among men and boys.

**Market to Men**

Men aren’t typically as forthcoming about their health as women, and they tend to leave things to chance rather than being proactive about their wellness. Pharmacists can make men feel more at ease in their pharmacies by marketing directly to men through messaging and visuals that emphasize men’s issues and products.

**Ease into Care**

By offering products and advice related to grooming, sports nutrition, and wellness education, pharmacists can open lines of communication to their male customers before there’s an issue. If a safe space for men has already been established in your pharmacy, male customers are more likely to feel comfortable reaching out when they do have a health issue—even if it’s one they may have previously considered too embarrassing to bring up.

**Recognize the Role of Women**

We know that women are the primary decision makers in the family unit when it comes to health care. Targeting and educating women on men’s health issues is an effective way to indirectly reach their male partners. Important men’s health information that reaches women is likely to reach men as well, so engage with women and educate them as ambassadors of men’s health.

*Want marketing help in your pharmacy? Contact Medicine-On-Time at 800.722.8824 or marketing@medicineontime.com to discuss customized marketing support for your pharmacy.*
In observance of National Safety Month, which focuses on the measures people can take to stay safe and prevent injuries, we’re focusing more than ever on patient and medication safety.

Medication errors cause at least one death every day and injure approximately 1.3 million people annually in the United States of America alone.

Globally, the cost associated with medication errors has been estimated at $42 billion annually, or almost 1% of total global health expenditure.

**Medication & Patient Safety is Paramount**

Medication errors are dangerous, costly, and avoidable.

High-risk patients and those with complex medication regimens have a daily safety concern surrounding their medication adherence. Successful medication management keeps patients safe, and it’s all about providing the right dose at the right time. Patients and caregivers can count on our proven medication management solution and customized service to keep things safe this month and every month.

**Make a Commitment to Patient Safety**

Medicine-On-Time pharmacies can pledge to make patient and medication safety a priority. Our safe, simple, and proven medication adherence solutions make it easy to make medication safety discussions a natural part of the patient-pharmacist conversation.

*Have questions about patient safety? Contact Medicine-On-Time at 800.722.8824 or sales@medicineontime.com to discuss customized marketing support for your pharmacy.*
Disaster recovery is a hot topic, and not just for those with big data. Pharmacies need to consider their recovery strategies in the event disaster strikes. But recovery doesn’t have to be a nightmare. Here’s how you can keep your Medicine-On-Time data safe.

**Put Data in the Cloud**

Medicine-On-Time offers motDrive, a cloud-based data backup service. motDrive houses all of your data, not just your Medicine-On-Time patient information. You’ll get 20GB of storage for $10 per month, and additional 20GB chunks for $7.50 per month. This is enough storage for about a year.

**The Cloud’s Purpose**

Data is in the cloud and accessible from anywhere. You’ll access motDrive online with specific login credentials. If your pharmacy or facility is destroyed by a natural disaster, fire or anything else, the data is safe.

Another computer can be set up with motDrive, meaning your system can be restored from the data backed up on motDrive. This is one of the reasons why getting data off-site is so critical. If you back up data to a local system, it will get destroyed along with everything else.

**What Can Damage Equipment?**

Sometimes smoke will damage old equipment, but it’s the fire suppression sprinklers and fire hoses that will cause even more damage. Losing equipment is never fun, but you can guarantee your data will be safe by using motDrive, our cloud-based data backup solution.

*Need we say more? Back up your data today with motDrive! Contact Medicine-On-Time at 800.722.8824 or sales@medicineontime.com to set up your system on motDrive.*
Want More Information?

Medicine-On-Time is improving the quality of life for patients and their care providers. Find out more about how Medicine-On-Time can bring simplicity to your life.

Contact Us Today!
marketing@medicineontime.com
800-722-8824