



Medicine · On · Time[®]
—— The Dose ——



**We Simplify
Medication Management**



October 2017



Check Your Meds Day October 21st



Community Pharmacists make a big difference in the lives of medication-takers, working to make medication management safe, easy, and efficient.

National Check Your Meds Day on Oct. 21st supports those efforts. This Consumer Reports sponsored inaugural event is the perfect way to increase adherence and promote Medicine-On-Time as the chosen solution for medication management within your business.

To learn more, visit

www.medicineontime.com/checkyourmeds

and access a full suite of marketing tools to help you promote this event in your pharmacy. Posters, sign-up sheets, info forms, and more are available on this page.

For questions, please reach out to Gina VonEye at gina.voneye@medicineontime.com



Breast Cancer Awareness Month



Every two minutes, a woman in the United States is diagnosed with breast cancer.

As one of the most common cancers among women, it is no surprise that a full month out of the year is dedicated to raising awareness. Breast Cancer Awareness Month, marked in countries across the world every October, helps to increase attention and support for the awareness, early detection, and treatment of this disease.

Over the years, the familiar pink ribbon has launched fundraising efforts that bring millions of dollars into breast cancer research. As a result, more treatments are becoming available and more breakthroughs are happening. Despite this advancement, however, breast cancer patients may not take medications as prescribed for chronic diseases in the first year after treatment, according to an analysis involving more than 36,000 women. In the past decade, there has been an increase in the development and use of oral anti-cancer medications. Adherence rates for these medications are often suboptimal, leading to lower survival rate, increased risk of recurrence, and higher healthcare costs.

The barriers to adherence can be difficult to break through. Type of insurance is a major factor that many have no control over. However, the other main problems reflected in the study have a solution. Older age, number of medications, and having more than one condition were all cited as a major barrier to medication adherence.

Medicine-On-Time can help manage the complex medication schedule that cancer brings. We know that there's enough to worry about - in our simple, color-coded calendar cards, medications are packaged into the proper dosages and clearly labeled for easy, consistent compliance. Medicine-On-Time's proven adherence solutions help optimize patient quality of life and decrease the risk of hospital readmission. These benefits not only bring peace of mind, but can save someone at risk.

Despite the pretty pink ribbons, breast cancer is an ugly disease. It's hard, it's painful, and for 40,000 women every year, it's a lost battle. For women in the United States, breast cancer death rates are higher than those for any other cancer, besides lung cancer. There's still a long way to go before the promise of a cure is a reality, but we can all still put up a fight.

Fight for a cure, fight for your loved ones, fight for yourself - but most importantly, fight like a girl.





Mental Health Awareness Week & National Health Education Week

Mental Health Awareness Week

During Mental Illness Awareness Week, observed during the first week of October, healthcare providers and action groups across the country raise awareness of mental illness. Each year, stigmas are fought, support is provided, and equal care is advocated for. Each year, the movement grows stronger.

Mental health issues are important to address year-round, but highlighting them during this dedicated week provides a time for people to come together and display the passion and strength of those working to improve the lives of the tens of millions of Americans affected by mental illness.

If you or someone you know may need a mental health assessment, anonymous online tools are available. For National Depression Screening Day on Oct. 5, you can get a free mental health screening at [HelpYourselfHelpOthers.org](https://www.HelpYourselfHelpOthers.org).

National Health Education Awareness Week

Since 1995, National Health Education Week (NHEW) is celebrated during the third full week of October. Sponsored by the Society for Public Health Education and in collaboration with the Department of Health and Human Services, NHEW aims to increase national awareness on major public health issues and promote a better understanding of the role of health education.

Raising awareness is more than just reminding people to stay healthy. Providing education goes much further, giving people the resources they need to truly live a healthy lifestyle. This can range from early detection skills for breast cancer to the proper way to manage medications.

Everyone in the health community can come together to educate their patients and the public about health care needs. Together, we can make our communities a healthier place.



Pharmacy Profile

Wilcox Pharmacy



Nestled in the heart of the Rutland, Vermont, Wilcox Pharmacy is a favorite among both practitioners and patients. Wilcox started serving the Rutland community in 1984, growing into their team today of



21 team members! Their partnership with Medicine-On-Time has allowed for strength in business, further cementing their place in the community as a pharmacy that truly serves all customer needs. Read on to learn how they utilized Medicine-On-Time to grow their business!

Do you have anything unique about your community and/or pharmacy location?

Wilcox Pharmacy has an ideal location in Rutland Vermont. We're directly across from the Rutland Regional Medical Center and in the heart of the medical community. Wilcox started serving the Rutland community in 1984. Currently the pharmacy has 21 team members and we're growing with the addition of a SynMed robot, which can interface with Medicine-On-Time!

How long have you been a Medicine-On-Time customer?

Ten years and counting! Wilcox Pharmacy was one of the first pharmacies in the area to have a medication compliance system to help folks become organized and more compliant. This is an easy sell product. Patients and their caregivers simply love the ease and their compliance is always improved.

How many staff members do you have trained on Medicine-On-Time?

We have 6 trained staff members.

How are you marketing your Medicine-On-Time solution to your community?

Many different avenues are utilized in marketing to our close community. We use bag stuffers, home care organizations, VNA,

case workers, and of course word of mouth. I have been to Independent Living facilities where they enjoy having topic talks with their residents. Medicine-On-Time currently has a terrific table-top display promoting conversation that can go near your point of sale area. For us we made it fun for our employees—whoever gets the most leads generated gets to have breakfast with their pharmacist of choice!

What are some tactics you use to grow your business?

We read Medicine-On-Time informational emails and pick and choose what works for our area. You must stay in constant touch with your referral people to share any updates and new approaches to introducing Medicine-On-Time.

*How has Medicine-On-Time helped grow your pharmacy business?
How do you market to physicians and healthcare groups/facilities?*

Marketing Medicine-On-Time to providers/facilities is done along with other marketing efforts that I may be doing. We always keep brochures in the information racks in sitting areas, we make sure the RNs are familiar with the program, and we let the office staff know how to go about talking to the patient and that our pharmacy will do all the work! The patient just gets this nice and organized calendar each month—possibly even delivered to their doorstep if they live within city limits! How easy is that?!

How has your business evolved since using Medicine-On-Time? In other words, where were you when you first joined Medicine-On-Time to now?

The main improvement we have seen is in the compliance adherence area. This is an important issue because not only does the Medicine-On-Time patient add to your business but many times family members, and other potential customers that come through referrals, start coming to Wilcox.

How many patients do you have on Medicine-On-Time?

We have 400 patients using Medicine-On-Time.

What does your staff think of Medicine-On-Time, and how has their workflow changed since implementing Medicine-On-Time?

We all love the laser print! It's hard to believe the difference from the original dot matrix printing job. Customer response has been so positive with the change to laser. Clear, easy-to-read printing and the pictures of the medication are great too.



Software Tips & Tricks

Moving Patients to Another Facility



If your patients are moving to different facilities, don't panic!

You can easily move a patient's data to different facilities within your Medicine-On-Time software if Medicine-On-Time is not interfaced with your pharmacy management software.

How to Transfer Patient Data

Follow these simple steps to transfer patient data between facilities in Medicine-On-Time's software:

1. Right click on the name of the patient you want to move
2. Click on MOVE. A window will appear with the patient listed in the left column and a list of your facilities in the right column.
3. Click and drag the patient's name over to the new facility

It's that simple!

If you need assistance navigating your Medicine-On-Time hardware or software, please contact Customer Support at 800-722-8824 Option 2. One of our representatives will be happy to assist you!





Meet the Team



Kathy Chudow VP OF FINANCE & ADMINISTRATION

kathy@medicineontime.com

WHERE WERE YOU BORN AND WHERE DO YOU CURRENTLY LIVE?

I was born and raised in New York, but am now living locally in Valrico, Florida.

WHAT DO YOU ENJOY WHEN YOU ARE NOT AT WORK?

What I enjoy most is spending time with my family. We love trying new restaurants - my daughter and I consider ourselves foodies. Living locally offers us many opportunities to enjoy this - the Food and Wine Festival at EPCOT is perfect for us! Every year we spend a couple of days there sampling all sorts of amazing dishes. I also enjoy reading, cooking and baking, and arts and crafts.

WHAT SKILLS DO YOU HAVE TO BRING TO YOUR POSITION AT MOT?

I worked for over 10 years at Columbia/HCA and they did an excellent job in training their CFOs in areas other than accounting. I think this diverse background has helped me in my position here because I handle various departments that are not traditionally considered part of accounting. I also have a degree in Medical Technology which gives me a good foundation as far as healthcare knowledge. Not to mention, I think I am much more personable and outgoing than your typical accountant!



Gina VonEye DIRECTOR OF MARKETING

gina.voneye@medicineontime.com

WHERE WERE YOU BORN AND WHERE DO YOU CURRENTLY LIVE?

I was born in Toledo, Ohio but now I live in Lithia, Florida with my family.

WHAT DO YOU ENJOY WHEN YOU ARE NOT AT WORK?

My children definitely keep me busy! When I'm able to, I love to compete with the master swim team that I am a part of. Anything to do with the outdoors is a great way to spend time with the family and get my kids active. Coming from a big Italian family, spending time together is important. I am used to big Sunday dinners with the whole family - spaghetti, meatballs, and bread included! Of course, I also enjoy anything creative.

WHAT SKILLS DO YOU HAVE TO BRING TO YOUR POSITION AT MOT?

My entire career has revolved around healthcare marketing. My goal is to deliver innovative and creative materials to our customers, not only to help them grow their business, but to also take Medicine-On-Time to the next level!



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Filled With Confidence

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

Medicine · On · Time[®]

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

MedicineOnTime.com

