



Medicine·On·Time®

— The Dose —



**We Simplify
Medication Management**



February 2017



Get Ready:

Trade show season is fast-approaching!



Now is a great time to promote your pharmacy's services to the utmost. Network with other businesses at multiple conferences to showcase what you can offer, especially when it comes to your unique Medicine-On-Time solution.

Marketing your Medicine-On-Time solution has never been easier. We offer a free digital Marketing Brand Package, available only to Medicine-On-Time customers. Our brand package includes materials to easily update your website, brochures, office posters, Facebook advertisements and more with the latest, branded Medicine-On-Time materials. Request your package today by emailing marketing@medicineontime.com.

Once you have the materials, what can you do with them?

If you need assistance with how to best promote your services, contact the Marketing Department at the same email address above to setup a complementary meeting with Medicine-On-Time's marketing team. We'll give you advice about positioning your solution to specific target audiences, how to render the most growth and more.

We pride ourselves in providing you with tips and tricks to navigate Medicine-On-Time's software and hardware, along with other industry must-knows. Welcome to February's newsletter!



2017 PDS Super-Conference

February 22-25 | Booth #314



Hello, sunny Orlando, Florida!

We're attending the 2017 PDS Super-Conference from February 22-25, 2017.

Stop by booth number 314 to learn about how the Medicine-On-Time solution can improve patient care, ensure confidence and increase revenue for your pharmacy business.

Demo our industry leading software and speak one-on-one with the Medicine-On-Time team about our unparalleled pharmacy solutions.

Learn how we simplify pharmacy growth, medication management, software integration, patient compliance, workflow efficiency and more.

Learn more today by visiting MedicineOnTime.com

We look forward to seeing you soon!



Mark Your Calendars!

Medicine-On-Time's 2017 Trade Show Calendar

Medicine-On-Time is on the go! Stop by our booth and say hello to the Medicine-On-Time team at one of these trade shows:

PDS Conference

Orlando, FL | February 22-25

www.pdsconference.com

Pioneer Rx Conference 2017

New Orleans, LA | June 23 -25

www.pioneerRx.com

Northeast Pharmacy Show

Groton, CT | April 25-26

www.northeastpharmacy.com

McKesson IdeaShare

New Orleans, LA | July 12-16

www.mckessonideashare.com

AAP National Conference & Exhibition

Kissimmee, FL | April 27 -28

www.aapexperience.org

ThoughtSpot 2017

Las Vegas, NV | July 19 - 22

www.thoughtspot2017.com

The Western States Conference

San Diego, CA | May 22 - 24

www.westernstates-rx.org

SoftWriters FrameworkLTC Users Conference

Nashville, TN | September 13-15

www.softwriters.com

Georgia Pharmacy Association Convention

Amelia Island, FL | June 15-18

www.gphaconvention.com

National Community Pharmacists Association Annual Convention

Orlando, FL | October 14-18

www.ncpanet.org

2017 Synergy Conference

Kansas City, MO | June 23-25

www.pbahealthconference.com

Highschool Mini-Trade Show

TBD

Demo our software, learn about the endless possibilities of the Medicine-On-Time solution and more.

We look forward to seeing you this year!

For trade show inquiries, please contact our Marketing Department at marketing@medicineontime.com.



Make 2017 Your Year!

Promote Your Business with Conferences



Conferences are coming. Will you be there to promote your pharmacy? In each state, there are associations that conduct various conferences throughout the year. Use these events to position your pharmacy's service offerings to a specific target audience.

Target Your Desired Clientele

Target audiences for independent pharmacies include assisted living, developmental disabilities, mental health and other at-risk associations in need of medication adherence assistance for their clients.

These independent conferences present excellent opportunities to exhibit, promote and grow your pharmacy's services, including your Medicine-On-Time solution for compliance and adherence.

How to Find a Conference

Networking in your area and maintaining your membership with a cooperative group are good ways to find out what conferences are coming to your area. You can also Google which associations are in your area by simply searching for your state and the group you're seeking to target, e.g. Florida assisted living associations, Florida developmental disabilities associations, etc.

Some popular assisted living conferences include the Florida Assisted Living Association, Ohio Assisted Living Association, Louisiana Assisted Living Association and Wisconsin Assisted Living Association.

Timing is Everything

The spring and summer months tend to be key times most associations plan their annual conferences. Now is the time to target your desired clientele and plan for exhibiting opportunities for association conferences, to ensure you get a seat at the table!

Need assistance promoting your Medicine-On-Time solution to the utmost? Contact marketing@medicineontime.com to setup a meeting with the Marketing Department.



Meet the Team

Michael Flory Ogletree, Customer Support Supervisor



We'd like to introduce you to our team of talented and dedicated Medicine-On-Time employees! Meet Michael Flory Ogletree, our Customer Support Supervisor.

Getting to Know Michael

Michael began working for Medicine-On-Time after finishing graduate school in 2012. He used to work at his grandfather's pharmacy delivering packaged Medicine-On-Time medications, where his mother was the Medicine-On-Time technician in the 1990s. Since then, Michael's mother became the support and training department of Medicine-On-Time and kindly gave a job to her son.

A natural problem solver, Michael enjoys figuring out tough problems on the job. His favorite part about working for Medicine-On-Time is the great team he gets to work with every day. He also notes how not leaving the house is pretty great, too.

Become familiar with the entire team! Stay tuned for more Medicine-On-Time team profiles next month.

Need assistance with your Medicine-On-Time software and hardware? Contact Michael at michael@medicineontime.com.





Promote Your Pharmacy Business with 5 Easy Ideas



Are you ready to start marketing your pharmacy business using social media? Not sure where to begin? We have five tips to get you started and keep it going.

1. Create Valuable Content

The easiest way to create content that your customers want to read is to understand what their biggest challenges are.

Offer solutions to those challenges and if you're unsure, just ask!

Surveys are a great way to gain a better understanding of what your customers are looking for. If you are new to the industry or community, try using a survey to build an understanding of your customers so they keep coming through the door. There are free survey platforms such as Survey Monkey to get started quickly.

2. Promote Your Social Pages

It's important to remember that each potential customer may find you in different ways. Make sure to include your social icons everywhere. A Follow Us button is great for your website. Adding social icons to your print ads, business cards or on the door of your storefront are simple ways to expand your reach with little cost to you.

3. Interact with Followers

Build your connections by liking and following others in your network. It's also important to interact with anyone who comments or likes your posts. This not only helps build engagement and credibility to your followers, but also exposes your brand to others that may be searching for your offerings. Don't forget to link over to your website so they can learn more about your services.

4. Add a Personal Touch and Build Connections

Adding a personal touch to your social interactions is always a good idea. Images of your storefront, pictures of new employees or welcoming a new customer are a few great examples. Cross-promotion is also an option if you work closely with a facility or physicians' group.

5. Promotions

If you have a retail side to your business, promotions are a great way to get new customers in the door and keep the old ones coming back.

The simple approach of "like our Facebook page and get \$2 off your next visit" is easy for you and the customer. The customer would simply present the page to you at checkout. Simple and easy for everyone!

Social media can be as involved as you want to make it. The most important thing to remember is consistency. Simple posts each day is what will build your brand and help your website become easily searchable. Be consistent and make sure the content is relevant to your pharmacy business and community. The content does not always have to be business related, but it should always align with your overall message.

Good Luck!

Want to launch your very own Medicine-On-Time marketing plan? Contact marketing@medicineontime.com for assistance on how to grow your Medicine-On-Time solution.





Anawan Pharmacy Profile

The Places You'll Go: Enhance Your Pharmacy's Specialty with Medicine-On-Time



Eight months.

That's all the time it took for pharmacy owners Erik P. Johnson and Richard K. Ploude of Anawan Pharmacy in Rehoboth, Massachusetts to conceptualize, build-out and officially open the doors to Anawan on September 1, 2016.

Erik and Rich have known each other for a number of years and met through a mutual friend. They both pursued the pharmaceutical industry for different reasons: Erik was a pharmacy clerk in high school and his father was a doctor, exposing him to the importance of medicine in one's well-being. Rich became interested in the industry due to his younger brother who needed various prescriptions as a child.

Preventing Non-Adherence Related Readmission Rates

Once Erik and Rich decided to open a pharmacy, they needed an efficient and effective medication adherence, management and compliance solution. They turned to Medicine-On-Time.

Anawan specializes in partnering with facilities to prevent patient non-adherence related readmission rates after discharge. Anawan alleviates non-adherence related readmission rates by packaging the discharged patient's medications in Medicine-On-Time.

Pharmacies and facilities gain confidence with the Medicine-On-Time solution because they know patients will take their medications as prescribed during the first 30 days of discharge. This helps improve health conditions, reduces readmission rates and increases a facility's or pharmacy's Medicare Star Ratings.

Erik and Rich discussed more great insights with us in this question-and-answer-style pharmacy profile. Keep reading!

Implementing Medicine-On-Time

What was the deciding factor for bringing Medicine-On-Time into your business?

ERIK: We were looking for a differentiator that would set us apart from “big box” stores.

RICH: Both Erik and I have experience in nursing home pharmacies. Medicine-On-Time is a way to keep an elderly person independent for a little longer before seeking nursing home care. If medication is the big thing that a loved one is looking at and saying “I just can’t handle their meds any longer, they need to be in full-time nursing care,” Medicine-On-Time allows them to stave off putting them into full-time nursing for a little longer-- if it’s really just the meds that are the problem.

We offer home delivery as one of our services, and are able to deliver Medicine-On-Time. We have a customer whose father who is on multiple medications and her mother is suffering from Alzheimer’s. It was very confusing for them to manage their own medication. She’d have to go over medications every other week to try and setup a pill box. Using Medicine-On-Time, we take care of it [medication management] for her and it’s managed on our [Anawan’s] end. They are very pleased with the service.

Note: Pharmacists expertly prepare oral, prescription medications into Medicine-On-Time. There is no extra work for the patient to have their medications packaged into Medicine-On-Time.

Medicine-On-Time: Complementing a Specialty

What’s your pharmacy’s focus? Retail, long-term care, facilities?

ERIK: Anawan partners with facilities so that when patients are discharged, or if they were on a short-term rehab visit and they are going home, they can go home on the Medicine-On-Time system. It also helps the nursing facilities with medication compliance after the patient leaves so they don’t end up back in the hospital.

RICH: With Medicine-On-Time, facilities don't have to worry as much [as they normally would] about their bounce back Star Ratings from Medicare. One of these ratings measures if a patient is readmitted into the hospital or nursing home within a certain number of days from the discharge date. If bounce backs [non-adherence related readmission rates] happen, this affects the facility's Star Ratings through the Medicare system. We [Anawan] tell them that if they send their patients home on the Medicine-On-Time system, you'll know patients will be taking their medications the way the compliance system is setup during those 30 days, and this will help with your Star Ratings in the long run. That's kind of the angle we're gearing toward facilities, saying it's a good idea to discharge patients on this program.

Note: Medicine-On-Time's study, the Impact of a Medication Management System on Nursing Home Admission Rate in a Community-Dwelling Nursing Home-Eligible Medicaid Population" published in The American Journal of Geriatric Pharmacotherapy in February 2011, proves how incorporating our packaging into managing medication adherence significantly prolongs patients' independence, reduces nursing home admission rates by 66% and increases Medicare Star Ratings.

How long have you been using the Medicine-On-Time solution?

ERIK: The first [Medicine-On-Time] patient came onboard in early October 2016.

How does your staff feel about Medicine-On-Time? Do you see efficiency within your overall workflow?

RICH: The staff are Erik and I! But I primarily use the solution.

I've worked with Medicine-On-Time since its implementation in October 2016, and have quickly developed efficiency with the solution. I learned more about Medicine-On-Time from Nina Zingariello [the Regional Account Manager for Medicine-On-Time customers in the New England and Northwestern regions of the United States]. She demonstrated how to use Medicine-On-Time and provided helpful feedback and workflow efficiency advice.

Rich proceeded to tell us about his workflow efficiency method and how he maintains organization when filling Medicine-On-Time calendar cards:

For accuracy, Rich prefers to fill the calendar cards, or blister packs, in the order pills are listed on the label itself. He uses the filler tray and plastic tray inserts for different pill sizes (A, B, C, D, etc.) to fill batches of calendar cards. Rich says how filling calendar cards in the order pills are listed on the label saves time in the checking process. This way, Rich knows he accurately completed the filling process in a methodical manner.

Getting Out There: Marketing Medicine-On-Time

What type of patients are using the Medicine-On-Time solution?

ERIK: We're marketing Medicine-On-Time from a perspective other than [patients] wanting to maintain independence later on in life. We [Anawan] have a patient that is learning how to become more independent early in life. She is a pre-teen, and her mother has several young children. The mother wants her daughter to be able to understand how she has to take her medications everyday. She needs to be on medications for the rest of her life, and she wants her daughter to have a solution to better monitor her medication regimen, along with an approach toward independence and taking her medications on a daily basis.

Note: Medicine-On-Time is great for youths to manage medications, such as when they go away to summer camps and need to have a daily routine for managing their vitamin and/or prescription intake. Medicine-On-Time gives everyone an additional level of confidence for managing multiple medications in an independent and concurrent manner.

What do you hope to accomplish in 2017?

RICH: Ideally, to make a profit and grow (laughs)! That would be phenomenal. Really, some of the goals we're looking into is getting ready to launch a free vitamin program for children. The goal is to let people know that Anawan is in the area. We [Anawan] are going to partner with local elementary schools and send flyers home with children telling their parents that if they come into the pharmacy and provide their child's name, address, and date of birth, they can go home with a free bottle of children's vitamins. They can return to Anawan on a monthly basis to pick up a new supply of vitamins.

It's a way to get our name out there as well as generate traffic. If people are walking in to get free vitamins, they will walk around the store and see what we have, and maybe check our pricing compared to where they're going now. It's a great way to give back to the community and get people to know that we are a pharmacy in town. No purchase is necessary, it's just a "come in the door, give us your information and meet us" scenario. Erik and I are confident in ourselves that this [Anawan] will be a better pharmacy experience for you than what you are experiencing now.

Moving On: Growing and Learning from Mistakes

What advice would you offer to new pharmacy owners?

RICH: To have another owner to talk to, to find out what mistakes they've made or what they would do differently. We're members of NPSC (Northeast Pharmacy Service Corporation), and they were very helpful in guiding us through some of the things we did not know regulatory wise and about insurance contracts. We [Rich and Erik] weren't out there blind, but there's a difference between having someone advise you on how to do something than talking to someone who actually did it, went through it, and find out what their experience was with different insurance contracts. Having another owner to bounce subjects off of, or to talk about what merchandise they carry, can help you make the right business decision.

How did you resolve mistakes?

RICH: Learn from mistakes, and hopefully they don't cost you too much money in the long run. Just learn from them, move on and don't make that mistake again.

That's a wrap! From pharmacy business advice to how Medicine-On-Time is an asset for preventing patient bounce back rates, increasing Medicare Star Ratings and maintaining patients' independence, Erik and Rich candidly shared what makes their pharmacy successful.

Tap into your potential with us! Contact Medicine-On-Time today at 800.722.8824 or sales@medicineontime.com to see what we can do for you!



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!

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