

# Medicine·On·Time®

— The Dose —



**We Simplify  
Medication Management**



September 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](http://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](mailto:gina.voneye@medicineontime.com)



# 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.



## Healthy Aging Month

---



Twenty-five years ago, the acclaimed Healthy Aging publication recognized a need for spreading awareness for and amongst our aging citizens. It was first introduced when those in the baby boomer generation were about to turn 50—a critical time when no one wants to discuss the implications of growing older, but living a healthy lifestyle is of utmost importance.

The intent behind the Healthy Aging Awareness Month is to encourage physical, social, mental, and financial health and growth as we age. At 50, you don't want to think too much about what happens after you retire. But as the baby boomer generation ages into their 60s and 70s, a different story starts to unfold. It doesn't have to be depressing - this annual observance month is designed to focus national attention on the positive aspects of growing older.

There's no shortage of positive aspects that come with age. Your patients might ask you, "it is too late to try something new?"

It's never too late to find a new career, a new sport, passion or hobby. In fact, such actions are highly encouraged to maintain mental and physical health. Taking care of your mental health can be as simple as making a phone call to a long-lost friend or taking an art class. There are many programs out there to engage people of all ages—but most importantly, they provide a social outlet masked by creativity.

Your patients physical health can be a bit harder. Health complications can come with age, no matter how healthy you are or once were. It can feel like your independence is slipping away if you cannot get your health under control. While health advances have made living with chronic diseases much easier, they often come with a treatment plan that be hard to manage on your own.

Medicine-On-Time can help your patient's age their way. We know that maintaining independence is an integral part of your patient's health—mentally and physically.

With our simple, color-coded calendar cards, medications are packaged into the proper dosages and clearly labeled for easy, consistent compliance. The many benefits of Medicine-On-Time improve the quality of life for patients and the ones they love. A simple card can be the difference between independent living and increase with health struggles.

We know people don't like to talk about an uncertain future, but it's time to start talking. The number of people over the age of 45 is growing every year. According to Healthy Aging, it's no longer just the baby boomers—the generation x-ers are hot on their heels. There are over 76 million baby boomers today over age 50 and the first of the 82.1 million generation x-ers are about to reach that milestone. We can help keep patients healthy with our medication management system, but it's up to each and every one of us to start an open dialogue with patients about the positivity of getting older.

*Learn more about how our medication management system can help your aging patients maintain their independence. Get started today at [marketing@medicineontime.com](mailto:marketing@medicineontime.com)*





# Software Tips & Tricks

## Adding patient images to Medicine-On-Time

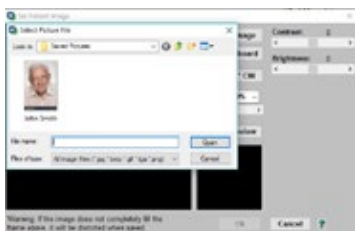
You can add a patient image in the Medicine-On-time software using the following directions. The patient image can print on the MAR and the card label. This is a very useful tool especially if you are doing facility business, it adds one more level of accuracy to ensure the staff is giving the right medication to the right patient at the right time.

### 1. Set Image

On the patient window, select the "Set/Clear Img" button.

### 2. Select Your Image

Choose the image from the directory you have used to save your pictures.



### 3. Crop & Preview

Then click on 'Crop and Preview', you can then adjust the image by zooming in or out or moving the image to fit the screen for the best image. Make sure you save after you are satisfied with the image.



*If you'd like more information on the specific reports that can print images or you need help setting up your card labels to have this feature, please reach out to our customer support team at 1-800-722-8824, option 2.*



## Meet the Team

---



### **Taylor Moats** • CUSTOMER SUPPORT REPRESENTATIVE

taylor.moats@medicineontime.com

#### WHERE WERE YOU BORN AND CURRENTLY LIVE?

I grew up in the small town of Milledgeville, Georgia and moved to the city of Savannah for a few short years before relocating to Athens where I currently reside.

#### WHAT ARE SOME HOBBIES YOU WOULD LIKE TO SHARE?

Most of my time is spent trying to be active in some way, whether it is going to the gym, exploring creeks and trails with my wife and dog, or just staying home and playing drums. My two biggest hobbies are probably fitness and music. Though I can't leave out my love for technology!

#### WHAT SKILLS DO YOU HOPE TO BRING TO YOUR NEW POSITION WITH MOT?

Not only do I love staying on top of the latest technologies, but I also thoroughly enjoy helping people. I aim to carry that with me through my career here at MOT as I have already seen that the people here are always more than happy to assist the customer, as well as each other.



### **Kerry Joy-Weiss** • MARKETING COORDINATOR

kerry.weiss@medicineontime.com

#### WHERE WERE YOU BORN AND CURRENTLY LIVE?

I was born in Boston, Massachusetts, but have also lived in Pennsylvania before recently relocating to the Tampa Bay area with my husband. We enjoy that we no longer have to shovel our cars out of the snow!

#### WHAT ARE SOME HOBBIES YOU WOULD LIKE TO SHARE?

My main hobbies are in the creative field. I enjoy reading, writing, sewing, baking, and finding way too many projects on Pinterest. I also enjoy many physical activities, such as caring for animals, dancing, and hiking—although that's a bit harder when you live at sea level!

#### WHAT SKILLS DO YOU HOPE TO BRING TO YOUR NEW POSITION WITH MOT?

I have two advanced degrees in the health communication and marketing fields, bettering my ability to effectively communicate health-related concerns. While studying, I worked as a pharmacy technician and served for non-profit organizations—experience that lends a technical and caring aspect to my work! It brings me joy to put my best foot forward every day.



# 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](mailto:marketing@medicineontime.com)

**800-722-8824**

Medicine · On · Time<sup>®</sup>

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

[MedicineOnTime.com](http://MedicineOnTime.com)

