

# THE ROAD MAP

Diabetes Specialized Care Center Newsletter | July 2015

diabetes  
SPECIALIZED CARE CENTER

Our journey together™

## Welcome

Welcome to the first edition of The Road Map, a monthly newsletter created specifically for Diabetes Specialized Care Centers (SCC). Each month, you'll find a variety of useful tips and articles to help you better serve your customers with diabetes. To facilitate this goal, The Road Map has been organized around the following sections:

- 📍 **Did U Know:** provides a quick diabetes-related health fact or statistic in each issue
- 📍 **Finding the Way:** practical tips, suggestions, and marketing ideas geared toward aiding customer recruitment efforts
- 📍 **Front-End Drivers:** offers practical lifestyle tips and diabetes-related product information for your front-end business
- 📍 **Medical News:** features current news articles and updates on the latest diabetes medical research
- 📍 **In Focus:** articles to help you make the most of your Diabetes SCC partnership, including spotlights and success stories from participating pharmacies around the country
- 📍 **Coming Events:** listing upcoming tradeshows, conferences, and other industry events around the country

## Did U Know?

### Diabetes quick facts and statistics

Now that the summer barefoot season is here, be sure to remind your customers how important it is to inspect their feet regularly. According to the Center for Disease Control, more than 60% of non-traumatic, lower-limb amputations occur in people with diabetes. So be sure they remember to seek medical care early if they get a foot injury.

MORE THAN  
**60%**

OF NON-TRAUMATIC, LOWER-LIMB AMPUTATIONS OCCUR IN PEOPLE WITH DIABETES

# FINDING THE WAY



## Recruiting Tips for Conversation Map® Group Sessions

As a Diabetes Specialized Care Center (SCC), one of your most significant offerings are the *Conversation Map* group sessions. The *Conversation Map* tools have a proven track record of engaging patients in taking a more active roll in their health. So as you plan your first sessions, make the most of the recruitment and marketing tools available. Here are five practical tips for recruiting customers:



### 1. Visibility

Make sure all of your *Conversation Map* posters are clearly visible throughout your store—in the aisles, at the counters, and in the windows. Also, be sure the date, time, and contact information is easy to read.



### 2. Train Your Staff

Make certain your staff is trained to engage customers about the *Conversation Map* sessions. Make sure they can articulate the benefits of attending the sessions, and also how to sign customers up.



### 3. Script Reminders

Print out Map session reminders to include with every diabetes-related script.



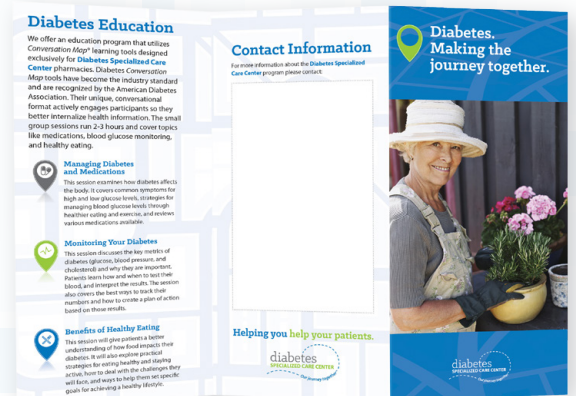
### 4. Special Promotions

Create a special promotion or front-end discount coupon for customers who sign up for and attend the sessions.



### 5. Engage Physician Offices

The diabetes education sessions can be a great asset to physicians by offering an important service that they may be too busy to provide their patients. Be sure you are utilizing the Diabetes SCC Physician Brochure, which explains the benefits of the *Conversation Map* tools, and also includes a list of the session dates, times, and locations.

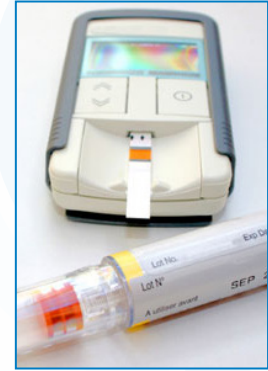


# FRONT-END DRIVERS



## Engaging customers with your front-end business

With the summer travel season in full swing, it's important to start talking to your customers with diabetes about their vacation plans. Be sure your employees are engaging customers about summer plans and discussing products that can help them enjoy safe and healthy travels.



### Eating Healthy

Be sure to talk to your customers about healthy eating while traveling. Vacations are a time to let loose and have fun, so healthy eating is often the last thing on their minds. Be prepared to point out your store's product offerings for healthy travel snacks. You can also create handouts with a list of suggestions for eating well while dining out. Here are some questions to get the conversation started:

- 📍 *What travel plans do you have this summer?*
- 📍 *What are your favorite places to eat out?*
- 📍 *What plans do you have for healthy eating on your trip?*

### Footcare

As your team engages your customers about their travel destinations, it's a good idea to talk about practicing preventative foot care. If they will be hiking, jogging, or relaxing on the beach, remind them that even minor injuries and blisters can turn into major problems for people with diabetes. Be sure to point out your store's lotions and foot care products to help them maintain healthy feet while on vacation. Some suggested questions are:

- 📍 *What kinds of activities do you have planned for the summer?*
- 📍 *What kinds of footwear do you typically wear during the summer?*
- 📍 *How do you normally check your feet for damage?*

### Diabetes-Related Travel Supplies

Part of your customer conversations should also revolve around your customer's diabetes supplies and medications. Make sure they have the supplies they need and the storage or travel cases. Remind them it's always wise to pack an emergency kit should their primary supply get lost or stolen. Get the conversation started by asking:

- 📍 *What daily diabetes supplies do you need for travelling?*
- 📍 *How do you typically pack your diabetes travel supplies?*
- 📍 *What arrangements have you made for emergencies during your trip?*



And as you engage your diabetes customers, don't forget to let them know your store is now serving your community as a Diabetes Specialized Care Center. Remind them about the dates and locations of the next *Conversation Map*® group education sessions and the benefit to them for participating.



# Medical News

The latest in diabetes research

## Vitamin D Linked to Diabetes

A recent study from the University of Malaga in Spain has shown that low Vitamin D levels are linked to type 2 diabetes. The research tested nearly 150 people, measuring both Vitamin D levels and body mass index (BMI), and also tested them for diabetes and pre-diabetes. The results showed that low Vitamin D levels had a stronger link to diabetes than obesity. While the study didn't prove a direct causal factor, it did indicate that Vitamin D is closely associated with glucose metabolism. Sunlight triggers the body to produce Vitamin D and researchers estimate more than 1 billion people worldwide suffer from low Vitamin D due to limited exposure to sunlight. So during the sunny summer months, it's good to let your customers know the importance of Vitamin D.

Source: <http://www.webmd.com/diabetes/news/20150223/low-levels-of-vitamin-d-linked-to-type-2-diabetes-risk>



# IN FOCUS



Highlighting people, places, and points of interest

## Q&A with The Medicine Shoppe of St. Clair, MO

Doing business in St. Clair, Missouri since 1991, The Medicine Shoppe offers a full range of pharmacy services. Owner **Marty Hinterlong**, who began his education as an engineer before switching to pharmacy, is well invested in automation technology and promises quick, accurate service in 15 minutes or less.



**Q** *Why did you decide to enroll in the Diabetes SCC program?*

I decided to enroll in the Diabetes SCC program because I felt we were underservicing our customers with diabetes.

**Q** *What Tier did you opt for and what issues factored into your decision?*

We chose to sign up for Tier 3 because it provides us with a trained diabetes educator until we are able to perform the consultation billing process ourselves. The *Conversation Map*® learning tools that Cardinal Health provides are so effective and easy that we plan to eventually move to Tier 2 so we can lead the education sessions ourselves once we get accreditation.

**Q** *How did you go about recruiting customers for the **Conversation Map** sessions?*

We targeted our most noncompliant customers with diabetes and called them directly to inform them about the education sessions.

**Q** *Do you have any recruiting insights for other pharmacies?*

If you are targeting your most noncompliant diabetes customers, never assume they will show up—even if you've known them for over 20 years. Sometimes they are noncompliant for a reason, and you may find that you care more about their compliance than they do. That's where the real education process begins.

**Q** *What advice do you have for other pharmacies considering the Diabetes SCC program?*

As pharmacists, we always need to keep up-to-date on our understanding and management of diabetes.

# Coming Events

**RBC: See you in Las Vegas, NV  
July 22–25, 2015**

Through RBC, Cardinal Health provides numerous opportunities for independent pharmacy owners to learn how to expand and thrive in their business. During this four-day event owners can:

- Gain insights from industry experts
- Earn CE credits from over 50 courses
- Network with over 3,000 independent pharmacy owners
- Visit over 300 manufacturer, automation, software, and pharmacy business vendors

<http://rbc.cardinalhealth.com>

## Coming in August:

AADE Conference – August 5–8,  
New Orleans, LA

<http://www.diabeteseducator.org>

August is National Skin Care Month

**Photo of the Medicine Shoppe  
St. Clair, MO**



  
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