

IN.depth

independent pharmacy publications

Category Spotlight  september 2022

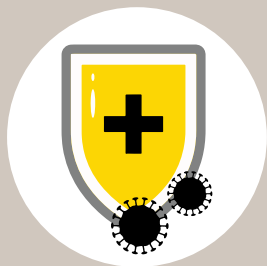


**chronic
conditions**



timely topic

Administering vaccines can generate new revenue, increase foot traffic, keep your pharmacy competitive, and improve patient health.



VACCINATIONS TO CONSIDER

INFLUENZA

COVID-19

MONKEYPOX

SHINGLES

PNEUMONIA

HEPATITIS B

MENINGITIS

Every state allows pharmacists to administer immunizations, but laws vary in the details of that authorization. Visit this link to learn more: naspa.us/resource/pharmacist-authority-to-immunize

Be sure to watch for these upcoming issues of *IN.depth*

Oct. **Product Sampler**

Nov. **Category Spotlight: Wellness & Self Care**

Dec. **Category Spotlight: Essentials for Health**

did you know?

October is **AMERICAN PHARMACISTS MONTH**

The American Pharmacists Association encourages you to “take a moment this October to reflect on your accomplishments, thank your peers and colleagues, share your stories, and spread the word about the valuable services pharmacists provide.”



WAYS TO GET INVOLVED:

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*Source: Nielsen Data xAOC L52W Ending 6/18/2022



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symptom
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- ✓ **Dry, cracked skin**¹: 89% of subjects reported improved heel skin after 1 week³
- ✓ **Minor wound care**²: Significantly improved wound healing observed vs. antibiotic ointments⁴
- ✓ **Post-cosmetic procedure care**²: Improved recovery post laser resurfacing⁴

¹ProVoice Survey, May 2021

²ProVoice Survey, December 2020

³Data on file

⁴Trookman NS, Rizer RL, Weber T. Treatment of minor wounds from dermatologic procedures: a comparison of three topical wound care ointments using a laser wound model. J Am Acad Dermatol. 2011; 64(suppl 3): S8-S15.

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*Weber TM, Samarin F, Babcock MJ, Filbry A, Rippke F. (2015) Steroid-free over-the-counter eczema skin care formulations reduce risk of flare, prolong time to flare, and reduce eczema symptoms in pediatric subjects with atopic dermatitis. J Drugs Dermatol. 14:478-485.

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*Compared to other first aid antibiotics

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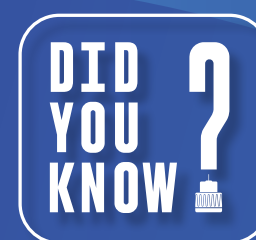
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- ✓ Same BD product packaging
- ✓ Same NDC and order codes
- ✓ Same trusted products and support

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A photograph of a man and a woman sitting on white metal bleachers outdoors. The woman, on the left, is wearing a bright pink jacket over a dark blue shirt and is smiling broadly. The man, in the center, has a beard and is wearing a blue vest over a light grey shirt; he is also smiling and looking towards the woman. To the right, the back of a person wearing an orange tank top is partially visible. The background shows more bleachers and green foliage, suggesting a park or sports field setting. A decorative blue and purple curved bar is at the bottom of the image.



Diabetes self-care goes beyond healthy eating and activities

Encourage patients with diabetes to use a new needle with each injection by ensuring they have enough needles

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Talk to your patients about trying
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Easier injections from start to finish.^{1*}

Let them experience the difference
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1. Whooley S, Briskin T, Gibney MA, Blank LR, Berube J, Pflug BK. Evaluating the User Performance and Experience with a Re-Engineered 4 mm×32G Pen Needle: A Randomized Trial with Similar Length/Gauge Needles [published correction appears in *Diabetes Ther*. 2019 Apr 17;]. *Diabetes Ther*. 2019;10(2):697-712. doi:10.1007/s13300-019-0585-7

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References: 1. LIV Health, January 2020 2. Niacin deficiency may result in confusion/memory loss



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*Pharmacy Times 2021 Survey - upset stomach remedies category

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| | Compression Stabilizing Wrist Brace, Left Hand, Sm/Md | 051131200593 |
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| Back | Comfort Compression Back Support, Adjustable | 051131211865 |
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| Ankle | Performance Ankle Stabilizer, Adjustable | 051131201514 |
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*2020 Kantar Brand Health Study

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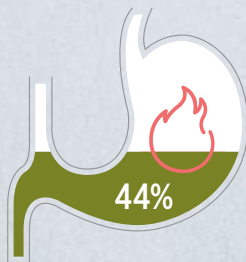
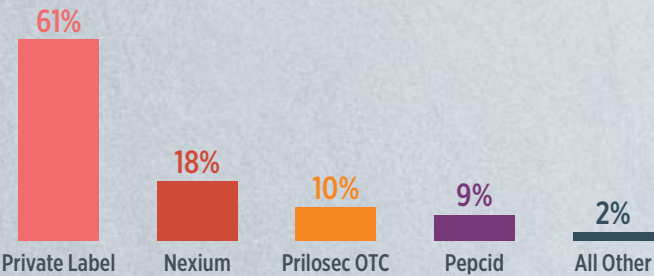


DIGESTIVE CARE CHRONIC CONDITION TREATMENTS



Since the Rx-to-OTC switch of Proton Pump Inhibitors (PPIs), category sales have been dominated by treatments for chronic conditions such as GERD and persistent heartburn.

Acid Controllers Segment Market Share by Brand¹



Adult heartburn has a 44% share of the **\$5.6 billion** digestive health category.²

1. Chart - HRG Tri-Pac™ Data, 52 weeks ended 4/30/22. 2. IRI MULO data 52-weeks ended 3/30/22.



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