

WEIGHT MANAGEMENT MEETING PROFESSIONAL AND BUSINESS NEEDS

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New Year, new start - Build your pharmacy business around weight management and drive revenue

Public health is a key driver for pharmacy in 2012 and with diabetes, smoking and obesity topping this agenda, running a weight management service seems an obvious solution to addressing the Government's priorities and increasing your pharmacy revenue.

Your weight management service can draw revenue from private or NHS sources. Promoting your pharmacy to the local community as the place to visit for accessible, professional dieting advice and products helps you compete with non-pharmacy weight management services and drives footfall for other services.

Government money for public health will come from new commissioners and the Healthy Living Pharmacy initiative, which is gaining momentum and creating the blueprint for public health in pharmacy. The New Medicine Service (NMS) and Medicines Use Reviews (MURs) patient consultations can help identify people suitable for weight management services.

All these services attract NHS money but evidence of pharmacy's value is needed. The Lipotrim Pharmacy Patient Tracker is a simple but powerful programme which lets you do just that, by tracking patients' weight loss and allowing you to pull off data using a number of criteria including age, gender, duration and starting weight. Having this data will help you drive your business in 2012.

Lipotrim is a weight management service offered by over 2000 pharmacies nationwide. Call Valerie Beeson now on 01223 812812 to find out how you can add the Lipotrim service and build your business around weight management.