

## Patient scenarios

The following patient scenarios have been created to help pharmacy staff to understand the different potential situations where a pharmacy customer could be introduced to one of the PharmaDoctor provision services available to your pharmacy.

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### Smoking Cessation PGD

The NHS will only prescribe a course of Champix to a patient once. If a customer comes into the dispensary with a prescription for Champix you can make them aware of this. You can slip a leaflet into their prescription bag, explaining that, should they require further treatment in the future, they can consult the PGD trained pharmacist. Similarly, customers seen to be buying nicotine patches or other such products intended to help people give up smoking should be made aware of the availability of the PGD consultations, either through a conversation or posters/leaflets.

### Weight Loss PGD

For customers picking up Xenical or Generic Orlistat from the pharmacy, you can always explain that if they feel the need for more treatment, or if the NHS refuses to prescribe the medicine for them in future, they can consult the PGD trained pharmacist. This is another scenario in which placing a leaflet into the prescription bag would also be a discreet and useful way of advertising the service. A similar approach can be adopted for overweight customers seen to be buying Slimfast or equivalent products.

### Erectile Dysfunction PGD

Given the sensitive nature of the condition of impotence perhaps the best way to make patients aware of the availability of ED treatments under a PGD is by placing leaflets into prescription bags when patients collect their prescription for erectile dysfunction medications and ensure that there is a clearly visible poster underlining that patients can consult the pharmacist directly when looking to obtain treatments.

## Hair Loss PGD

There are several non-prescription medications and products that people who suffer from hair loss use and you can place a poster and leaflets around these products to advertise the availability of the Hair Loss PGD service. If customers are buying such products, or collecting their prescription for Propecia, why not put a leaflet into the prescription bag explaining the PGD service, or discreetly take them to one side to ask if they have ever considered trying Propecia.

## Antimalarial PGD

There are a number of cross-sales opportunities and ways to make the most of the Antimalarial PGDs. First and foremost take advantage of the free marketing posters and leaflets accessible from within your PharmaDoctor account to advertise the availability of antimalarial treatments. Encourage staff to enquire about customers' holiday destinations and ensure they have all of the necessary protection required. If the pharmacy also runs a travel clinic you can always offer the full vaccination service to customers collecting a prescription for Larium, doxycycline or Malarone. For customers who have come in to collect a prescription for antimalarial tablets, or for those who have completed a PGD consultation why not double check that they have Deet spray and mosquito nets, altitude sickness tablets etc. The advertising posters and leaflets should be visible in the area of the shop where you stock products often bought by travellers.

## Contraceptives PGDs

Perhaps the easiest way to spread the word of the availability of these treatments via a PGD consultation is to print a batch of leaflets and slip them into prescription bags for those who are collecting from the pharmacy.

## Salbutamol PGD

For customers collecting asthma inhalers a quick chat with a patient collecting his/her inhaler coupled with an information leaflet is a simple and quick way to increase the awareness of the PGD service.

## Online doctor service

If the pharmacy is not yet using PGD services but a customer comes in asking for any of the treatments covered by the oral PGDs you can always refer them to the PharmaDoctor online doctor service, to which your account is automatically linked. For full details on how to refer customers to the online doctor please login to the pharmacy account and go to the following link:

<https://pharmacy.pharmadoctor.co.uk/pharmacy/referring>

**Alternatively please give us a call to discuss the service in more detail: 0208 762 0575.**

For a full list of the treatments available under the online doctor solution please login to the pharmacy account and go to the following link:

<https://pharmacy.pharmadoctor.co.uk/pharmacy/myproducts>

As is the case with the PGDs it is a good idea to download and print off the PharmaDoctor online doctor leaflet, available when you login and go to the following url:

[http://pharmacy.pharmadoctor.co.uk/online\\_doctor\\_flyer](http://pharmacy.pharmadoctor.co.uk/online_doctor_flyer)

This leaflet can be handily slipped inside prescription bags to promote the availability of the service.

We have also designed a poster to advertise the online doctor solution which you can download free of charge. Please first login and then go to the following link:

[http://pharmacy.pharmadoctor.co.uk/pgd\\_merchandise/onlinedoc](http://pharmacy.pharmadoctor.co.uk/pgd_merchandise/onlinedoc)

While many customers may question the advantages of the online doctor solution, particularly those who already have an NHS prescription for any of the treatments we offer, it is always worth stressing the convenience of the service. It is not always easy to arrange a consultation with a GP and it is difficult to find time to collect a prescription from a pharmacy. The key is to highlight how easily and quickly patients can complete a consultation from the comfort of their own home and then have the medication delivered to their door. Below are listed a few examples of scenarios in which you could increase your sales by referring your customers to the online doctor solution:

## Travel patients

Whether you run a travel clinic, have a PGD for the provision of antimalarials or neither of the two, you are bound to encounter customers going on long distance flights or travelling to exotic destinations. Three products which may be of interest to such customers are Circadin, for Jet Lag, Ciprofloxacin, for traveller's diarrhoea and Norethisterone, for period delay. All of these products are available through the PharmaDoctor online doctor service, as is the full range of antimalarial treatments.

## Allergies

We offer a range of treatments for allergies which customers can obtain by ordering through their PharmaDoctor account. You can refer patients to the online doctor service if they want advice on or are looking to order the following treatments:

[https://pharmacy.pharmadoctor.co.uk/pharmacy/myproducts?condition\\_id=35](https://pharmacy.pharmadoctor.co.uk/pharmacy/myproducts?condition_id=35)

<p><b>Avamys</b> (fluticasone furoate)</p> 	<p><b>Optilast</b> 0.05% eye drops</p>  <p><b>Optilast</b> Azelastine Hcl</p>
<p><b>Dymista</b> (azelastine hydrochloride &amp; fluticasone propionate)</p> 	<p><b>Rapitol</b> 2% eye drops</p>  <p><b>Rapitol</b> Nedocromil</p>
<p><b>Fexofenadine</b> hydrochloride 120mg</p>  <p><b>Fexo</b> <b>fenadine</b> <b>120mg</b></p>	<p><b>Rhinocort Acqua</b> 64mcg/metered spray</p>  <p><b>Rhinocort</b> <b>Aqua</b> budesonide</p>
<p><b>Telfast</b> (fexofenadine hydrochloride)</p> 	<p><b>Rhinolast</b> 140mcg/metered spray</p>  <p><b>Rhinolast</b> Azelastine Hcl</p>
<p><b>Opticrom</b> 2% eye drops</p>  <p><b>Optichrom</b> <b>Aqueous 2%</b></p>	<p><b>Xyzal</b> 5mg</p>  <p><b>XYZAL</b> (levocetirizine dihydrochloride)</p>
<p><b>Flixonase Nasal Spray</b> (fluticasone propionate)</p> 	<p><b>Nasonex</b> 0.05% (mometasone furoate)</p>  <p><b>Nasonex</b></p>

## Acne

We also offer a range of treatments for acne which customers can obtain by ordering through their PharmaDoctor account. You can refer patients to the online doctor service if they want advice on or are looking to order the following treatments:

[https://pharmacy.pharmadoctor.co.uk/pharmacy/myproducts?condition\\_id=32](https://pharmacy.pharmadoctor.co.uk/pharmacy/myproducts?condition_id=32)

<p><b>Dalacin T 1% topical solution clindamycin phosphate</b></p> 	<p><b>Duac Once Daily gel benzoyl peroxide and clindamycin phosphate</b></p> 
<p><b>Differin Cream 0.1% adapalene)</b></p> 	<p><b>Differin Gel 0.1% adapalene</b></p> 
<p><b>Minocin MR minocycline</b></p> 	<p><b>Oxytetracycline oxytetracycline</b></p> 
<p><b>Skinoren Cream azelaic acid</b></p> 	<p><b>Dianette</b> cyproterone acetate and ethinylestradiol</p> 
<p><b>Zineryt Topical Solution</b> (erythromycin, zinc acetate)</p>  <p><b>Zineryt</b></p>	<p><b>Tetralysal 300 (lymecycline)</b></p> 