

- News & Updates** Updates, news, upgrades & personal messages from NxGen Wholesaling.
- Marketing** Marketing tips & suggestions from some of the industry leaders. They are here to help your compounding business grow.
- Industry News** Stay up to date with the latest news, rules & regulations from the compounding industry.
- Compounding Corner** Formulas, tips, discussion & pharmaceutical articles, everything for the compounder.



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NxGen Wholesaling news

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NxGen Wholesaling — pharmaceutical, medical, dental & veterinary wholesale distributor

Compounding Corner

An interesting case study of our own

By Andrew Rowe

Pilonidal sinus – a frustrating yet very common problem for young adults which can cause a lot of problems particularly in the recovery phase. A pilonidal sinus is a cyst or abscess near or on the natal cleft of the buttocks that often contains hair and skin debris. A sinus tract, or small channel, may originate from the source of infection and open to the surface of the skin.

Due to the awkward position where this issue normally arises, recovery time and treatment can be a long, tedious and frustrating process for both Doctor and patient. Following an operation to remove the sinus, the wound is commonly sutured close. In many cases however, when these sutures are removed the wound can break down and split open again.

Recently we received a case study of a patient whom had suffered from a pilonidal sinus and whom had it removed in March 2010. The patient has since undergone another re-suture operation a few months later due to the wound splitting open. Much to the dismay of the doctor, nurses and patient this still did not work! A num-

ber of different dressing and procedures were then attempted:

- Copper Sulfate solution,
- Vac Dressing as an inpatient for 4 days
- Silver impregnated dressings

The wound often appeared to improve but then suddenly break down. This sounded like the perfect opportunity for a specialised compounded medication! After some discussion one of our pharmacists here at NxGen suggested a topical cream containing 5% phenytoin and 6% nifedipine in a PLO gel combined with regular intake of a strong arginine supplement taken orally. The patient has been doing this for around 10 days and first results are looking extremely positive!

Why Phenytoin and Nifedipine? Oral phenytoin is used widely for the treatment of convulsive disorders and about half the patients treated develop gingival overgrowth as a side effect. The apparent stimulatory effect has prompted its assessment in wound healing. Studies have shown topical phenytoin to promote

healing of decubitus ulcers, venous stasis ulcers, diabetic ulcers, traumatic wounds, burns, and leprosy trophic ulcers so why not a pilonidal sinus wound? Nifedipine on the other hand increases blood flow to the area and is currently already being used for off label treatment of anal fissures. The aim is that the two combined in a PLO Gel will assist in the granulation and strengthening of the wound tissue to prevent it from breaking down and speed up the repair phase.

With treatment still undergoing we do not have final results just yet but this is a great example of how compounding pharmacists can work with physicians to come up with a tailored solution to help a patient in a tricky situation. We will keep you up to date with the results and could even be something you talk to your local hospital about.

Do you have any success stories you could share with us? We would love to hear from you.

NxGen can now supply you with:

- Personalised compounding brochures
- Contemporary compounding website design and content
- Compounding newsletters for patients and practitioners
- Email marketing
- Weekly health columns

Contact us today for a free information pack and find out how we can increase your sales, leaving your competitors wondering what hit them.



www.storeymarketing.com/nxgen

Dear valued customer

Happy new year to all of our customers!

I trust you all had a very lovely festive season and managed to spend some quality time with your close family and friends.

2011 is a very exciting year for us at NxGen. It has already started off with a BANG with the implementation of our new inventory control system. Our new system has streamlined a lot of our processes including:

- Batch and expiry date information at our fingertips
- Automated ordering of customer back orders
- Automated ordering based on sales history and sales trends
- Conforming to industry standard for batch tracking of all stock

In brief this simply means a much better service provided to you, our valuable customers!

What's next? Next up we hit our web page and link this into our new system. Everyone will be issued with an account login and password and will be able to login and not only see what's in stock and the current price but you will be able to order online also! NxGen will become the industry leader in online ordering, stock control and customer service.

In other news I would like to inform you that I will be absent from the company from the 23rd January until the 2nd May 2011. I will be on my email occasionally

but for all enquiries please contact our customer service number and they will put you through to the most appropriate person to assist you.

The Australasian Conference for Compounding Pharmacists is back in 2011 and is bigger and better than 2010. We have a number of international speakers including our key note speaker Lisa Ashworth whom was recommended to me by no other than Dr Lloyd Allen from the International Journal of Pharmaceutical Compounding. Lisa has worked with Dr Allen for many years as well as working in compounding herself in many areas.

In this edition you will also find an article written by one of our other international speakers, Angie Svoboda of the U.S. Angie has kindly written a very informative piece on building a compounding practice which everyone should take note of.

More information regarding the conference will be available soon and registrations will open at the end of the month – make sure you take advantage of the early bird special!

I look forward to working with all of you in 2011 and I wish you a safe and prosperous year ahead.

Regards,

Andrew Rowe
General Manager

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OPENING FACEBOOK OFFER!

First 30 people to 'like' NxGen Wholesaling will earn their pharmacy 10% off their next order!

*sorry only one per pharmacy

Building a compounding practice

By Angie Svoboda, Pharm.D., BCPS, FIACP

Establishing a specialty compounding pharmacy is not an overnight task. When my two colleagues and I founded the Good Life Pharmacy in a small rural town in Nebraska we decided we wanted to find a niche that would set up apart from all other small independently owned pharmacies in Nebraska- compounding became our niche. Our focus in compounding quickly became hormone replacement therapy, pain management and life style modification (weight loss).

In order for us to succeed at building our compounding business we continued with a traditional retail pharmacy operation- allowing us to have cash flow as we built the compounding niche. We then put one pharmacist in charge of the retail pharmacy operation, a 2nd pharmacist focused on the compounding lab, and the 3rd (me) was in charge of marketing and consulting with physicians and patients. After ten years of using this approach we now have a business that mails out fifty compounded prescriptions daily in a small rural town of 2,000 people- with the nearest stop light over 70miles away.

To ensure the growth of our compounding practice I undertook the challenge of working as our marketing person. Due to a constant parade of drug representatives visits in physician's offices, I, as a pharmacist, was always frustrated when a physician asked, "So what are you selling today?" For the first 2 years, my approach to marketing involved explaining to prescribers that I was not a drug representative with a catalog of products for sale. I found that the first major obstacle to marketing our compounding practice was to become perceived as a colleague rather than a drug representative in the eyes of the prescriber.

Pharmacist-to-Physician Communication

I cannot express the importance of marketing yourself as opposed to marketing a product. Pharmacists have traditionally been associated with providing a product and not a service. During my training as

a clinical pharmacist, I attended rounds with physicians in hospitals, and that prepared me to sell my clinical knowledge instead of a product. Most physicians have not worked with compounding pharmacists, and they must have the opportunity to realize and appreciate our knowledge and problem-solving skills. When physicians understand that you can offer many viable medication-related solutions that can ameliorate their patients' health problems, your compounding business will begin to grow.

Family practice physicians and mid level prescribers are the most receptive to discussing compounding during office hours. I try to visit one or two clinics a month and will schedule a yearly repeat visits. When traveling to the office visits, I often listen to past compounding convention seminars on tapes and CDs, these provide great motivation before a scheduled office visit.

I have found that I spend little time marketing bioidentical hormone (BHRT) replacement, even though we compound many such prescriptions daily. Simply asking a question such as "Do women ask you about natural bioidentical hormone replacement?" is usually enough to imply that compounded hormone replacement therapy is available from my pharmacy. I offer to mail a packet of literature on BHRT if a prescriber seems interested. I want to be known as the physician's problems solver, not as the "queen of hormone compounding," so I use a very casual approach in marking hormone-containing preparations. A week after a clinic visit, I send a hand-written thank-you note attached to reference materials and literature requested by the prescriber.

Pharmacist-to-Patient Communication

Patients will soon find out about your unique pharmacy services and will ask for you help in guiding their health care. I handle these situations all the same. I first explain to the patient that this may be something very new to their physician and that I will probably have to educate them

on what compounding is. I do this to prevent frustration on the patient's part. The patient is actually beginning the marketing process for me by placing a call to their doctor to ask for a prescription. Usually, their prescriber wants to keep the patient happy and so they will call me for information. I use this opportunity to educate the prescriber and offer to visit their office with more detailed information. I am prepared for the telephone call from the prescriber and have my written recommendations ready to send when he or she contacts me. This approach has been very effective and usually leads to my visiting the physician's office within the month.

The Keys to Success

Sharing your clinical knowledge with prescribers, being patient as business slowly increases, establishing great services for patients, and ensuring that staff members remain enthusiastic about helping patients are the keys to success of developing a profitable compounding pharmacy business.

Make sure you come and listen to Angie Svoboda at our upcoming Australasian Conference for Compounding Pharmacists 2011.

Angie will be presenting on:

- Topical's and Transdermal's: Base Selection and popular formulations
- Practical applications of compounding in treating Pain

MEET THE TEAM



Name: Jim Rowe

Position: Scientific Director

What have been your experiences before coming to NxGen?

40 years experience in the pharmaceutical industry including academic at the University of London, industry in the UK and Australia.

What would be your best tip for the compounding pharmacists out there?

Best tip is to go into it fully committed and not to have a small compounding department as part of a conventional community pharmacy.

What is your fondest accomplishment in pharmaceuticals?

Development of controlled delivery systems for alcoholism and narcotic addiction. Teaching other pharmacists my knowledge of pharmaceuticals.

And finally what do you most enjoy at the end of the day when all the compounding is done?

I would like to work part time on a research project involving the effects of drugs on social behaviour. I would also like more time for golf and the Arts in general.

accp *australasian conference for compounding pharmacists*

The ACCP is back with:

- more international speakers
- more sessions
- more practical compounding tips

Still the first and only compounding specific conference in Australia open to ALL pharmacists and technicians.

For more information, visit our website at www.accp.net.au or contact us on **1300 738 306**

SAVE THE DATE:
Sat 10th — Sun 11th
September, 2011
Hilton Sydney, Australia



Registrations open February 1, 2011

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