



Redline Specialty Pharmacy: Q & A



Redline Specialty Pharmacy in Hastings, Nebraska started out as a compounding pharmacy offering a collaborative, science based approach to pharmacy that focuses on the individual. A few years later Redline Specialty Pharmacy added home infusion services. Today the fastest growing segment of their business is wellness services, including nutrition and weight loss consultations to help people live healthier, prevent disease and get off prescription medications.



How did Redline Specialty Pharmacy discover the Ideal Protein Protocol and what differentiated it from 'diets' and other clinical weight loss programs?

We discovered the Ideal Protein Protocol through our Nebraska representative who had her own successful clinic in an adjacent community. We had been offering the HCG diet but found it to be too restrictive and were not getting much buy-in from the medical community. The Ideal Protein Protocol interested us because of the structure of the program, variety of foods and science that backed it all up.

What improvements in patient outcomes have you seen?

Following the successful completion of the Ideal Protein Protocol and the loss in weight experienced, we've seen some patients adjust the dose of their medication or in some instances eliminate some medications for cholesterol, blood pressure, diabetes and various types of pain syndromes such as osteoarthritis*.

What was the tipping point where you decided the Ideal Protein Protocol was something you wanted to add to your pharmacy services?

The patient successes, program structure, support and business model was the turning point for us. It is difficult to get people to pay a consultation fee in addition to food and supplements, so having it built in to the price of the food really made sense and is easy for patients to understand and stay compliant with the program.

What was the implementation process like here at Redline Specialty Pharmacy?

Implementation was easy. The best thing we did was offer the program free of charge to our staff for 2 weeks so everyone could learn how it works. The help of our regional director was invaluable as well to get us off on the right foot.

How has offering the Ideal Protein Protocol impacted your other services?

Implementing the program was easy from an operational footprint standpoint. We had a private consultation room and shelf space. Over time we've added additional shelving to keep up with stocking food as our patient census has

grown. We also had to add an additional private consultation office and a part-time coach. Since our nutrition and hormone consultation services attract health minded people, the Ideal Protein Protocol has helped introduce health conscious people to the other services we offer. In addition, we can cross refer patients who come to us for hormone or nutrition consults to the Ideal Protein Protocol who would benefit from and qualify for the program.

The Ideal Protein Protocol is a medically developed and science conscious weight loss and lifestyle transformation program, so how much does patient monitoring impact the day to day business?

Our pharmacists use their clinical training to review patient histories prior to starting the program and flag medications that might need to be adjusted or monitored more closely as the patient loses weight. We notify the patient's primary care provider that they are starting the program and recommend additional monitoring if needed.

How has offering the Ideal Protein Protocol impacted Redline Specialty Pharmacy from a business perspective?

The weekly patient appointments give us more foot traffic and exposes more people to the other services we offer. Not only is this an integral part of the program to hold Ideal Protein patients accountable so they can be successful, it is a good fit for our pharmacy that didn't have much foot traffic before Ideal Protein. Our patients have become walking billboards for the program and word of mouth has been our best advertising.

Do you have any advice for other pharmacies who may be considering adding the Ideal Protein Protocol?

Our philosophy is to look for win-win situations when considering other products or services to offer. They must be good for patients and good for the pharmacy to be sustainable. Many of our patients have failed other weight loss programs only to be successful the longest on the Ideal Protein Protocol. As pharmacists, we must look to the future and realize we must change our mindset from dispensers of medications to dispensers of health. Our society is demanding solutions to health care problems that don't involve drugs. Healthy, sustained weight loss is one of the best and most economical ways to solve many of the chronic diseases facing our population.

*Any improvements in markers of health are attributed to resulting weight loss, not to the use of the Ideal Protein Protocol

Statements made in this document are those of Redline Specialty Pharmacy and not Ideal Protein. Testimonials, reference and/or results do not guarantee or predict future results, and you should not specifically expect to experience these results. Individual experiences while following the Ideal Protein Protocol are unique and may vary for each individual dieter. Dieters should consult their physician or other health care professional before starting the Ideal Protein Protocol or any other weight loss program to determine if it is right for their needs.