



Healthy Profits & Healthier Patients

Strategies for Stronger Margins & Better Care



INTRODUCTION

What we'll cover

- ✓ An overview of the five foundational supplements
- ✓ Supplement sales strategies (that average a 15-20% revenue increase!)
- ✓ Identifying nutrient depletion counseling opportunities
- ✓ Marketing and communication best practices



Tori Valigura

*Content Marketing Manager,
Lumistry*



Clint Daniel, RPh

*Owner, Daniel Natural Medicine &
Co-Founder, Healthy Profits*



Steve Irsfeld, RPh

*Owner, Irsfeld Pharmacy &
Co-Founder, Healthy Profits*

Meet our presenters

The five foundational supplements

Probiotics



Omega-3



Vitamin D



Greens Product



Multivitamin



90%

of your patients can
benefit from these 5
supplements.



Trivia Question

Best practices for talking to patients about supplements

Connect to medications

Example: “I see you’re taking omeprazole — some patients find magnesium helpful for muscle cramps.”

Address patient concerns, symptoms, goals

Example: “You mentioned sleep issues — magnesium glycinate has helped many patients support better sleep.”

Lead with discovery questions

Ask: “Do you take any supplements today?” or “What’s helped with your symptoms so far?”

Provide personalized education

Example: Share a handout or explain the supplement form best suited to their condition.

Keep it simple

Example: Begin with 1–2 foundational products, then personalize as needed.





Poll Question



DRUG-INDUCED NUTRIENT DEPLETION CHEAT SHEET



A quick reference guide for pharmacists
to identify and address common
nutrient depletions.

Diuretics

Thiazides (HCTZ, chlorthalidone)

Depleted Nutrients	Symptoms of Depletion	Recommended Supplements
Potassium	Muscle cramps, weakness, heart palpitations	Potassium-rich foods, potassium supplement if prescribed
Magnesium	Muscle cramps, fatigue, irregular heartbeat	Magnesium 200-400mg daily
Zinc	Weakened immunity, poor wound healing	Zinc 15-30mg daily
CoQ10	Fatigue, muscle weakness	CoQ10 100mg daily

GASTROINTESTINAL MEDICATIONS

Proton Pump Inhibitors (omeprazole, esomeprazole, pantoprazole, etc.)

Depleted Nutrients	Symptoms of Depletion	Recommended Supplements
Vitamin B12	Fatigue, numbness/tingling, memory issues	B12 1000mcg daily (sublingual)
Magnesium	Muscle cramps, fatigue, abnormal heart rhythms	Magnesium 300-400mg daily
Calcium	Bone pain, muscle cramps	Calcium 500-1000mg daily
Iron	Fatigue, weakness, pale skin	Iron as recommended (only if deficient)
Zinc	Poor wound healing, reduced taste, immunity issues	Zinc 15-30mg daily

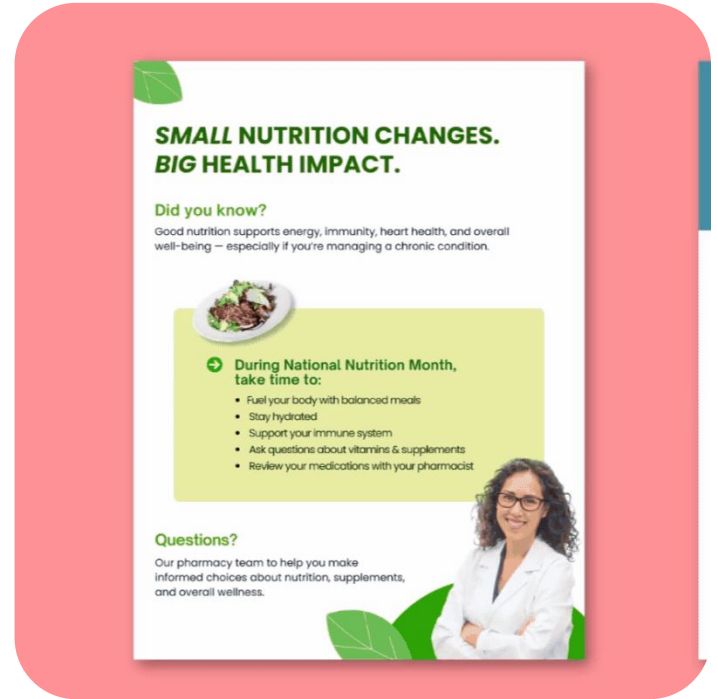
HORMONAL MEDICATIONS

Oral Contraceptives

Depleted Nutrients	Symptoms of Depletion	Recommended Supplements
B Vitamins (B2, B6, B12, Folate)	Fatigue, mood changes, anemia	B-complex daily
Vitamin C	Frequent infections, poor wound healing	Vitamin C 500-1000mg daily
Magnesium	Cramps, irritability, fatigue	Magnesium 300mg daily
Zinc	Immune system weakness, skin issues	Zinc 15mg daily
Selenium	Immunity issues, thyroid dysfunction	Selenium 100-200mcg daily

Monthly sales challenge overview

- 1: Choose a nutrient to spotlight for the month
- 2: Train your team for supplement success
- 3: Use simple marketing that works
i.e. bag stuffers, samples, etc.
- 4: Inform and educate your patients
- 5: Results mean repeat purchases

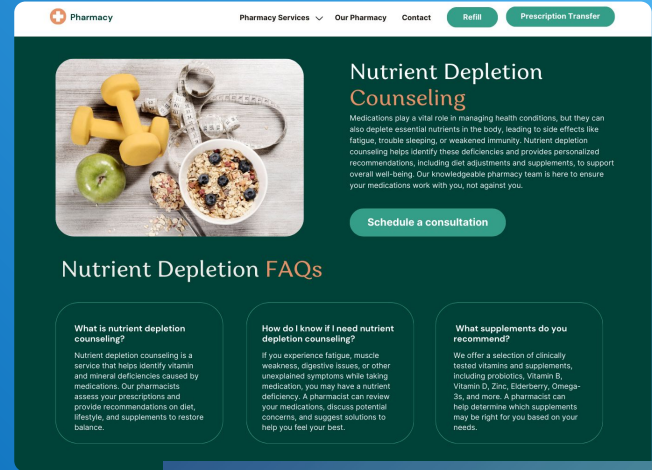


Website & SEO

To increase the visibility of your pharmacy's supplement selection and and functional medicine services, create a dedicated page for each unique service and a section on other relevant services pages for relevant supplements. Be sure to include...

- Patients FAQ about the offering or service
- Clear and simple verbiage
- Any relevant education or certifications your team has in that focus area
- Links to your appointment scheduler

Quick Tip: Add your services and link to your scheduler to your **Google Business Profile** to help boost your visibility online for people in your area seeking out the services you offer.



Pharmacy Pharmacy Services Our Pharmacy Contact Refill Prescription Transfer

Nutrient Depletion Counseling

Medications play a vital role in managing health conditions, but they can also deplete essential nutrients in the body, leading to side effects like fatigue, trouble sleeping, or weakened immunity. Nutrient depletion counseling helps identify these deficiencies and provides personalized recommendations, including diet adjustments and supplements, to support overall well-being. Our knowledgeable pharmacy team is here to ensure your medications work with you, not against you.

Schedule a consultation

Nutrient Depletion FAQs

What is nutrient depletion counseling?
Nutrient depletion counseling is a service that helps identify vitamin and mineral deficiencies caused by medications. Our pharmacists assess your prescriptions and provide recommendations on diet, lifestyle, and supplements to restore balance.

How do I know if I need nutrient depletion counseling?
If you experience fatigue, muscle weakness, digestive issues, or other unexplained symptoms while taking medications, you may have a nutrient deficiency. A pharmacist can review your medications, discuss potential concerns, and suggest solutions to help you feel your best.

What supplements do you recommend?
We offer a selection of clinically tested vitamins and supplements, including probiotics, Vitamin B, Vitamin D, Zinc, Elderberry, Omega-3s, and more. A pharmacist can help determine which supplements may be right for you based on your needs.



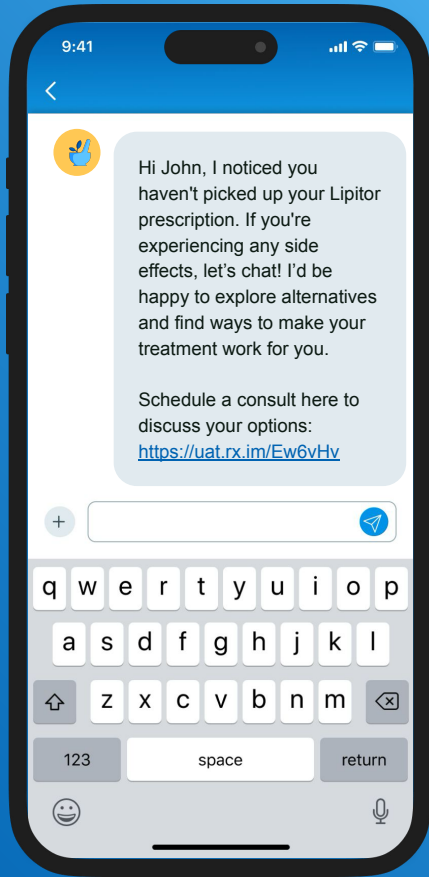
Supplements to Support Women's Health

In addition to [compounded therapies](#), select supplements can help balance hormones, support reproductive health, and improve overall well-being. Always consult your provider or pharmacist before starting new supplements.

- Vitamin D3 + Calcium – supports bone health and hormone balance
- Magnesium Glycinate – helps with PMS symptoms, sleep, and relaxation
- Omega-3 Fatty Acids – supports cardiovascular, brain, and reproductive health
- Probiotics – maintain vaginal and digestive microbiome balance
- B-Complex Vitamins – boost energy, mood, and stress resilience

These supplements complement individualized treatment but are not substitutes for prescribed compounded medications. Speak with your Rock Ridge pharmacist about safe combinations.

Shop Women's Health Supplements



Automated & bulk messaging

- **Patient Check-Ins** – Follow up on prescriptions and educate patients on potential nutrient depletions.
- **Appointment Reminders** – Encourage patients to schedule or attend counseling sessions to address nutrient depletion concerns.
- **Appointment Follow-Ups** – Reinforce counseling sessions by checking in on patients and offering continued guidance.
- **Promote OTC offerings** – Educate patients on how supplements can help counteract medication-induced deficiencies.

On-hold messaging

"Did you know some medications can lower certain vitamins and minerals in your body over time? That can sometimes lead to symptoms like fatigue, muscle cramps, or low energy, and many people don't realize their meds are the cause. The good news is we can help identify possible nutrient depletions and recommend simple ways to support your health. Ask us more today!"



On-hold message example

Social media marketing

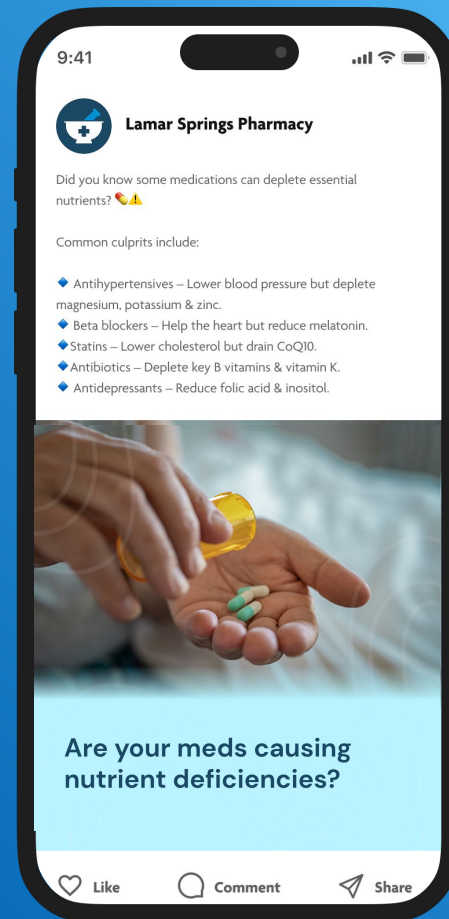
Organic content: Build trust with existing followers

- Share wellness tips and education related to supplements and nutrient deficiencies (Focus on education over promotions)
- Use real images or videos to answer common supplement questions
- Position your pharmacy as a trusted, clinical resource—not just a retailer

Paid ads & geofencing: Grow awareness in your community

- **Paid Ads:** Target local consumers by location, interests, age, or health concerns to increase visibility for services, consultations, and supplement offerings
- **Geofencing:** Deliver ads to people in a specific physical location (ex: near a GNC down the road, gyms, clinics, or health events)

Strong CTA: *Schedule a consultation, Talk with our pharmacist, Find what your body actually needs*





Questions?

Contact us



lumistry.com/webinar-demo



(888) 699-9803



healthyprofitsforpharmacies.com



(701)-290-1521

A stylized sun graphic is centered at the bottom of the page. It consists of a white semi-circle at the base, from which three light blue rays extend upwards. The rays are rectangular with rounded ends. The top ray is vertical, while the two side rays are angled outwards. The entire graphic is set against a solid blue background.

THANK YOU