

IPC Digital Health- Unlocking Digital Health: Strategies for iCare+ Commercialization



Digital HEALTH

Powered by



**INDEPENDENT
PHARMACY
COOPERATIVE**

Presenters:



Ashton Maaraba, J.D
President, IPC Digital Health,
LLC. and IPC Pharmacy
Services



Samantha Pomeroy, CPhT
Director, IPC Pharmacy Services
and Digital Health





“Today, we're diving into the exciting world of digital health and exploring how iCare+ is transforming independent pharmacies and healthcare practices alike. In our rapidly evolving healthcare landscape, embracing digital technologies is essential for staying competitive and meeting the evolving needs of patients.

With iCare+, we're empowering both patients and pharmacists to take a more active role in improving patient outcomes. And in this webinar, we'll discuss the significance of iCare+ to Future-Ready independent pharmacies.

Whether you're an independent pharmacy looking to enhance patient care or a healthcare professional seeking to leverage digital solutions, this webinar is for you.”

Expectations



Agenda

5 Pillars of Digital Health

The importance of Digital Health in community pharmacy

Exploring the benefits of iCare+ for patients and providers

Navigating the commercialization process

Implementing effective strategies to integrate iCare+ into your pharmacy



Icebreaker



Is Future-Readying your pharmacy important to you?



What percentage of your total daily script rate is cash? "%"



Do you have more than 3 patients, per month that do not have access to primary care? Yes/No



Do you have patients that are uninsured or under-insured? Yes/No

**Telehealth
(Telemedicine,
Telepharmacy Lite,
RPM)**

**POCT/ Home Health
Tests**

Prescription Savings

**People Transport/ Rx
Delivery**

**Patient Assistance
Programs**

The 5 Pillars of Digital Health

Telehealth Services



TELEHEALTH

Our telehealth service virtually connects patients with U.S. Board-Certified Medical Providers specializing in non-emergency care, providing the convenience and affordability that non-insured or underserved communities need.



TELEPHARMACY-LITE

Telepharmacy Lite provides patients with easy access to an IPC licensed pharmacist or certified tech who can help answer questions about medications and schedule out-bound calls to promote medication compliance, med-reviews, therapy for chronic conditions and other interventions.



REMOTE PATIENT MONITORING

Our RPM monitoring platform is staffed with virtual health specialists that help manage every aspect of your case. The platform utilizes a wide variety of tools to keep a close eye on multiple metrics. This helps pharmacists and physicians quickly adjust your care as conditions change or develop.

Home Health Test Kits



iCare+ powered by IPC Digital Health puts control directly into the patient's hands.

Our CLIA-certified and CAP-accredited labs support multiple collection devices and have a testing menu of 100+ analytes.

Patients pay upfront, and because we negotiate bulk prices for our tests, it costs just a fraction of the price paid at a regular testing center





ScriptPass

With the iCare+ Pharmacy Savings Card, patients can save on their prescriptions.

When patients can afford their prescriptions, they're more likely to be adherent.

Helps independent pharmacies compete.





People Transport

Arrange and pay for medically necessary patient rides

Protect patient privacy

Book & reschedule from iCare+

Fully integrated solution right within the iCare+ app



Digital Health in Community Pharmacy

- Enhanced Patient Care
- Accessibility and Convenience
- Provider Collaboration
- Health Monitoring and Chronic Disease Management
- Increase Revenue
- Diversify Service and Offerings





Exploring the Benefits

- **Benefits for Providers:**
 - Total Healthcare Destination
 - Affordability & Access
 - Profitable (iCare+ Pays You Back!)
- **Benefits for Patients:**
 - Mobility and Convenience of Digital Healthcare
 - Affordability
 - Trust and Reliability

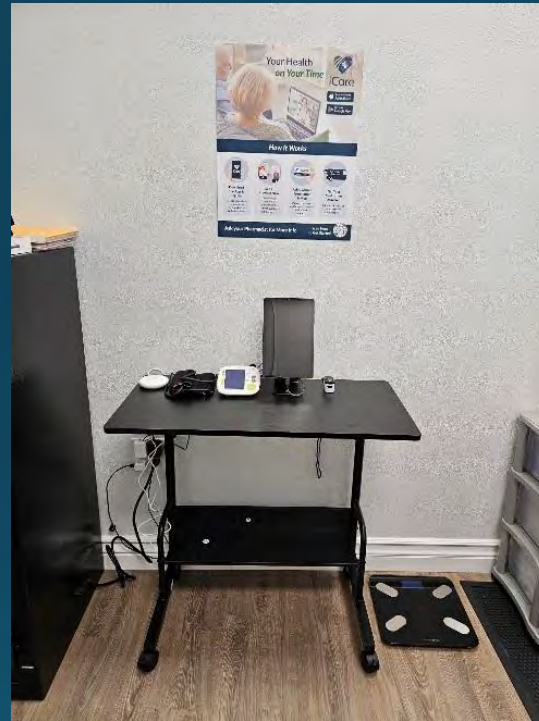




Navigating the commercialization process:

- Submit Onboarding Form
- Schedule Virtual Training
- Schedule On-Site Implementation
- Dedicate space inside consultation room or iCare+ Virtual Healthcare area
- Hyperlink Custom Consumer Web-Page to website
- Home Test Kit Set-Up
- Market Development

iCare+ Virtual Health Center



Implementing effective strategies to integrate iCare+ into your pharmacy



- Local Partnerships (Businesses, Schools, Events and fairs)
- Social Media and Print (Marketing Materials)
- Targeted Advertising
- Patient Testimonials
- Engagement Events

Visit the IPC Booth at ideaShare 2024 and Discover How to Future-Ready Your Pharmacy!



Spin to Win up to \$1,000 in IPC Warehouse Credit

Maximize your savings with the IPC as a secondary wholesaler and SPIN to WIN up to \$1,000 in Warehouse Credit!

A series of engaging presentations

Our experts will be sharing valuable insights on industry trends, cutting-edge strategies, and practical solutions to transform your business.

IPC Digital Health Launch

Discover how IPC Digital Health can make your pharmacy a healthcare destination!



Questions?





Thank you!

www.myicareplus.com



**INDEPENDENT
PHARMACY
COOPERATIVE**



**Digital
HEALTH**