

WAY 15

Ideal Protein: Impacting Community Health and Your Pharmacy's Bottom Line

Ideal Protein drives outcomes in your community with a proven weight management program comprised of a structured protocol, partial meal replacement products, one-on-one coaching, and proprietary turnkey support tools to achieve sustained outcomes.

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Founded: 2005
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Company Background

Pharmacies are evolving and re-engineering themselves to become a profitable health care destination. As a pharmacist or pharmacy owner, providing value-add consultative service programs that build relationships with your patients will help drive long lasting customer loyalty and a sustainable business. With Ideal Protein, you are targeting the underlying cause of many chronic diseases and offering a structured, outcomes focused weight management protocol focused not only on weight loss, but achievable weight maintenance and lifestyle change. At Ideal Protein, we believe Pharmacists are uniquely positioned in the community to counsel and manage these patients. Our objective is to provide our proven and effective weight loss and weight management protocol to pharmacies, that they may become the trusted providers of sustainable weight loss and healthier lifestyle education and empowerment to communities.

Product Overview

■ **The Ideal Protein Protocol is a comprehensive solution comprised of:**

- **Protocol:** A medically designed and proven solution for safe, effective weight loss and maintenance.
- **Products:** Over 80 partial meal replacement products developed to support our protocol.
- **Education and Training:** Specialized training curriculums for pharmacists, health coaches, and your patients.
- **Proprietary Support Tools:** A comprehensive suite of tools and services that drive efficient business operations and growth, dieter management and adherence, and pharmacy staff support.

Features & Options

■ **The Ideal Protein Advantage**

- Proven weight loss and weight management protocol.
- Partial meal replacement product variety with solid nutritional value.
- Interventions and support focused on behavioral change and long-term sustainable results.
- Comprehensive and proprietary suite of support tools.
- No cost for training and no ongoing fees.
- Offered through healthcare professionals.

Pharmacy Benefits With Ideal Protein

- Increased weekly in-store foot traffic.
- New patients through proven customer acquisition methods.
- Effective time management techniques to maximize profits.
- Leverage existing services that compliment weight management.
- Positive patient health outcomes potential.
- Collaboration with other providers to meet population health objectives.
- Net new revenue and profit stream.

How to Implement Ideal Protein

We are a turnkey program with dedicated partner support. We require a consultation room, space for products, and a dieter coach. We will provide everything else you need. Existing pharmacy staff will be trained as coaches and build relationships with required in-person weekly visits which take about 15 minutes. Our products are ordered as needed which support the dieters being managed on the protocol. Our team will be on-site to assist in implementation and growth, and available when you need us.



Testimonial

*"Many of our patients have failed many other weight loss programs only to be successful the longest on Ideal Protein. 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."**

— Redline Specialty Pharmacy, Hastings, NE

Ordering Information

Contact our Pharmacy Services team (pharmacy@idealprotein.com) or call (866) 314-4447 to learn more and discuss if the Ideal Protein Weight Management program is a fit for your pharmacy.

* The statements reproduced here we're made by healthcare professionals who own and operate clinics offering the Ideal Protein Weight Loss Protocol and sell Ideal Protein products.