

WAY 3

Spanish for Pharmacists by RXinsider

Developing Spanish counseling skills will help increase patient compliance and build customer loyalty while setting your pharmacy's level of customer service apart from competitors.

President & CEO: Gregory Cianfarani RPh

Founded: 1999

Employees: <50

Stock Symbol: Private Company

Strategic Markets: Healthcare, Higher Education

Product Focus: Software, Multi-Media, Advertising/Marketing

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Company Background

RXinsider is a multi-media and software development company providing innovative solutions to a variety of healthcare disciplines and colleges. Our goal is to provide innovative and practical technologies that support healthcare practitioners throughout their continuum of practice. Our six Business Units include: Academic Software, Job/Career Solutions, Continuing Education Solutions, B2B Solutions, Credential ePortfolios, and B2C Solutions.

Product Overview

Spanish for Pharmacists is a comprehensive, 52-page book enabling pharmacists and pharmacy technicians to learn the basics of Spanish for effective patient counseling. *Spanish for Pharmacists* was written by practicing pharmacists specifically for the retail pharmacy community and contains more than 250 pharmacy-specific phrases and 1000 pharmacy-relevant vocabulary words.

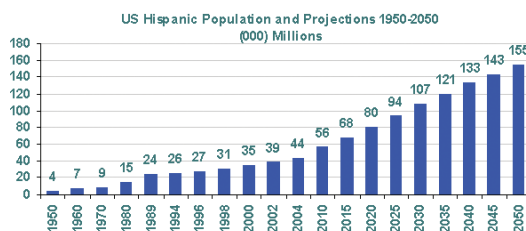
Objectives

Upon completion of this program, the pharmacist or pharmacy technician should be able to:

- Translate basic questions regarding prescription and OTC medications from Spanish into English.
- Ask questions pertaining to a patient's medical condition in Spanish.
- Explain side effects of prescription and OTC medication in Spanish.
- Explain drug dosage regimens in Spanish.
- Translate the Spanish alphabet.
- Discuss how, where, and when to use medications in Spanish.
- Translate body parts in Spanish.
- Translate medical symptom terminology from Spanish to English.
- Translate days of the week, months of the year, and numbers in Spanish.
- Demonstrate the ability to tell time and determine dates in Spanish.

- Convey the location of products, items, and parts of the store in Spanish.
- Translate certain foods and store products in Spanish.
- Demonstrate proper pronunciation of Spanish letters and words.
- Translate key Spanish question words.
- Translate key sentences used in prescription processing and counseling.

Hispanic Population Growth



Source: Synovate, U.S. Census Bureau

Testimonials

"The Spanish for Pharmacists program is an excellent tool for providing customer service and patient counseling to the growing niche market of our Hispanic customers. It is practical, useful and simple."

David Gagnon R.Ph.

"This program is exactly what I have been looking for! I wanted a program to help teach me the useful "pharmacy Spanish" needed to help our customers but I didn't want to waste my time learning irrelevant information. I highly recommend it to anyone who would like to effectively counsel their Spanish speaking customers."

Sheryl Shem-Tov B.S. M.S. CPhT

"I think the Spanish for Pharmacists program is fantastic. It allows many technicians to learn a unique skill that can be applied in many pharmacies. Whenever I train in a particular store in which I feel the program may be of use, I let the staff know about it. I especially like how the program is straight forward and reader friendly."

Michelle Ellinwood CPhT

Key Customers

CVS/Caremark, Supervalu, Albertsons, multiple independent pharmacies

Ordering Information

Call 800.972.2083

\$49.00 + \$3.00 S&H

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www.SpanishForPharmacists.com