

WAY 10

Travel Care Centers

Developing a travel care center in your pharmacy will increase front store purchases, immunizations, and new customer traffic.

Background

As international tourism increases, it is necessary for pharmacists to realize that they are an indispensable resource for customers seeking information regarding travel health. Many pharmacies are now beginning to offer travel services. A travel care center containing suggested travel items is just one way pharmacists are assisting customers in this manner. This enables pharmacies to promote front store products while also accommodating customers' travel needs. Online resources are available to pharmacists that assist with accurate counseling of necessary vaccinations for specific travel destinations. Booklets and pamphlets are also available to pharmacists in order to aid in necessary and informative counseling regarding travel health.

Travel Projections

Estimated International Tourism Increases for 2010

Region	2009	2010
World	-4%	+5-6%
Europe	-6%	+1-3%
Asia Pacific	-2%	+9-11%
N.America	-6%	0-2%
S.America	-3%	+11-13%
M.East	-5%	+10-12%

*Expected to increase even further in 2011
Source: UNWTO

Community Pharmacy Example

www.kattermans.com

Testimonial

Katterman's Pharmacy provides additional access to healthcare by being an "Immunization Destination". Offering travel immunizations, travel counseling, and travel supplies in one location appeals to our regular customer base as well as attracting new customers. New customers find us by referrals from their regular physician as well as using the internet by searching for immunizations. This service has allowed our pharmacy bottom line to grow tremendously.

Beverly Schaefer

Katterman's Pharmacy - Seattle, WA

Travel Care Center - Suggested Travel Items

Analgesics	Hydrocortisone cream	Tweezers, scissors, safety pins
Throat lozenges	Antacids	Dental floss, dental anesthetic
Decongestants	Insect repellent (DEET)	First aid supplies
Antihistamines	Compression hosiery	Anti-motion sickness medications
Cough suppressants	Folding canes	Calamine lotion
Loperamide	Travel pillows	Antifungal cream
Antibacterial wipes/towelettes	Sleep masks	Kids activity books & games
Bismuth subsalicylate	Travel size toiletries	
EarPlane earplugs	Sunscreen	
Blister sticks	Digital thermometer	

Vaccination Overview

Routine Vaccinations

Tetanus diphtheria
Pertussis
Haemophilus influenzae type B
Hepatitis B
Measles/Mumps/Rubella
Polio
Influenza
Pneumococcal
Varicella

Travel Vaccinations

Hepatitis A
Hepatitis B
Typhoid Oral
Typhoid Injectable
Rabies
Meningococcal meningitis
Yellow Fever
Japanese Encephalitis

Resources

- www.new.paho.org
- www.thetraveldoctor.com
- www.who.int/en
- www.istm.org
- www.immunize.org/travel
Handouts for patients and healthcare professionals
- www.crucell.us.com/edumat.html
Patient Educational Materials provided by Crucell Vaccines, Inc.
- wwwnc.cdc.gov/travel/destinations/list.aspx
Necessary vaccinations for specific destinations
- wwwnc.cdc.gov/travel/content/yellowbook/home-2010.aspx
Resource for international travel health advisories
- wwwnc.cdc.gov/travel/content/references.aspx
List of references regarding travel health
- www.cdc.gov/travel-training
CE through the CDC regarding the yellow fever vaccine

