

# iCare+ Weight Loss Clinic Toolkit

Strategies for marketing the iCare+ weight loss clinic in your pharmacy.



iCare+



# WELCOME TO THE ICARE+ WEIGHT LOSS CLINIC!

Dear Valued IPC member,

We are so thrilled to have you! This clinic not only represents a significant advancement in patient care but also positions your pharmacy as a trusted partner in the health and wellness journey of your community.

By offering this weight loss clinic through your iCare+ virtual health platform, you are embracing a modern, personalized approach to weight management. Together, we can help patients achieve their goals through a clinically proven solution while driving revenue growth and strengthening community ties.

## Supporting You Every Step of the Way

Your iCare+ weight loss toolkit provides everything you need to launch and sustain a successful clinic. This includes patient engagement materials, pharmacy staff training guides, and marketing resources to raise awareness and drive participation.

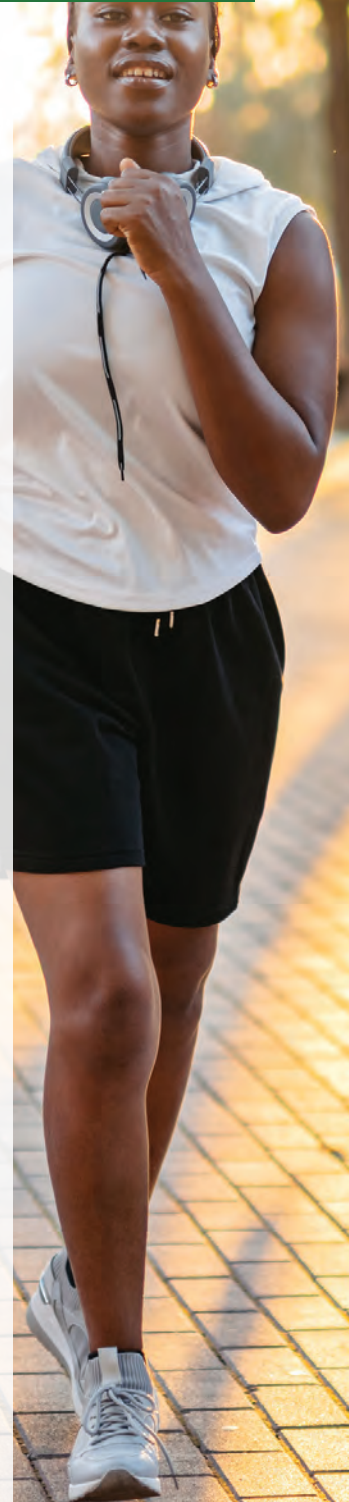
We encourage you to maximize these tools by displaying brochures, utilizing in-store flyers, and engaging patients in conversations about this exciting clinic. We're here to support you in promoting the benefits of this initiative through educational opportunities, local partnerships, and digital campaigns.

Thank you for your commitment to advancing community health through the iCare+ platform. Your partnership in delivering this weight loss clinic strengthens the independent pharmacy network's role as a leader in innovative, patient-centered care.

If you have any questions or need assistance, please don't hesitate to reach out to our team at [support@myicareplus.com](mailto:support@myicareplus.com)

Here's to building healthier communities and fostering patient success together!

Warm regards, Digital Health Team







## Clinic Benefits

- **Enhanced Patient Loyalty**  
Offering personalized weight management solutions builds trust and strengthens the pharmacy's relationship with its patients.
- **Expanded Revenue Streams**  
Billable telemedicine consultations add new income opportunities, complementing revenue from the weight loss clinic itself.  
Pharmacies can charge for clinic subscriptions, device rentals, and follow-up consultations.
- **Attracting More Patients**  
A weight loss clinic brings patients into the store more frequently for consultations, check-ins, or related product purchases.  
Offering tech-enabled clinics can appeal to tech-savvy patients and those seeking modern, convenient care.



## For the Patients

- **Personalized Care**  
Pharmacists can tailor recommendations based on the patient's medications, chronic conditions, and lifestyle, ensuring a safe and effective weight loss journey.
- **Improved Health Outcomes**  
Weight loss clinics can help patients manage or prevent chronic conditions such as diabetes, hypertension, and cardiovascular diseases.
- **Regular Monitoring and Accountability**  
Frequent visits to the pharmacy for clinic check-ins provide motivation and ensure patients stay on track.



## For the Community

- **Improved Public Health**  
Encouraging healthy weight management contributes to overall community wellness by reducing obesity-related health issues.
- **Educational Opportunities**  
Pharmacies can host events or seminars to educate the community on nutrition, exercise, and overall wellness.
- **Stronger Community Ties**  
Offering a weight loss clinic shows a commitment to the community's health, building goodwill and trust.



## CLINIC GOALS

- **Raise Awareness**

Educate your community about the clinic's benefits, including convenience, affordability, and expert care.

- **Drive Engagement**

Encourage patients to inquire about and enroll in the clinic via your pharmacy or the iCare+ app.

- **Establish Trust**

Position your pharmacy as a leader in innovative, patient-centered care.

- **Generate Revenue**

Boost pharmacy profitability through increased prescription fills, clinic sign-ups, and cross-sell opportunities.



## Target Audience

- **Primary**  
Adults aged 18–65 with a BMI >27, seeking effective and convenient weight loss solutions.
- **Secondary**  
Patients already managing chronic conditions who may benefit from weight loss for improved health outcomes.

## Key Messages

- **Convenience**  
Access licensed providers from home via telehealth.
- **Expert Care**  
Personalized weight loss plans tailored to your unique needs.
- **Affordability**  
Competitive pricing and potential savings through your local pharmacy.
- **Proven Results**  
Backed by science, semaglutide is effective in achieving sustainable weight loss.

# PATIENT JOURNEY

## Patient Education

- Introduce the patient to the iCare+ Weight Loss Clinic, highlighting its benefits, including personalized telehealth care and in-pharmacy support.

**Tip:** offer an initial assessment using iCare+ RPM devices (weight scale, BP, etc.) so that that patient will have a starting point for vitals and measurements.

## Accessing the iCare+ App

- The patient logs into the iCare+ app and selects the “Weight Loss Clinic” option.
- They complete a detailed intake survey about their health history, weight loss goals, and lifestyle habits.
- The patient pays the initial fee to begin the clinic.

## Telemedicine Consultation

- A licensed telemedicine provider reviews the intake survey through the iCare+ platform.
- If eligible, the doctor prescribes Semaglutide, a safe and effective weight loss medication tailored to the patient’s needs.



## Lab Testing with QUEST Diagnostics

- The patient is directed to complete lab tests at their nearest QUEST Diagnostics location.
- Test results are securely integrated into the iCare+ app, providing the physician and pharmacy with a comprehensive health overview.

## Prescription Dispensing and Health Record Updates

- Your local pharmacy dispenses the prescription, ensuring proper handling and patient education.
- The pharmacy can update the patients records in the iCare+ app, ensuring coordinated care between the pharmacy and telehealth providers.

## Follow-Up Care and Medication

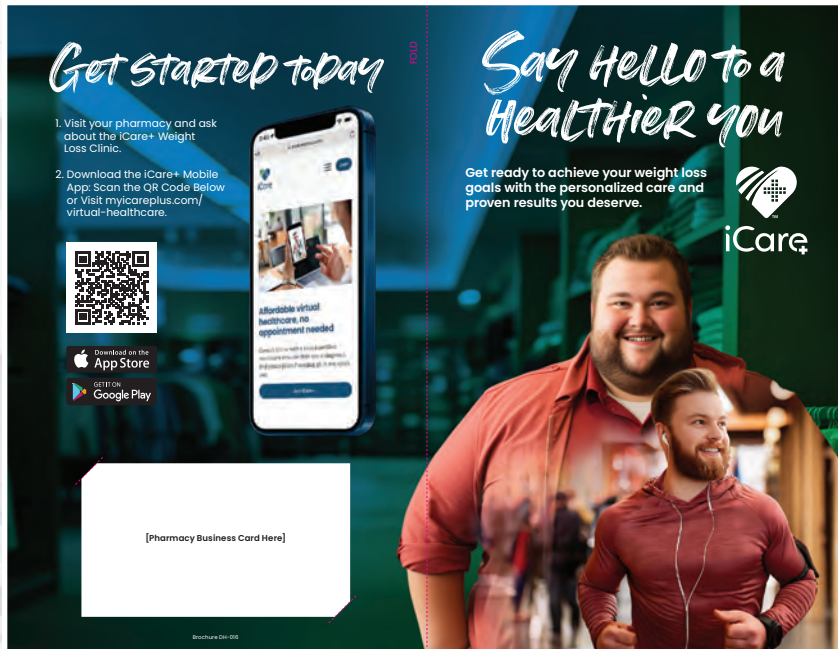
- The patient schedules follow-up telemedicine appointments as needed through the iCare+ app for ongoing guidance and progress monitoring. Each follow-up appointment incurs a fee.
- The pharmacy facilitates prescription refills and continues to support the patient with education and encouragement.

## Ongoing Support and Success

- The patient receives continuous care from both the iCare+ telehealth team and their local pharmacy, ensuring a personalized and supportive weight loss journey.
- Progress is tracked in the iCare+ app, empowering the patient to achieve and maintain their weight loss goals.

# MARKETING MATERIALS & SUPPORT

We are excited to support you in promoting your weight loss clinic to your patients with our comprehensive in-store Point of Sale (POS) marketing kit.



## Patient Bifold Brochure

The **Patient Bifold Brochure** is an educational tool that provides detailed information about the iCare+ weight loss clinic, how it works, and the benefits it offers.

### How to Use:

- **Display Locations:** Place the bifold brochures in high-traffic areas within your pharmacy, such as the pharmacy counter, waiting area, or near the entrance. Ensure they are visible and easy for patients to pick up.
- **Promote During Consultations:** If you offer consultations or counseling services, use the brochure as a tool to explain the details of the clinic. It can serve as a helpful reference for patients as they make decisions about joining.



## Single Page Patient Flyer

The **Single Page Patient Flyer** provides a concise overview of the weight loss clinic, highlighting key benefits, features, and how patients can get started.

### How to Use:

- **Handout During Patient Interactions:** Distribute this flyer during one-on-one interactions, such as when patients are picking up prescriptions or consulting about weight management options. It serves as a quick, easy way to communicate the clinic's highlights.

- **Place Near Products:** Position the flyer next to weight loss-related products or in sections where patients might be looking for solutions related to health, wellness, or weight management.

*Tip: Encourage your staff to mention the flyer when discussing health goals with patients, as it can help drive interest and awareness.*



## Rack Card Inserts and Rack Display

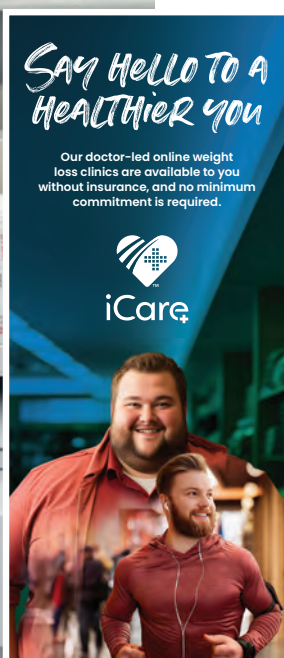
The **Rack Card Inserts and Rack Display** are designed to give your pharmacy a dedicated space to promote the weight loss clinic in a professional, organized manner.

### How to Use:

- **Set Up the Display:** Place the **Rack Display** in a visible, high-traffic area in your pharmacy, such as near the entrance, pharmacy counter, or wellness section. This will draw attention and create awareness for the clinic.

Insert the **Rack Card Inserts** into the display slots. Each rack card should be easily accessible for patients to grab as they browse your pharmacy.

- **Promote in Waiting Areas:** Position the rack display in your waiting or consultation areas where patients are more likely to engage with the materials while waiting for prescriptions or services.







## RECOMMENDED MARKETING TACTICS

### *Pre-Launch*

#### ■ **Pharmacy Staff Training**

Equip staff with information about semaglutide, the telemedicine process, and talking points for patient interactions.

Create FAQ sheets for team reference.

#### ■ **Partnership Announcements**

Notify local healthcare providers and wellness centers about the clinic, encouraging referrals.

#### ■ **Teaser Campaign**

Use social media, email newsletters, and in-store posters to hint at an upcoming weight loss clinic.

Example tagline: “A New You, Right Around the Corner!”



## ***Launch***

### ■ **Promotional Channels**

#### **In-Store Marketing**

Set up flyers, brochures, and ad rack displays.

#### **Digital Ads**

Facebook and Instagram campaigns targeting weight loss keywords.

#### **Website Landing Page**

Promote iCare+ landing page explaining the clinic and enrollment.

### ■ **Events & Webinars**

Host a virtual Q&A or an in-pharmacy event to introduce the clinic and answer patient questions.

### ■ **Patient Testimonials**

Share early success stories from pilot participants or clinic ambassadors to build credibility.

## ***Engagement***

### ■ **Follow-Up Campaigns**

Offer a limited-time discount on initial consultations to encourage sign-ups.

### ■ **Community Outreach**

Collaborate with local fitness centers, dietitians, and wellness influencers to spread the word.

### ■ **Cross-Selling Opportunities**

Promote complementary services like health screenings, supplements, and nutrition counseling.

## ***Sustained Marketing***

### ■ **Loyalty Rewards**

Offer discounts or free consultations for patients who refer friends.

### ■ **Ongoing Content Marketing**

Share success stories, tips for managing weight, and health education content via email and social media.



iCare+



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