

**Session: *Focus on the Consumer: Using Pharmacy and Food to Manage Disease States in a Changing Marketplace***

Sunday, September 13, 2009, 8:15 am – 9:30 am

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**Program Objectives:**

At the conclusion of this session the participant will be able to:

- Explain the supermarket pharmacist's unique position in the improvement and management of their patient's health care.
- Discuss how the economics of our time are creating difficult choices for patients regarding their own health care management.
- Identify how the supermarket pharmacist can assist in effectively maintaining a proactive role in their patient's health and wellness.

**Self-Assessment Questions:**

1. True or False. Retailers and manufacturers find it challenging to execute health and wellness programs that include the pharmacy and center store purchase.
2. There is a "Call to Action" to engage patients more directly in their own care with education and support to:
  - a. Choose healthy diets
  - b. Adhere to prescription medication regimens
  - c. Set goals
  - d. Make well-informed choices
  - e. All of the above
3. True or False. Most food retailers' pharmacy penetration among their top shoppers is low.
4. Which of the following do shoppers claim have the strongest influence on the grocery products a consumer purchases:
  - a. TV advertising
  - b. Nutritional labels on packages
  - c. Shelf signs
  - d. Pharmacists
5. Which of the following information related to prescription medications has the highest level of recall based on readership studies?
  - a. How to use the prescription medication
  - b. Website information
  - c. Side effects
  - d. Reminder to refill

**Answers:** 1. True      2. e      3. True      4. b      5. c