

## PERSPECTIVES

# How Virtual Supplement Dispensing Can Strengthen Treatment Plans and Adherence

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Now more than ever, patients are looking for a wellness routine that helps them prevent chronic disease, perform better, improve their immune system and more. In some cases, they're even taking wellness into their own hands. One way they're doing it is with dietary supplements.

An online study conducted by The Harris Poll on behalf of the American Osteopathic Association says about **86% of all American adults take vitamins or supplements**. With the vast majority of Americans already taking these health products, it's likely that your patients are, too. You may even be the one recommending them!

Even though supplements are both desired by patients and beneficial to overall health, the modern integrative practitioner's overwhelming number of responsibilities may seem like a barrier to implementation. And, practitioners who already dispense supplements in-office may find that the extra effort of managing physical inventory is wearing on them.

Thankfully, adding supplement recommendations to your overall treatment plans with a [virtual dispensary](#) alleviates many of these challenges and unlocks the possibilities of strengthening your practice and supporting your patients in a convenient way beyond the point of care. It's a great way to improve patient outcomes by enhancing your treatment plans and keeping clients engaged with the devices and shopping habits they already prefer!

### The Benefits of Virtual Dispensing

Virtual supplement dispensaries provide practitioners with more than just practitioner-grade supplements. Their benefits extend to saving time, improving treatment adherence, generating passive income and more.

Here are some of the top benefits of virtual dispensing.

#### Less Waste and Decreased Inventory

Regardless of how you practice, dispensing supplements in-office brings the difficulty and financial burden of managing physical inventory. Your time is valuable and your workflow should reflect that.

*"We used to have \$20,000 worth of supplements on our shelves. My staff had to spend time managing and organizing. We ended up just throwing out supplements. Now, why would we do that? Why would we waste our time on inventory when we have Fullscript?"*

—Kris Sargent, DC (practitioner on Fullscript)

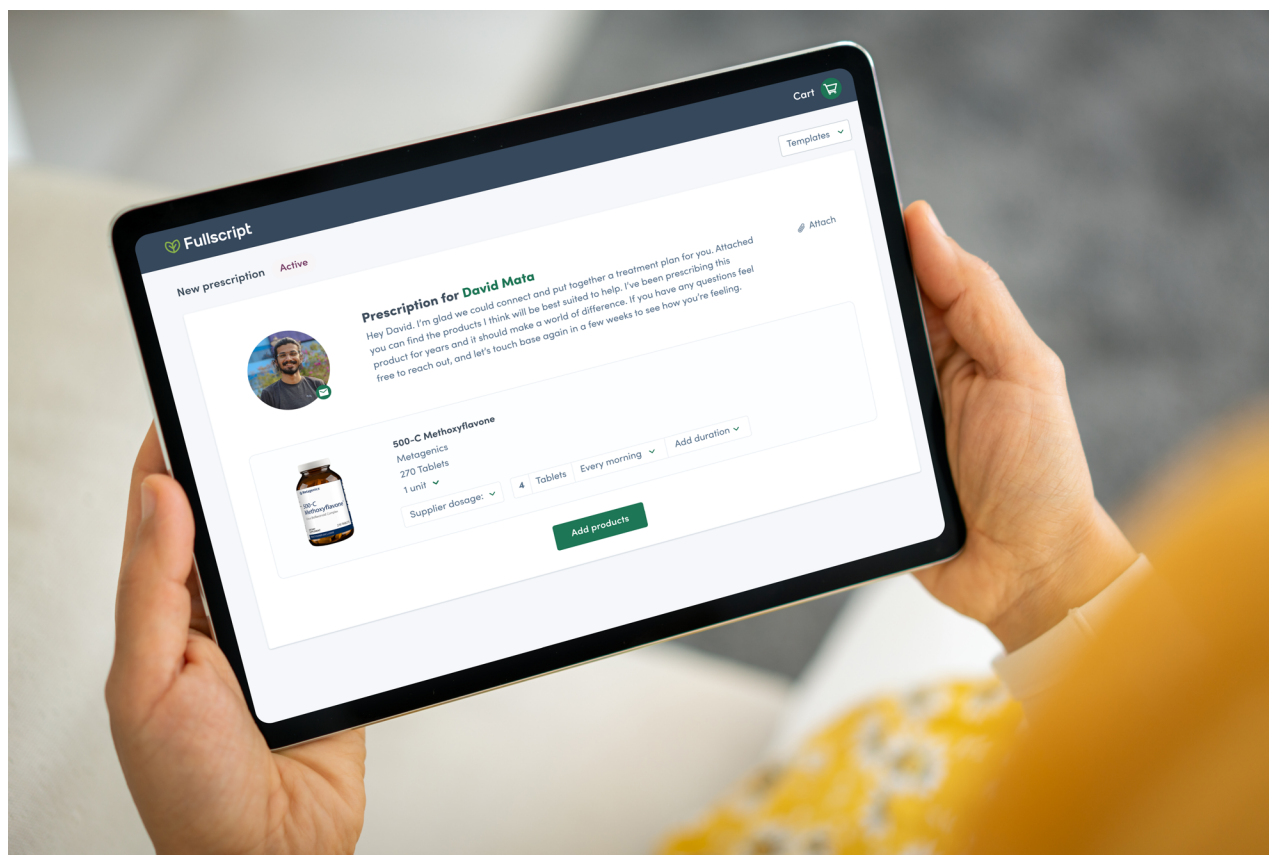
With a [virtual dispensary](#), practitioners and administrative staff don't have to spend time or money managing and stocking a traditional in-office supplement store. Supplement recommendations can be written in-office, instantly sent to a patient's preferred device for ordering, and the products are then shipped directly to the patient's front door. You can recommend supplements without ever having a supplement enter your office! The convenience of having your recommendations delivered combined with modern telehealth solutions also expands the geographic range of patients you can serve.

### A Source of Passive, Antifragile Revenue

Many practices have struggled during the recent pandemic and the lockdowns that have come with it—particularly those that rely on manual therapies. Using a virtual supplement dispensary that pairs well with virtual care is a great way to future-proof your practice. Sending recommendations and refills to patients' devices ensures that you'll stay in regular contact with your clients, and that your treatment plans will stay top-of-mind. [Setting up an automated way](#) to sell top-quality, affordable supplements to your patients also provides a passive revenue stream to help your practice stay healthy no matter what happens.

### Convenient for Patients

As mentioned, virtual dispensaries let you send supplement recommendations right to your patients' preferred devices. Patients can order what they need to feel their best from anywhere at any time, and their orders are shipped right to their door. The convenience increases the chance that patients will order the products you recommend, and ultimately follow through on your



treatment plans. Reputable virtual dispensaries even offer tools to promote refills! By using a virtual dispensary, you can treat patients on their terms, making your recommendations even easier to follow.

### Increased Treatment Adherence

The convenience of virtual dispensing alone makes it easier for patients to stay on track. Not only that, but many virtual dispensaries offer features specifically designed to [boost treatment adherence](#) as well. Some of these features include: attaching educational resources to your recommendations, adherence data visualizations, refill reminders, patient engagement tools and more. Treatment adherence is one of the most complex problems facing integrative practitioners. But, with the right virtual dispensary, you can find the support you need with a dispensing solution and treatment adherence partner.

### Convenient For Practitioners

Virtual dispensing is convenient for practitioners, too—it adds to your [breadth of services](#) without complicating your workflow. Some reputable virtual dispensaries are completely free to use, and offer customer support as you learn a new way to dispense supplements. Also, with your product catalog, supplement recommendations, and treatment adherence data stored in one place, it's easier than ever to make treatment plans and access information to inform how you treat your patients.

### What to Look for in a Virtual Dispensary

The benefits of a virtual dispensary are clear. However, choosing the right one is critical to ensure your new dispensing method supports your practice, and suits the needs of you and your patients. Here are a few important factors to consider when weighing your options.

As the market leader in virtual dispensing, Fullscript has always listened to the priorities of practitioners over the years to ensure it's focusing on the right things.

### Supplement Quality

Discerning [supplement quality](#) is a complex, multi-layered process that requires detailed information about every aspect of the supply chain. From ingredient sourcing and research to product manufacturing, [certification](#) and distribution, there are numerous considerations to take into account when it comes to dietary supplement quality. The truth is, not all supplement vendors care about quality. By choosing a virtual dispensary, you're choosing quality for your patients.

[Fullscript administers strict quality, purity, label accuracy and safety standards to help provide you with peace of mind when selecting supplements.](#) That said, vetting supplements to ensure quality is just the beginning. Storing the supplements properly is just as important. Fullscript operates by Current Good Manufacturing Practices (cGMP) standards, including our distribution centers' policies and processes. Everything from the storage of supplements to transport and delivery is all carefully monitored and controlled.



### Catalog Breadth and Discoverability

Choosing a virtual dispensary with a comprehensive catalog is akin to ensuring a carpenter has access to all the right tools. Every patient is a puzzle with unique needs, and you need to have the right products available to suit their wellness goals—from allergens to affordability.

Make sure your virtual dispensary carries the supplements and brands you trust. The Fullscript catalog carries more than 300 practitioner-grade brands (and is always adding more) to give practitioners plenty of high-quality options for their recommendations. Despite the size of the catalog, our advanced search function makes it easy to find the products you need! You can search with multiple filters like dose, unit, ingredient combinations, allergens and more. We've also recently updated it so the search engine will display results that seem relevant, even if they're not a perfect match! For example, misspelling "tumeric" will bring up results for "turmeric." Search will also pull results based on product descriptions—like use cases—and not just name! It's the small things that matter for busy practitioners who are trying to find the exact product they need, quickly.

### EHR Integrations

Electronic health records (EHRs) are secure real-time, patient-centered records that allow practitioners to exchange health information electronically. You may already use one to store important patient information, such as medical histories, medications, progress notes and more. If using a virtual dispensary seems like it might disrupt your workflow, but you're eager to benefit from passive income and the improved treatment adherence it provides, consider one that integrates with your EHR or practice management software!

[Fullscript integrates with many leading EHRs](#), allowing practitioners to seamlessly dispense practitioner-grade supplements while working in the platform they already use. Fullscript integrations allow practitioners to browse the supplement catalog and make recommendations, while keeping all patient information in one place.

### Customer Support

Switching to a virtual dispensing model isn't hard, but it may lead to some questions as you navigate unfamiliar

territory. Make sure the virtual dispensing platform you choose offers timely, accessible and supportive customer service for both you and your patients!

[The Fullscript Customer Success team](#) is available to make sure both patients and practitioners have positive experiences and fast resolutions. They're available via phone, email and live chat so that each patient and practitioner can always get the help they need—whether it's questions around setting up a dispensary or a patient who needs help placing an order. For those who prefer to self-serve, the Fullscript knowledge base is comprehensive, and available with easy-to-find information 24/7.

### Patient Privacy

As more practitioners adopt [virtual dispensing, telehealth and other technologies](#) to make practicing easier, patient privacy always needs to be a key consideration. To be safe, ensure your virtual dispensary is HIPAA compliant. Reputable virtual dispensaries like Fullscript will have a "Privacy" link located in the footer of their website. Referencing their privacy policy can help you decide whether or not your patients' data will be safe or used appropriately.

### The Bottom Line

There's lots to consider when deciding if virtual dispensing is right for your practice. That said, the benefits are worth the effort. The [leading virtual dispensaries](#) are free to use and are continuously evolving to meet the ever-changing needs of integrative practitioners and their patients. The right virtual dispensary can provide a variety of benefits including attracting and retaining new patients, stronger treatment adherence, improved patient outcomes, an antifragile revenue source and a healthy work-life balance.

If you think your practice and patients would benefit from virtual dispensing, be sure to find a platform that aligns with your values and that listens to its practitioners. Sometimes, investing in your patients means investing in yourself. Virtual supplement dispensing is an investment that often leads to healthier practices for practitioners and patients alike.

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*Fullscript is a free supplement dispensing platform and patient adherence tool that supports practitioners at the point of care and beyond. It's championed integrative health since 2011. Practitioners can seamlessly switch between virtual dispensing, in-office sales, and group care in a mix that fits their workflow.*

*Though the Fullscript platform has changed a lot since its inception, it continues to follow its mission of helping people get better. Whether that's patients, practitioners, or the planet, the Fullscript team keeps its mission close to its heart with every new feature, adherence tool, or supplement added to its catalog.*

Learn more about Fullscript at <https://fullscript.com/how-it-works>