

How TCG Members Are Working With Stanley's Specialty Pharmacy To Build Their Businesses

- Significantly enhance revenue by selling more phosphodiesterase-5 enzyme (PDE-5) inhibitors such as sildenafil (Viagra®) and tadalafil (Cialis®).
- Improve the efficacy of PDE-5 inhibitors by boosting nitric oxide levels.
- Receive more word-of-mouth recommendations from patients and gain a foothold into more doctors' offices.



Greg McKetrick, RPh - Stanley's Specialty Pharmacy

How Stanley's Specialty Pharmacy Dramatically Increased Its Sales of PDE-5 Inhibitors

Stanley's Specialty Pharmacy is a compounding pharmacy based in Charlotte, North Carolina. By creating a program for patients with erectile dysfunction and/or prostate problems, Stanley's Specialty Pharmacy boosted its bottom line and increased its word-of-mouth and doctor referrals.

Prior to implementing the Nitric Oxide(NO)-based approach, Stanley's sold non-significant amounts of Viagra® and Cialis®. Because the combination of a nitrate-rich supplement with those drugs works so well, Stanley's Specialty Pharmacy now sells about 150 bottles of 5 mg Cialis® per month.

According to Greg McKetrick, RPh of Stanley's, "We didn't sell that amount in the course of 6 years prior to implementing this program. When you introduce something that's an easy product to adopt, it becomes very popular very quickly and you're getting a lot of repeat business."

Recently, Stanley's began sharing the pharmacy's profitable program with other pharmacies around the country. The program leads to impressive results in ED and prostate patients, in part by combining PDE-5 inhibitor medications with a nitrate-rich supplements from Berkeley Life.

Boost Your Pharmacy's Bottom Line and Increase Doctor Referrals

Here's how the program works.

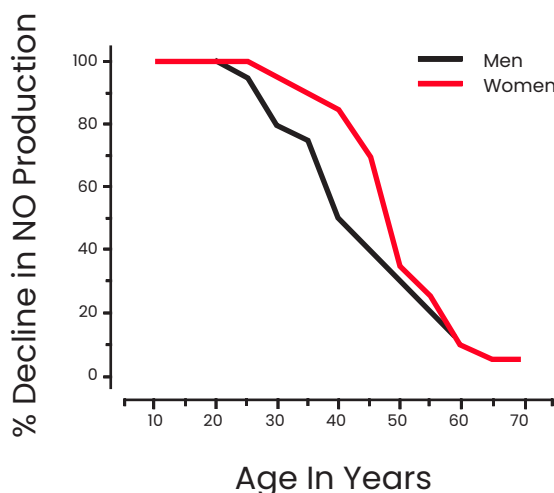
1. Pharmacies receive a comprehensive men's sexual wellness training program from Stanley's Specialty Pharmacy including:
 - Licensed training videos and educational materials branded with your pharmacy's logo
 - Optional in-service training for pharmacists explaining how a nitric oxide (NO)-based treatment plan can be implemented and used profitably in your office
2. Pharmacies grow their business by:
 - Consulting directly with patients to educate and recommend nitric oxide to support efficacy of PDE-5 inhibitors
 - Reaching out to urologists to educate and ask for patient referrals

Greg McKettrick RPh of Stanley's states:

*"The amount of revenue you can generate by incorporating this is tremendous," Greg says. "You now have **all these different avenues that increase your revenue**. You're making a good gross profit on the PDE-5 prescriptions, you're making a good gross profit on the NO, and you're becoming more recognized by the practices in the area because patients are going back to their doctors saying, 'I really want to use that again because it helped me.'"*

Nitric Oxide's Unique Role in Urology and Overall Health

NO is produced by most cells in the body. Among other actions, it plays an important role in vasodilation and penile blood flow. However, NO levels fall by 50% after the age of 40 and continue to decline thereafter. A high-fat diet, lack of exercise, and smoking are some of the factors that can significantly impair NO bioavailability.



NO Depletion: Why ED Medications Often Stop Working Over Time

PDE-5 inhibitors are important in prolonging erections but they require adequate NO to work effectively. However, as NO levels decline with age, changes need to be made to the patient's diet or supplementation implemented to address this. Greg has found that replenishing NO levels through the use of a nitrate-rich supplement often supports the effectiveness of these pharmaceuticals.

Select Benefits of NO Replenishment



- Supports the effectiveness of ED medications
- Promotes prostate health
- Increases blood flow to penile tissue
- Supports healthy blood pressure, pulmonary blood pressure, and cardiovascular health

Starting the NO Conversation with Patients

Stanley's Specialty Pharmacy makes it easy to incorporate this NO-based approach. Included in the program are:

- Flyers for pharmacy waiting rooms that explain to patients the link between NO, circulation, and erectile function
- NO test strips are attached to the flyer
- Patients test their NO level on site, and discover they are low

Patients now have an explanation as to why their ED medications aren't working. This is the opportunity to educate them on why they need a nitrate-rich supplement from Berkeley Life to enhance their outcomes.

Stanley's Specialty Pharmacy has developed a comprehensive sexual wellness intake assessment form for men which can also be used to book a consultation with one of your pharmacists.

To discover more about how you can increase your pharmacy's revenue using Stanley's Specialty Pharmacy program, visit stanleypharmagroup.com or call Greg at 704-661-3028.

"The Team at Stanley's Specialty Pharmacy demonstrate their knowledge and professionalism in the videos they produce. These videos helped us to easily get a more comprehensive men's health program started at our pharmacy. They provided not only men's health videos for patients, but also coaching for our pharmacy staff regarding the selling of men's health and sexual health products. They were very responsive to our questions as we rolled out the program."

– John Herr RPh, Owner,
Town and Country
Compounding.



Volino-Souza M, et al. COVID-19 Quarantine: impact of lifestyle behaviors changes on endothelial function and possible protective effect of beetroot juice. *Front Nutr.* 2020;7:582210.

Soares RN, et al. Acute supplementation with beetroot juice improves endothelial function in HIV-infected individuals. *Appl Physiol Nutr Metab.* 2020 Aug 31. [Epub Ahead of Print].

Baião D, et al. Beetroot, a remarkable vegetable: Its nitrate and phytochemical contents can be adjusted in novel formulations to benefit health and support cardiovascular disease therapies. *Antioxidants (Basel).* 2020;9(10):960.

Woessner M, et al. Beet the best? *Circ Res.* 2018;123(6):654-9.

Berkeley
Life Professional

STANLEY
— PHARMA GROUP —