

Engaging Your Community Men's Health

Market Expansion Through Cultural Understanding



James Estrada PharmD
Angelina Tucker, PharmD, BCGP, CDCES
Community Connected
CPESN USA

Objectives

1. Identify the population distribution by state and national statistics of men's health issues in America
2. Describe how can a pharmacy owner can better engage with his male employees
3. Describe how can a pharmacy owner can better engage with his male patients
4. Identify the stakeholders in the community committed to men's health and explain how a pharmacy owner can expand his services
5. Identify , explain and debunk the stereotypes that pharmacy staff should be aware of when interacting with men

Setting The Stage

Pam, community pharmacy owner wants to differentiate the services in her pharmacy . She uses CPESN Business Intelligence data and their recent report shows a predominantly male population in the zip code of her pharmacy.

What can the pharmacy do to become a trusted member in their community and expand their market into this untapped population?

A Patient Case

New customer: Jon Smith

- 44 y.o. male
- History
 - hypertension (2019)
- Patient Concerns
 - adherence - 2/2 forgetfulness
 - hi sodium diet, low physical activity
- Goals
 - address concerns
 - >80% PDC
 - BP goal <130/80
 - lifestyle modifications
- Physician Identified
 - 40% of pts non-adherent
 - Collaborative RPM proposal drafted

Demographic Profile IN and AROUND your pharmacy



Your CPESN® source for next-generation analytics to inform margin opportunities for both dispensing and healthcare services

[Learn More HERE](https://cpesn.com/business-intelligence)
<https://cpesn.com/business-intelligence>



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Market Insights: In your Community

Census Report

Pharmacy DBA: XYZ

Pharmacy NCPDP: 1234567

August 2023

Delivered Census Report

Note: Census data are populated for zip codes provided by the pharmacy

Sociodemographic Characteristics	Category	Estimate Zip1-12345	Margin of Error Zip1-12345
TOTAL POPULATION		5,944	263
SEX	Male	3,742	215
	Female	2,202	165
AGE	Under 5 years	256	106
	5 to 9 years	369	142
	10 to 14 years	318	115
	15 to 19 years	335	162
	20 to 24 years	456	152
	25 to 34 years	936	226
	35 to 44 years	933	180
	45 to 54 years	794	101
	55 to 59 years	481	107
	60 to 64 years	185	85
	65 to 74 years	569	118
	75 to 84 years	202	69
	85 years and over	110	43
	Median age (years)	39	3
RACE/ETHNICITY	One race	5,866	258
	Two or more races	78	46
	White	2,904	341
	Black or African American	2,915	228
	American Indian and Alaska Native	47	42
	Native		
	Asian	0	17
	Hawaiian and Pacific Islander	0	17
	Some other race		
	Hispanic or Latino		

Market Insights: In Your Pharmacy

Pharmacy DBA: COMMUNITY PHARMACY OF DELSODA
Pharmacy NCPDP: 1234567

Your Pharmacy: 01SEP2022 to 31AUG2023, 4 of Pharmacies + 3
Your State: 01SEP2022 to 31AUG2023, 4 of Pharmacies + 5
CPESN: 01SEP2022 to 31AUG2023, 4 of Pharmacies + 88

Market Insights

Creating a Market Insights report that compares your pharmacy's performance and customer demographics to the surrounding ZIP codes using Census data is a valuable strategy for community pharmacies. Such a report can help you make data-driven decisions, identify growth opportunities, and tailor your marketing efforts effectively. The next page explains how you can go about creating and utilizing this report.

Sociodemographic Characteristics	Category	Your Pharmacy Percent	Census Pharmacy Zip 32725 Percent	Census Pharmacy Zip 32734 Percent	Census Pharmacy Zip 32743 Percent
SEX	Male	46.7%	50.1%	46.9%	50.7%
	Female	53.2%	49.9%	51.1%	49.3%
	Unknown Sex	-	-	-	-
	No Sex Data	0.1%	-	-	-
AGE	Under 5 years	0.6%	4.7%	6.6%	6.6%
	5 to 9 years	1.4%	6.8%	6.5%	5.2%
	10 to 14 years	1.4%	9.3%	6.8%	5.8%
	15 to 19 years	1.3%	6.8%	6.9%	7.9%
	20 to 24 years	1.6%	3.1%	6.2%	6.8%
	25 to 34 years	9.4%	13.2%	14.7%	10.9%
	35 to 44 years	50.6%	53.4%	52.3%	52.6%
	45 to 54 years	14.6%	13.2%	12.1%	14.1%
	55 to 59 years	9.1%	5.8%	8.0%	5.8%
	60 to 64 years	10.8%	3.7%	6.3%	6.9%
	65 to 74 years	25.1%	10.8%	7.9%	11.8%
	75 to 84 years	13.4%	5.8%	4.5%	7.0%
	85 years and over	4.4%	2.0%	1.3%	2.5%
	No Age Data	-	-	-	-
RACE/ETHNICITY	White	0.8%	63.1%	66.6%	78.4%
	Black or African American	0.1%	10.7%	13.8%	8.7%
	Asian	-	1.3%	0.9%	1.1%
	American Indian and Alaska Native	-	0.3%	0.1%	0.2%
	Other	-	-	-	-
	No Race Data	99.2%	-	-	-
	Not Hispanic	0.6%	-	-	-
	Hispanic or Latino (of any race)	-	38.0%	34.9%	16.4%
	Unknown Ethnicity	99.2%	-	-	-

Category

Estimate
Zip1-12345

Estimate
Zip2-12345

Estimate
Zip3-12345

Total:

50,568

47,724

24,412

No health insurance items allocated

38,280

34,841

17,809

One or more health insurance items allocated

12,288

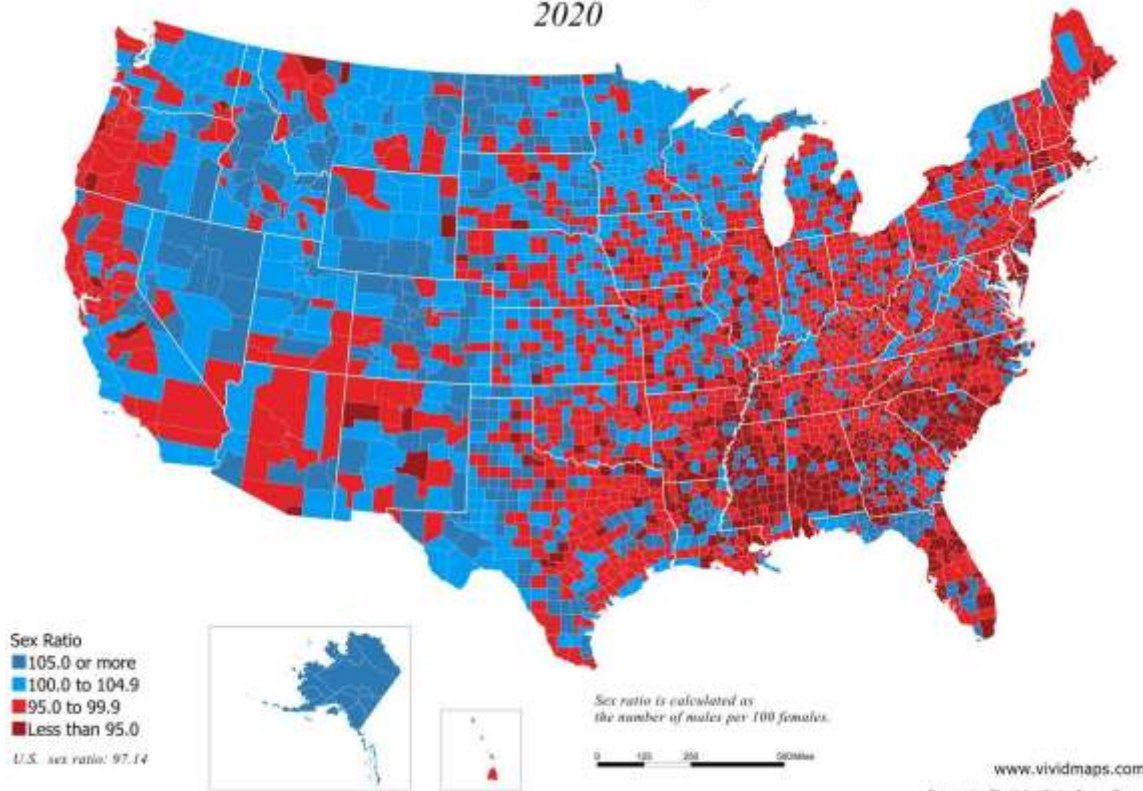
12,883

6,603



Male Population in America

Sex Ratio by County
2020



U.S. Counties With the Most Men (2020)

1. Crowley County (Colorado) – 270 men to 100 women
2. Stewart (Georgia) – 223 men to 100 women
3. Forest (Pennsylvania) – 216 men to 100 women
4. Aleutians East (Alaska) – 207 men to 100 women
5. Aleutians West (Alaska) – 197 men to 100 women
6. Garza (Texas) – 193 men to 100 women
7. West Feliciana (Louisiana) – 187 men to 100 women
8. Wheeler (Georgia) – 184 men to 100 women
9. Chattahoochee (Georgia) – 182 men to 100 women
10. Union (Florida) – 181 men to 100 women

U.S. Counties With the Most Women (2020)

1. Pulaski County (Georgia) – 75 men to 100 women
2. Macon (Alabama) – 83 men to 100 women
3. Summers (West Virginia) – 83 men to 100 women
4. Livingston (Missouri) – 83 men to 100 women
5. Niobrara (Wyoming) – 84 men to 100 women
6. Franklin City (Virginia) – 84 men to 100 women
7. Petersburg (Virginia) – 84 men to 100 women
8. Sumter (Alabama) – 84 men to 100 women
9. Williamsburg (Virginia) – 85 men to 100 women
10. Fluvanna (Virginia) – 85 men to 100 women

Engagement

Employees, Patients, Community Stakeholders

Creating a business proposition around a niche market



Addressing the Pay Gap

- **The Equal Pay Act of 1963 (EPA)** prohibits discriminatory pay on the basis of gender
- **The Civil Rights Act of 1964 (Title VII)** prohibits other discriminatory practices by employers on the basis of many factors including race, age, gender, religion, ect.

Figure 1a. Percent of Total EPA Charges Filed by Women

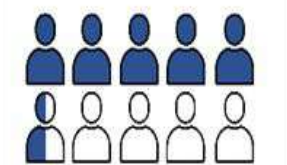
91.7 % of total EPA charges were filed by women.



SOURCE: U.S. EEOC, Integrated Mission System, Charge Data, FY 2017 – FY 2021.

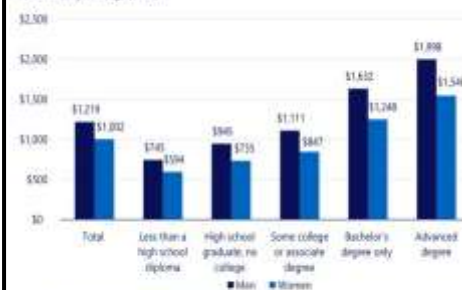
Figure 1b. Percent of Total Title VII Charges Filed by Women

65.4 % of total Title VII wage charges were filed by women.



SOURCE: U.S. EEOC, Integrated Mission System, Charge Data, FY 2017 – FY 2021.

Figure 2. The pay gap persists at all education levels
Median weekly earnings (2022)



Council of Economic Advisors
Source: Bureau of Labor Statistics, U.S. Department of Labor, calculations.
Note: Data are based on median weekly earnings of full-time, wage and salary workers, 25 years and older in 2022. Advanced degree includes people with master's, professional, and doctoral degrees.
As of June 8, 2023 at 10:00am.

Figure 3. Top 10 States with the Most EPA and Title VII Wage Charges per 10,000 Population Ages 16 Years and Older, FY 2021



SOURCE: U.S. EEOC, Integrated Mission System, Charge Data, FY 2017 – FY 2021. 2020 American Community Survey (ACS) 1-year experimental population estimates by state, 25 years and older, Civilian Labor Force.

- Employers should monitor for and immediately correct unexplained variances in pay and staffing
- **Not worth the cost** - EEOC fines to employers totaled over \$665 million for 21 thousand victims of employer discrimination in 2023.

Employee Engagement:

Tools and Strategies

- Training and Development
 - make business planning and training part of your regular workflow. Collect feedback and input from all team members.
- Educational Resources
 - recertification of your staff can work in favor - find and endorse CE's that are well matched for your business needs
- Division of labor
 - designate a Program 'Champion'
- Wellness Programs
 - take care of your own with accessible care, preventative screenings, and a work culture that fosters innovation and collective input
- Recognition and Incentives
 - celebrate wins, learn and adapt from setbacks



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<https://www.thomas.co/resources/type/hr-blog/driving-employee-engagement-through-training-and-development>

Engaging Employees:

A Step-Wise Approach

- **Collect** - What products and services do you offer? Pick one product/service category as the focus area for the month.
- **Assess** - Why are these important to the business? What could be changed?
- **Plan** - How should each product/service can be “marketed”
 - Who is this product/service for?
 - How do you identify customers that could benefit?
 - What would lead you to recommend a product/service?
- **Implement** - share your findings and plan with pharmacy team and establish how each staff member will support overall success of the product/service
- **Follow-up** - celebrate every win! identify patterns that lead to success? How do you measure impact?

Engaging Employees:

A Step-Wise Approach

*Does this process
improvement plan
seem familiar?*

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Engagement

Increasing Your Sales

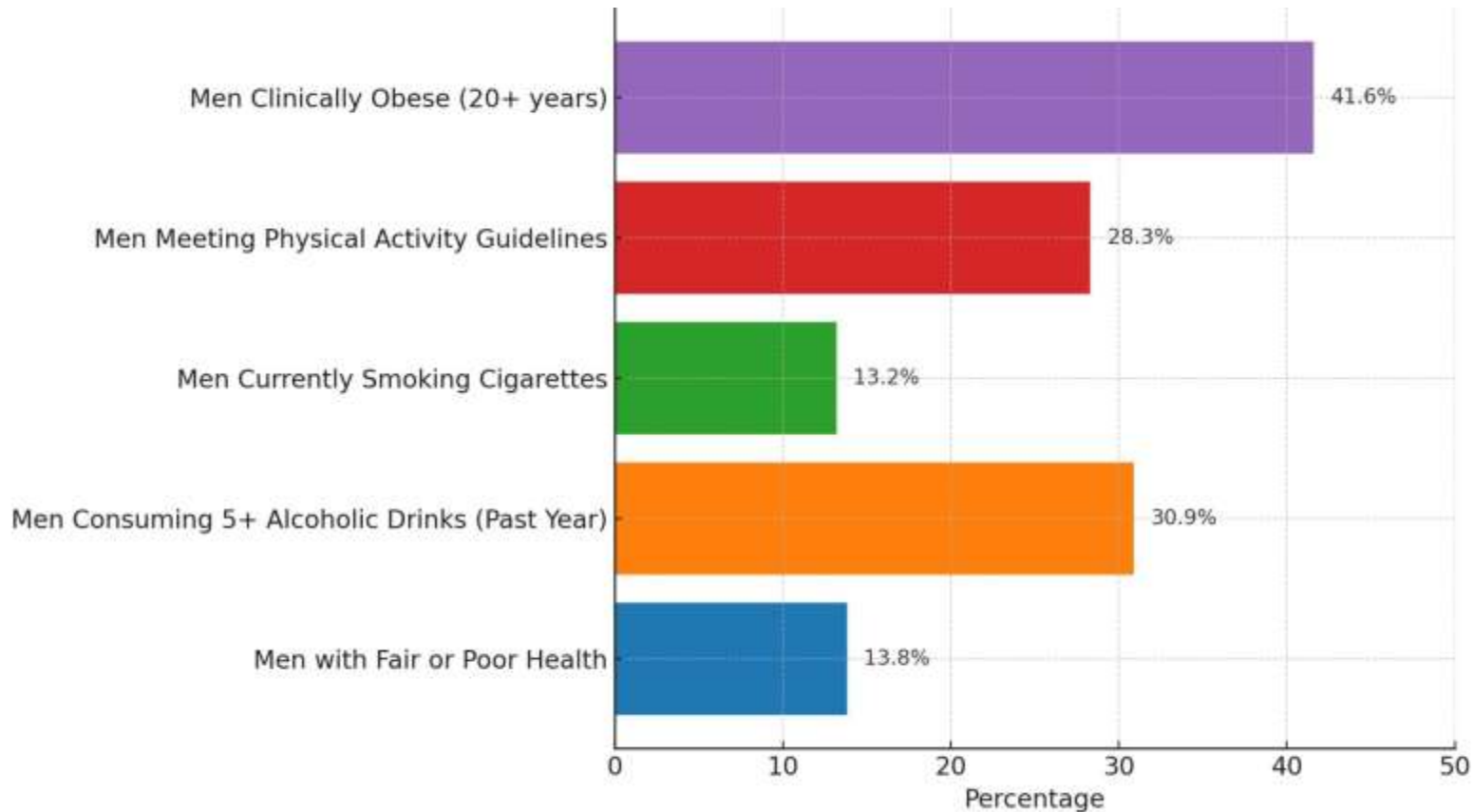
How to “Market” to Your Male Population



Community
Connected

Morbidity in Men

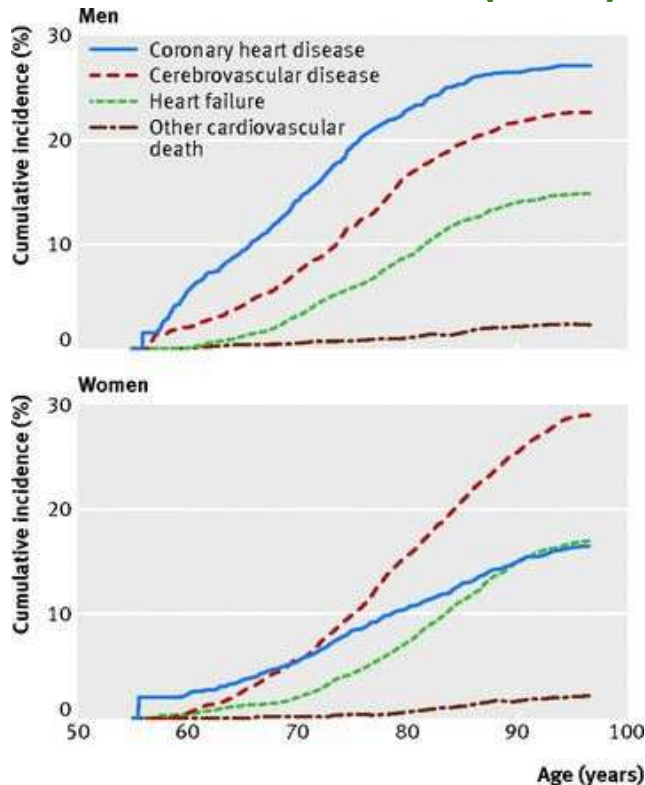
The [CDC National Center for Health Statistics](https://www.cdc.gov/nchs/fastats/mens-health.htm):



Leading Causes of Mortality in Men

TOP 3 according to the CDC

1. Heart disease (20%)



<https://www.bmj.com/content/349/bmj.g5992>

2. Cancer (17.4%)

<https://cancercontrol.cancer.gov/ocs/statistics>

Estimated Number of Male Cancer Survivors in the U.S., by Cancer Type



3. Accidental Injury (6.5%)



<https://publichealthpost.org/health-equity/men-hard-at-work/>

Screening Opportunities for Pharmacy

Cardiovascular

- hypertension and cholesterol

Mental health

- depression and anxiety

Sexual health

- erectile dysfunction and prostate health, fertility testing

Cancer prevention and screening

- smoking cessation, routine screenings, genetic screening

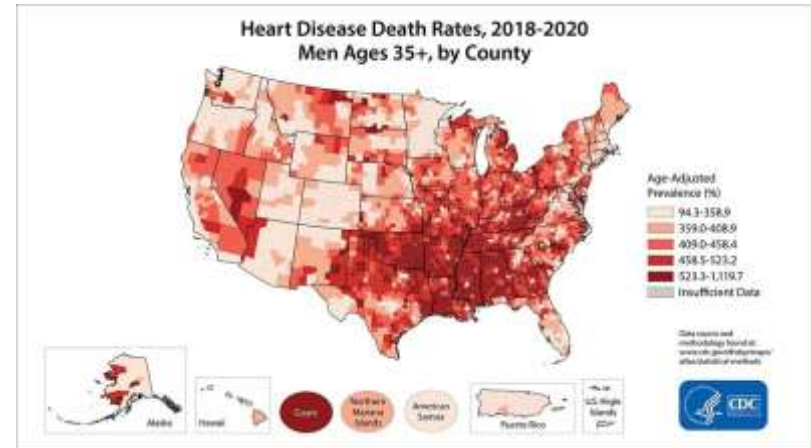
Infectious disease

- immunizations, travel health education, HIV, POC testing, and OTC at-home testing kits

#1 Heart Disease

Heart Disease is the leading cause of death for American men.

- The leading risk factor for heart disease is high blood pressure.
 - Use Self-Care Tips to Lower Your Blood Pressure (OWH)
- Men develop heart disease 10 years earlier, on average, than women do
- Erectile dysfunction and high blood pressure is a common indicator of potential future heart disease. Other risk factors include stress and low testosterone.
- Learn how to Prevent Heart Disease by choosing healthy foods, keeping a healthy weight, and getting regular activity.
- Learn more about how heart disease affects men differently
- Men with high levels of anxiety and stress develop more risk factors for heart disease, stroke, and diabetes



<https://www.cdc.gov/heart-disease/about/men-and-heart-disease.html>

<https://www.cdc.gov/heart-disease/about/index.html>

Hypertension Remote Physiologic Monitoring Program at Your Pharmacy

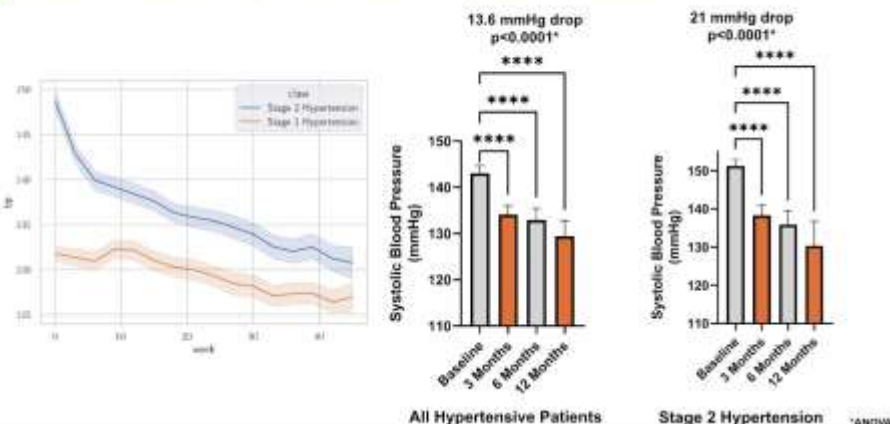
EngageDr.



What is it and why should a pharmacy consider it?

RPM can SAVE LIVES

Blood Pressure Improves with Program Duration



<https://healthsnap.io/harnessing-remote-patient-monitoring-for-hypertension-management-healthsnap-patient-outcomes-data/>



Host
BRITTANEY BETHEA, MPH

NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

THE HEART OF THE MATTER
Podcast

STEPHANIE MCGRATH, PHARM D
Guest Speaker

TROY TRYGSTAD, PHARM D, MBA, PH D
Guest Speaker

KELSEY HAKE, PHARM D
Guest Speaker

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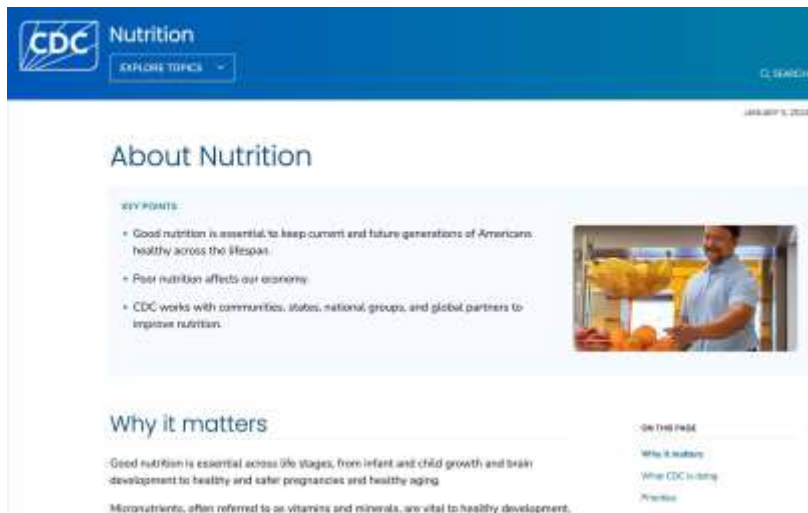
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<https://link.edgepiot.com/s/5442e75e/QMApLizJGk65TdZkQdw3NA?u=https://myemail.constantcontact.com/February-is-American-Heart-Month-.html?soid=1138520798216%26aid=q-EReSOmplM>

Engaging Your Patients

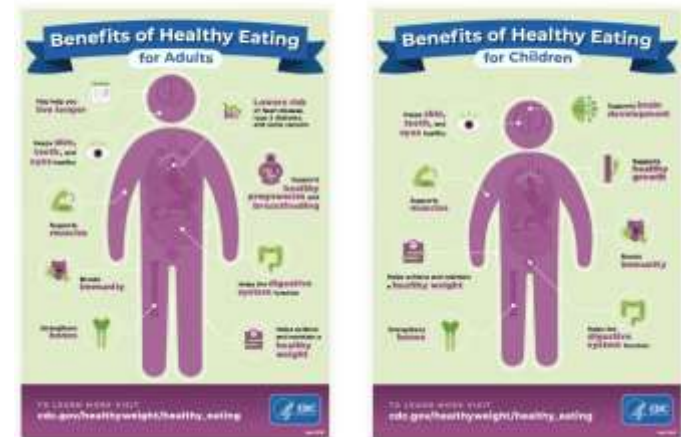
Pharmacist Healthy Lifestyle Counseling

1. Counsel patients about the importance of following a healthy, active lifestyle, balanced diet, and smoking cessation:
 - [Nutrition Informational | CDC](#), Nutrition for Health Equity, Healthy Eating Tips, Benefits of Healthy Eating



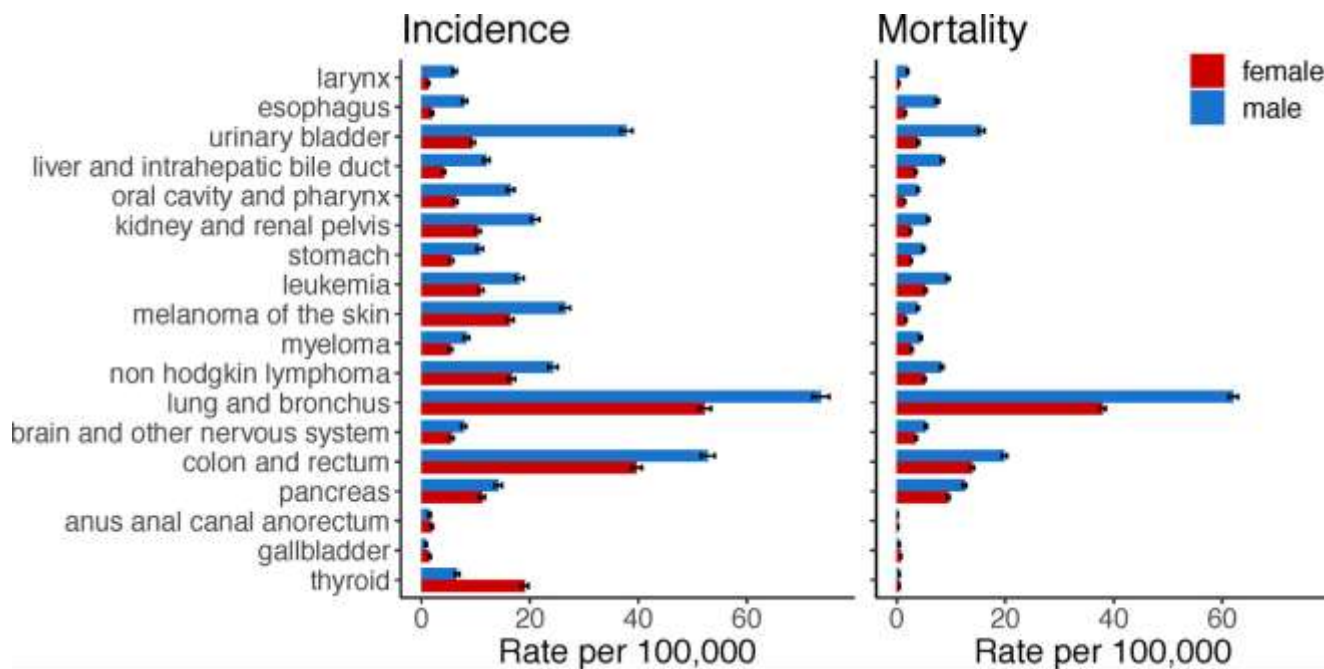
Benefits of Healthy Eating

[Español](#) | [Print](#)



#2 Cancer

- Men have higher rates of getting and dying from cancer than women.
 - Colorectal cancer screening for males **45 to 75 years old**
 - Lung cancer screening **for people who are 50 to 80 years old and a history of smoking**
 - Prostate cancer screening for **middle-aged men**



<https://www.frontiersin.org/journals/oncology/articles/10.3389/fo nc.2020.597788/full>

Cancer Screening

Recommendations and Referrals

As a pharmacist, it's crucial to support cancer prevention and early detection in men. Here are some recommendations and referral options:

2. Prostate Cancer Screening:

- PSA (Prostate-Specific Antigen) blood test
- Digital Rectal Exam (DRE)
- Referral to urologists for further evaluation



4. Colorectal Cancer Screening:

- Fecal occult blood test (FOBT)
- Colonoscopy
- Referral to gastroenterologists



2. Smoking Cessation Products and Counseling Programs:

- Nicotine replacement therapy (patches, gums, lozenges)
- Prescription medications (varenicline, bupropion)
- Counseling and support groups



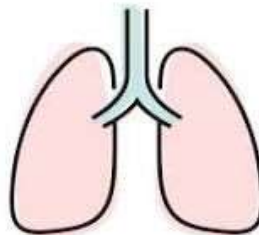
5. Skin Cancer Awareness:

- Regular skin checks
- Education on sun protection and self-examination
- Referral to dermatologists for suspicious lesions



3. Lung Cancer Screening (for high-risk individuals)

- Low-dose computed tomography (LDCT)
- Regular follow-ups and monitoring



Pharmacogenomic Testing at Your Pharmacy

Genes with Mutations Linked to Hereditary Cancer Risk

Inherited mutations have been linked to many different types of mutations. Some types of cancer are more likely to be hereditary. Below is a list of common cancers, and the most common genes that have been linked to increased risk for each.

Cancer	Genes
Breast cancer in women	ATM , BARD1 , BRCA1 , BRCA2 , CHEK2 , CDH1 , NF1 , PALB2 , PTEN , RAD51C , RAD51D , STK11 , TP53
Breast cancer in men	BRCA1 , BRCA2 , CHEK2 , PALB2
Colorectal cancer	APC , BMPR1A , EPCAM , MLH1 , MSH2 , MSH6 , PMS2 , CHEK2 , POLE , PTEN , SMAD4 , STK11 , TP53 , MUTYH
Endometrial cancer	BRCA1* , EPCAM , MLH1 , MSH2 , MSH6 , PMS2 , PTEN , STK11
Fallopian tube, ovarian, primary peritoneal cancer	ATM , BRCA1 , BRCA2 , BRIP1 , EPCAM , MLH1 , MSH2 , MSH6 , PALB2 , PMS2** , RAD51C , RAD51D
Gastric cancer	APC , CDH1 , STK11 , EPCAM , MLH1 , MSH2 , MSH6 , PMS2**
Melanoma	BAP1 (especially uveal melanoma), BRCA2 , CDK4 , CDKN2A , PTEN , TP53
Pancreatic cancer	ATM , BRCA1 , BRCA2 , CDKN2A , EPCAM , MLH1 , MSH2 , MSH6 , PALB2 , STK11 , TP53
Prostate cancer	ATM , BRCA1 , BRCA2 , CHEK2 , HOXB13 , EPCAM , MLH1 , MSH2 , MSH6** , PMS2**



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<https://www.facingourrisk.org/info/hereditary-cancer-and-genetic-testing/genes-by-cancer-types>

#3 Injury

- First aid and medical supply are key staples of “front end” business for pharmacies. Are your current offerings falling short of the needs of in your population?
- A missed sale is a choice. Are you collecting data on inventory you don’t have available to when patients leave empty-handed?
- Comprehensive pain management is a huge area of opportunity!
 - [Almost 21% of people \(51.6 million adults\) lives with chronic pain](#)
- Work with providers to develop a pain protocol
 - bespoke pain management
 - pain management “kits”
 - naloxone, educational resources, documentation



Preventative Care Immunization

Create marketing materials for immunizations vaccine schedules:

Puberty	Adults	Aged
Chickenpox (varicella) Flu (influenza) Haemophilus influenza type b (Hib) Hepatitis A Hepatitis B Human papillomavirus (HPV) MMR (Measles, Mumps, Rubella) Meningococcal Conjugate (MenACWY) Pneumococcal (PCV13 and PPSV23) Tdap	COVID-19 vaccine Flu (influenza) Hepatitis B MMR (Measles, Mumps, and Rubella) Tdap Chickenpox (varicella) – if born 1980 or later HPV vaccine	COVID-19 vaccine Flu (influenza) Pneumococcal vaccine - 65+ yo Shingles vaccine (zoster) Tdap RSV (respiratory syncytial virus)- 60+ yo

A New Era of Men's Health

The growing demand for men's health specialists has led to an increase in fellowship training programs for related fields. In the last decade, the number of urology fellowship training programs has more than doubled

The need for providers with this type of expertise coincides with the changing landscape of men's health clinics, powered by shifting attitudes, new research, and advancements in technology

New opportunities are beginning to emerge

- **Telemedicine:** The rise of telemedicine will benefit men's health, as it enables patients to sidestep stigma and accessibility issues. Many centers offer online consultations and prescriptions for conditions like ED and hair loss.
- **Pharmacies and compounded medicine:** As the cost of brand-name medications for conditions like ED remains high, compounding pharmacies play a promising role in the future of men's health. They can offer affordable, effective treatments through compounded medicine (medication tailored to the needs of an individual patient).
- **Mental health:** Chronic conditions can cause mental health issues like depression and anxiety, while mental health disorders can exacerbate physical illnesses. There's an opportunity for clinics to focus on integrating mental health care into their services, destigmatizing help-seeking, and encouraging men to address their mental health concerns.
- **Contraceptives:** The field of male contraception is poised for revolution. Beyond the traditional options of condoms and vasectomy, promising advances are being made in hormonal contraceptives for men.

**MEN'S HEALTH:
IT MATTERS**

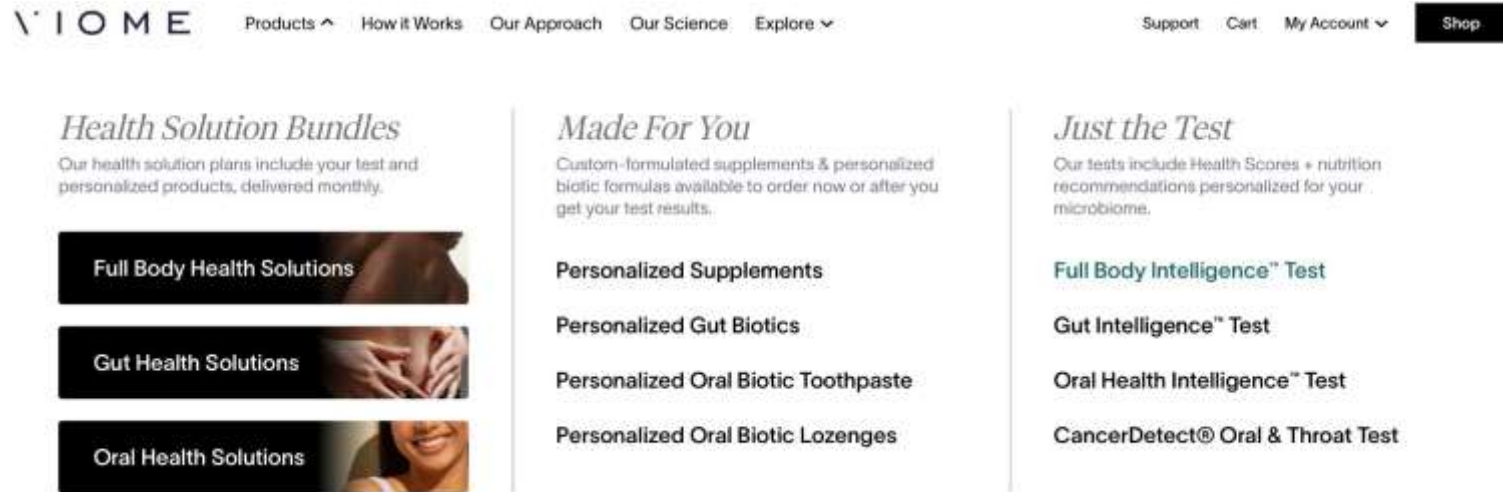


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<https://www.healthcareers.com/career-resources/trends-and-data/trends-in-mens-health-careers>

Engaging Patients: The Personalized Care Model



- The “concierge” approach is beneficial on two fronts:
 - Many customers are eager for recommendations that are suited specifically to their needs
 - Additional data collected from patients provides valuable insight
- **Key takeaways:** Can your team express the value of a personalized, “concierge” approach to OTC supplementation

Building Your OTC Inventory for Men's Health Corner at Your Pharmacy

Pharmacists can provide a variety of services to support men's health many of which you already provide.

Consider rebranding and grouping items together in a Men's Health endcap.

Consider the following ;

- **HTN** - herbal products e.g garlic
- **Weight Loss** - compounded GLP-1
- Preventative Care and Testing
 - [Educational Brochure](#)

Curated subscription wellness kits are highly marketable and increasing in popularity



At-Home Testing Kits

- Home test kits are increasingly popular resources for patients. They may also serve as a launching point for starting conversations on overall health and wellness with patients.
- Some tests available OTC include:
 - STD, Testosterone level, Fertility, Colorectal FOBT screen, HIV, Gene testing and drug testing,



Building the Men's Health Corner at Your Pharmacy

Cardiovascular Health	Mental Health	Sexual Health	Cancer Prevention and Screening	Weight Management
Blood Pressure Monitors American Heart Association	Supplements: St. John's Wort, Omega-3 fatty acids, magnesium National Institute of Mental Health	Treatment options for Erectile Dysfunction Urology Care Foundation	Home Test Kits: Colorectal cancer screening kits (FOBT), PSA test kits American Cancer Society	Supplements: Protein powders, weight management (e.g., green tea extract) Centers for Disease Control and Prevention
Cholesterol Test Kits Centers for Disease Control and Prevention	Stress Relief: Lavender essential oils, stress balls, meditation guides Anxiety and Depression Association of America	Prostate Health: Saw palmetto, beta-sitosterol National Cancer Institute	Smoking Cessation: NRT Smokefree.gov	Healthy Snacks: High-protein bars, low-sugar snacks U.S. Department of Agriculture
Supplements: Omega-3, CoQ10, plant sterols National Institutes of Health	Handout: signs of depression and anxiety (local resources) Mental Health America	Fertility Test Kits: Home test kits for sperm count and fertility American Society for Reproductive Medicine	Sunscreen and Skin Care: High SPF sunscreens, skin cancer awareness Skin Cancer Foundation	Fitness Aids: Resistance bands, pedometers, fitness tracking devices Physical Activity Guidelines for Americans
Handout: Brochures on heart disease prevention and management National Heart, Lung, and Blood Institute	Referral info: Contact details for local mental health professionals and support groups Substance Abuse and Mental Health Services Administration	Handout: Information on sexual health, prostate cancer screening, managing libido concerns Men's Health Network	Handout: Guides on cancer screenings, importance of early detection, how to perform self-exams Centers for Disease Control and Prevention	Handout: Tips on healthy eating, exercise routines, and maintaining a balanced diet MyPlate



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<https://www.fda.gov/media/78537/download>

Engagement

Community Stakeholders

Networking - Going outside your comfort zone



Physicians

1. Collaborative Health Initiatives

- Health screenings, clinics, and vaccine drives

2. Medication Management and Adherence

- Medication Therapy Management (MTM) and adherence support

3. Education and Awareness Campaigns

- Health education workshops and awareness campaigns

4. Chronic Disease Management

- Collaborative care plans and remote physiological monitoring

5. Men's Health Services Expansion

- Specialized services and telehealth

6. Data Sharing and Communication

- Electronic Health Records (EHR) and regular meeting

8. Preventive Health Services

- Screening and Lifestyle Counseling

9. Incentive Programs

- Patient Incentives

10. Research and Education

- Partner with local research projects, educational institutions, and pharmacy organizations to remain up to date with current trends

Health Groups and Associations



American
Urological
Association



Places of Worship

Churches and Mosques are all sacred spaces of worship.

Regardless of religion, all places of worship are community hubs.

All places of worship act as a community hub:

- Serve communities through programs dedicated to providing food, housing, and education.
- Offers a place of learning.
- It is a united voice for the communities they serve.
- It acts as a catalyst for positive change in the community.
- It offers an avenue to reach the underserved community.
- The leaders have a profound impact on the behavior and action of the community.

Key takeaway: Come out of your comfort zone to find avenues of market expansion through finding the humanity in the other.

Focus Month



June is Men's Health Month! This month is all about encouraging the men in your life (including you, men out there!) to take care of their bodies by eating right, exercising, and working to prevent disease. The official symbol for the month is a **blue ribbon** and the purpose of Men's Health Month is to heighten the awareness of preventable health problems and encourage early detection and treatment of diseases including cancer, heart disease, and depression.

Avoiding, Debunking, Demystifying **Stereotypes**



Why focus on men's health?

The average man pays less attention to his health than the average woman. Compared to women, men are more likely to

- *use alcohol and tobacco*
- *make risky choices*
- *miss regular checkups*

Heart disease, stroke, diabetes, cancer, and depression may be undertreated in males. In addition, prostate cancer and benign prostate enlargement are also unique to men. Yet 40% of men won't visit the doctor until something is seriously wrong.

Stigma around seeking help, especially for mental health.

Stereotypes

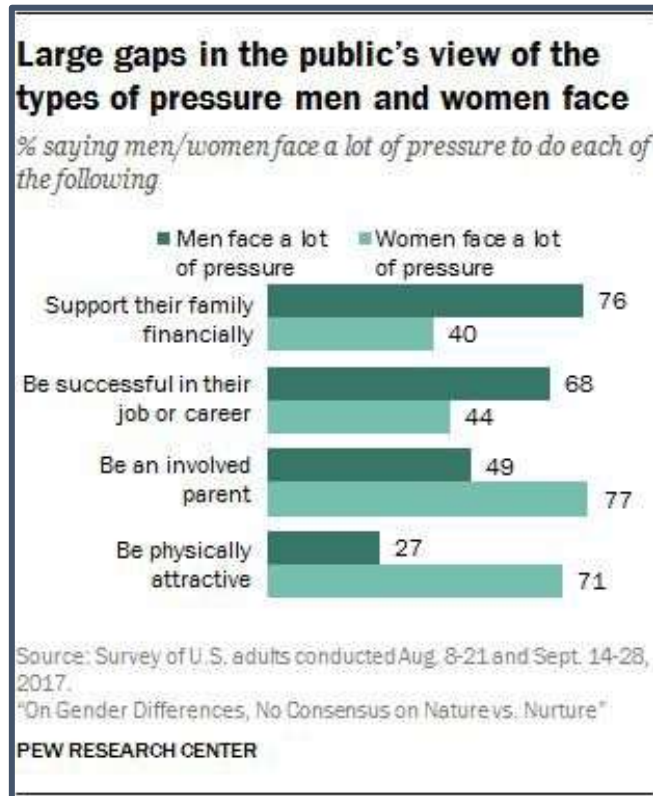
“Real men are _____”

self-sufficient

Men are often discouraged from talking with others about their issues which can be seen as weakness; Men are pushed to “figure it out” and keep their [personal problems](#) to themselves, without asking for help.

tough

A guy who won't fight back is seen as weak; Men are raised to believe they should always act strong even if they feel scared and nervous. Men do not seek care, especially preventative care because they are raised to be tough.



<https://www.pewresearch.org/social-trends/2017/12/05/americans-see-different-expectations-for-men-and-women/>

haggard yet clean

Successful men look good; But spending too much time on looks is not manly. Men are simultaneously forced into a rugged masculinity while expected to maintain a stable and reserved outward appearance.

sexually driven

Men do (or don't do) certain things. Men should be the financial providers. Male promiscuity is often heralded and yet they are expected to walk a line between “making the first move” and “coming on too strong”.

Stereotype

What can a pharmacist do?

- Emphasize confidentiality and build trust by fostering a welcoming, non-judgemental atmosphere.
- Practice active listening and endorse educational campaigns aimed at reducing stigma.
- Offer private, one-on-one consultation that abounds with empathy and understanding.
- Partner with local organizations and events that foster balanced, healthy living.

How to Talk so Patients Will Listen

Understanding Patients and Communicating Across Differences

Each interaction is an opportunity to practice _____.

Attentiveness

Honesty

Patience

Respectfulness

Compassion

Trustworthiness

Creating a relaxing atmosphere

Repeating important messages



EXPECT MORE

<https://www.bu.edu/fammed/projectred/newtoolkit/ProjectRED-tool4-diverse-pop.pdf>

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Back to Our Patient

New customer: Jon Smith

- 44 y.o. male
- History
 - hypertension (2019)
 - mild depression (2024)
- Patient Concerns
 - weight gain
 - reduced libido
- Goals
 - address concerns
 - improve BP control
 - manage depression effectively

Back to Our Patient

- Pam the pharmacy owner, recognizes the importance of creating a supportive environment. She invites Roy to a private consultation room.
- Pam's consultation revealed Roy's HTN and depression were well managed but that adverse effects were affecting his daily functioning and sex life. The pharmacist uses an empathetic tone and reassures Roy that she can help manage his recent health concerns.
- Pam emphasizes confidentiality and provides evidence-based solutions leading to the unique opportunity to devise a personalized health plan, including a recommendation to continue CBT for his depression which he had recently written of as "bogus".
- Pam connected Roy with local support groups and provided educational materials that challenged stereotypes about men seeking help. A holistic, empathetic approach not only addressed Roy's immediate concerns but also fostered trust and rapport, turning him into a lifelong customer and advocate for the pharmacy's men's health initiative.





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