

Engaging Your Community Women's Health

Market Expansion Through Cultural Understanding



Community
Connected

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Community Connected
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Objectives

1. Identify the population distribution by state and national statistics of women's health issues in America
2. Describe how can a pharmacy owner can better engage with his female employees
3. Describe how can a pharmacy owner can better engage with his female patients
4. Identify the stakeholders in the community committed to women'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 women

Setting The Stage

Community pharmacy owner Jason in Polaski, Georgia wants to differentiate the services in his pharmacy. Jason uses CPESN Business Intelligence data and his recent report shows higher female population in the zip code of his pharmacy.

How can he leverage this information to become a trusted community member and expand his market to better serve this demographic?

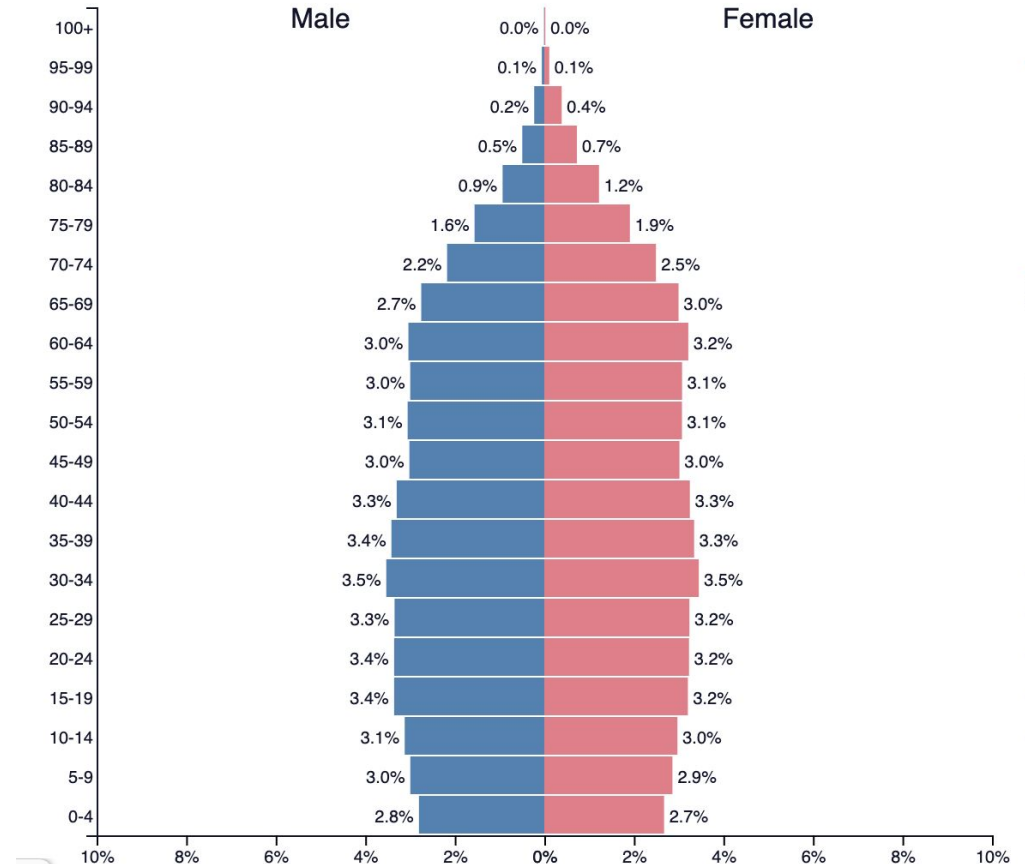
Women Population in America

United States of America ▼
2024

Population: 341,814,420

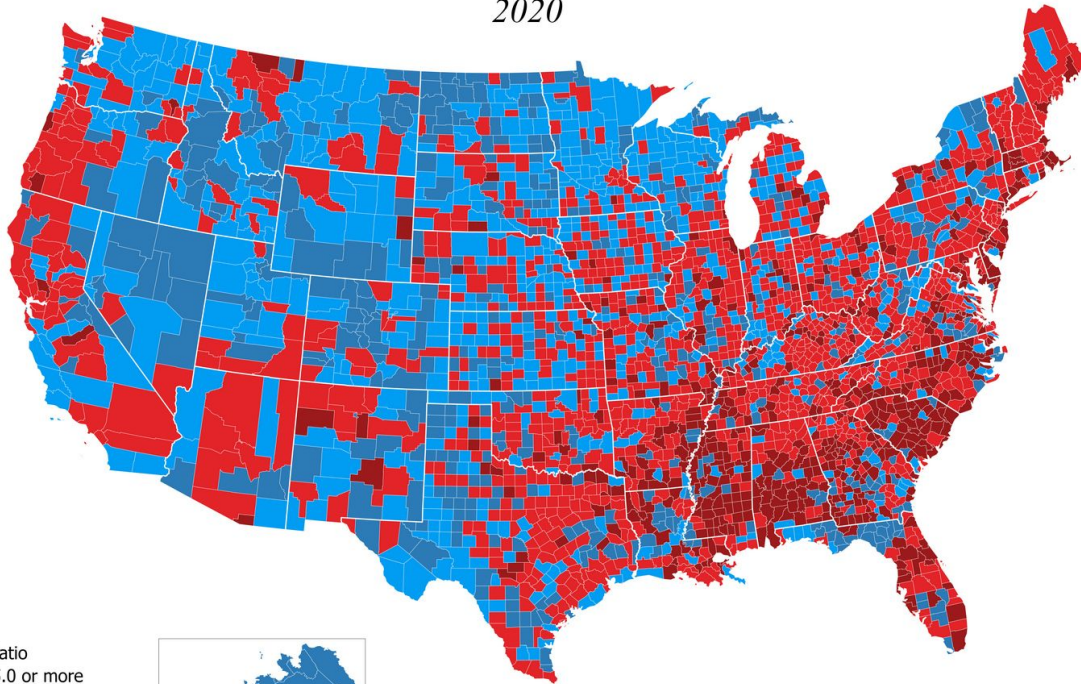
168 million

The number of females in the United States as of July 1, 2022. There were about 165 million males in the United States as of the same date.



Female Population in America

Sex Ratio by County 2020



Sex Ratio
■ 105.0 or more
■ 100.0 to 104.9
■ 95.0 to 99.9
■ Less than 95.0

U.S. sex ratio: 97.14

Sex ratio is calculated as
the number of males per 100 females.

0 125 250 500 Miles

www.vividmaps.com

Data source: The United States Census Bureau

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

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

Market Insights: In Your Pharmacy

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	0	17
	Asian		
	Hawaiian		
	Some other		
	Hispanic or		

Pharmacy DBA: COMMUNITY PHARMACY OF DELTONA
 Pharmacy NCPDP: 5744138
 Your Pharmacy: 01SEP2022 to 31AUG2023, # of Pharmacies = 1
 Your State: 01SEP2022 to 31AUG2023, # of Pharmacies = 5
 CPESN BI: 01SEP2022 to 31AUG2023, # of Pharmacies = 86

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 32738 Percent	Census Pharmacy Zip 32763 Percent
SEX	Male	46.7%	50.1%	48.9%	50.7%
	Female	53.2%	49.9%	51.1%	49.3%
	Unknown Sex	-	-	-	-
	No Sex Data	0.1%	-	-	-
AGE	Under 5 years	0.8%	4.7%	6.6%	4.4%
	5 to 9 years	1.4%	6.8%	6.5%	5.2%
	10 to 14 years	1.4%	6.5%	6.8%	5.8%
	15 to 19 years	1.5%	6.8%	6.9%	7.9%
	20 to 24 years	1.6%	5.1%	6.2%	4.8%
	25 to 34 years	5.4%	13.2%	14.7%	10.9%
	35 to 44 years	10.6%	13.6%	12.3%	12.6%
	45 to 54 years	14.6%	13.2%	12.1%	14.7%
	55 to 59 years	9.1%	5.8%	8.0%	5.6%
	60 to 64 years	10.8%	5.7%	6.3%	6.9%
RACE/ETHNICITY	White	0.8%	63.1%	66.8%	78.4%
	Black or African American	0.1%	10.7%	13.8%	8.7%
	Asian	-	1.9%	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



Employee Engagement

Employees, Patients, Community Stakeholders
Creating a business proposition around a niche market



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Employee Engagement 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>

Employee Engagement Strategies

Health and Wellness Programs: Implementing wellness programs that include stress management workshops, mental health support, and fitness options can help moms manage the physical and emotional demands of their roles. Promoting wellness is crucial for maintaining overall health and job satisfaction.

Childcare Support: Providing on-site childcare facilities or partnering with local childcare providers can ease the burden of finding reliable care. This support allows moms to focus on their work without the constant worry about their children's wellbeing.

Resource Sharing: Providing resources such as parenting tips, financial planning tools, and educational materials can empower moms with useful information and strategies for managing their dual roles effectively.

Supportive Work Environment: Fostering a supportive and understanding work culture where employees can discuss their challenges openly can lead to better morale and job satisfaction. A positive environment helps reduce feelings of isolation and stress.

Communication and Feedback: Regularly checking in with employees to understand their needs and challenges allows for tailored support. This ongoing communication ensures that their specific concerns are addressed and contributes to a more inclusive workplace.

Patient Engagement

Increasing Your Sales

How to “Market” to Your Female Population



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Disparities and the Leading Causes of Death in Women in the United States

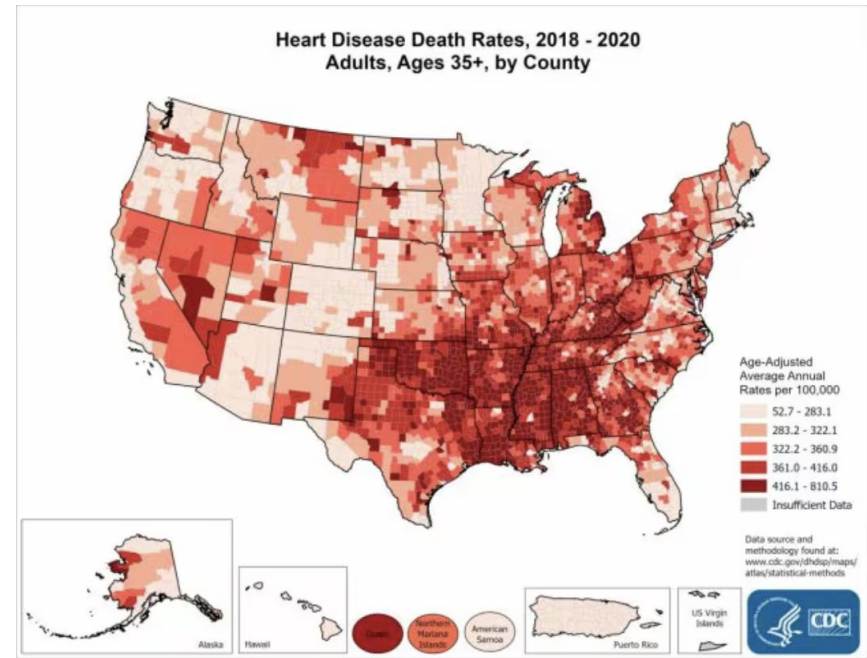
TOP 5

- 1) **Heart Disease 18.6%**
- 2) **Cancer 17.6%**
- 3) **Stroke 7%**
- 4) **Chronic Lower Respiratory Disease 6.3%**
- 5) **Alzheimer's Disease 6.1%**

#1 Heart Disease

Heart Disease is the leading cause of death for women in the U.S. and can affect women at any age. Over 60 million women are living with some form of heart disease. In 2018, heart disease was responsible for more than 1 out of every 5 deaths for women in the U.S.

- The leading risk factor for heart disease in women is high blood pressure.
 - Use Self-Care Tips to Lower Your Blood Pressure (OWH)
- Pregnant women with high blood pressure have twice the risk of developing heart disease later in life.
- African American women had the highest rate of death due to heart disease and are nearly 60% more likely to have high blood pressure than white women.
- [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 Women Differently.](#)



[CDC Heart Disease Death Rates](#)

Hypertension Remote Physiologic Monitoring Program at Your Pharmacy

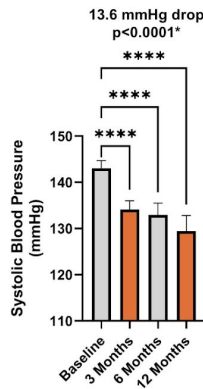
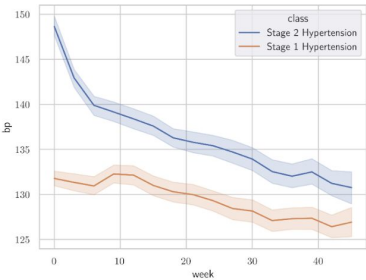
EngageDr.™



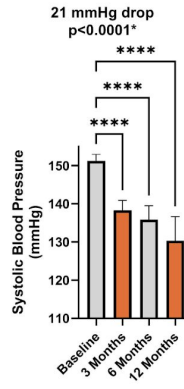
What is it and why should a pharmacy consider it?

RPM can SAVE LIVES

Blood Pressure Improves with Program Duration



All Hypertensive Patients



Stage 2 Hypertension

*ANOVA

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





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



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THE HEART OF THE MATTER
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Guest Speaker



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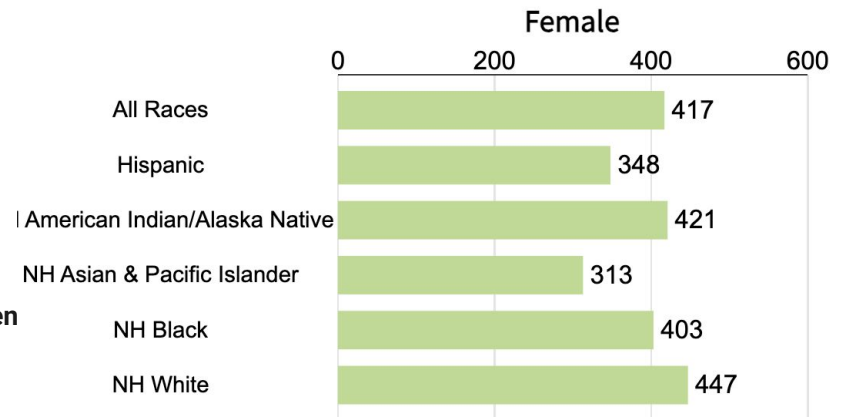
<https://link.edgepilot.com/s/5442e75e/QMApLizJGk65TdzkQdw3NA?u=https://myemail.constantcontact.com/February-is-American-Heart-Month-.html?aid=1138520798216%26aid=q-EReSOmplM>

#2 Cancer

Cancer is the **second leading cause of death** for women in the U.S. and affects women of all ages, races, and populations. However, social, environmental, and economic disadvantages affect some groups more than others.

- **African American women have the highest** cancer death rates and **Asian/Pacific Islanders have the lowest** cancer death rates.
- While **African American women** have similar breast cancer rates as white women, they have a greater risk of dying from it.
- [Examples](#) of how cancer can uniquely affect specific groups of women include:
 - Higher incidence of a particularly aggressive form of breast cancer among African American women;
 - Higher rates of **kidney cancer among American Indian and Alaska Native women;**
 - Higher rates of **liver cancer among Asian and Pacific Islander women** and
 - Higher rates of **cervical cancer incidence among Hispanic and African American women.**
- [Learn how to Prevent Cancer or Find it Early](#) by simple and proven methods like cancer screenings/tests, vaccines, and making healthy choices.

**Rates of Cancer Diagnosis by Race/Ethnicity
in U.S. Female Population**



[SEER Cancer](#)

Key Takeaway: Pharmacies can provide lifestyle and preventative education services to women related to cancer screenings and referrals.

#3 Stroke

Stroke affects 1 in 5 women between the ages of 55 to 75 and is the third leading cause of death for women in the U.S. [High blood pressure](#) is the main risk factor for stroke. Additionally, the risk for stroke increases with age, and because women live longer than men on average, more women have strokes over their lifetime than men.

- Women have unique risk factors for stroke, including high blood pressure during pregnancy, using certain types of birth control medicines, and higher rates of depression.
- African American women have the highest rate of death from stroke compared to other ethnic groups for a variety of reasons including high blood pressure, obesity, salt and sodium consumption rates, higher diagnosis rates of Sickle Cell disease, and tobacco use.
- [Take Action and Prevent Stroke](#) (CDC) by getting regular physical activity, choosing healthy foods and drinks, keeping a healthy weight, and limited alcohol.

Acting F.A.S.T. is Key to Stroke Survival

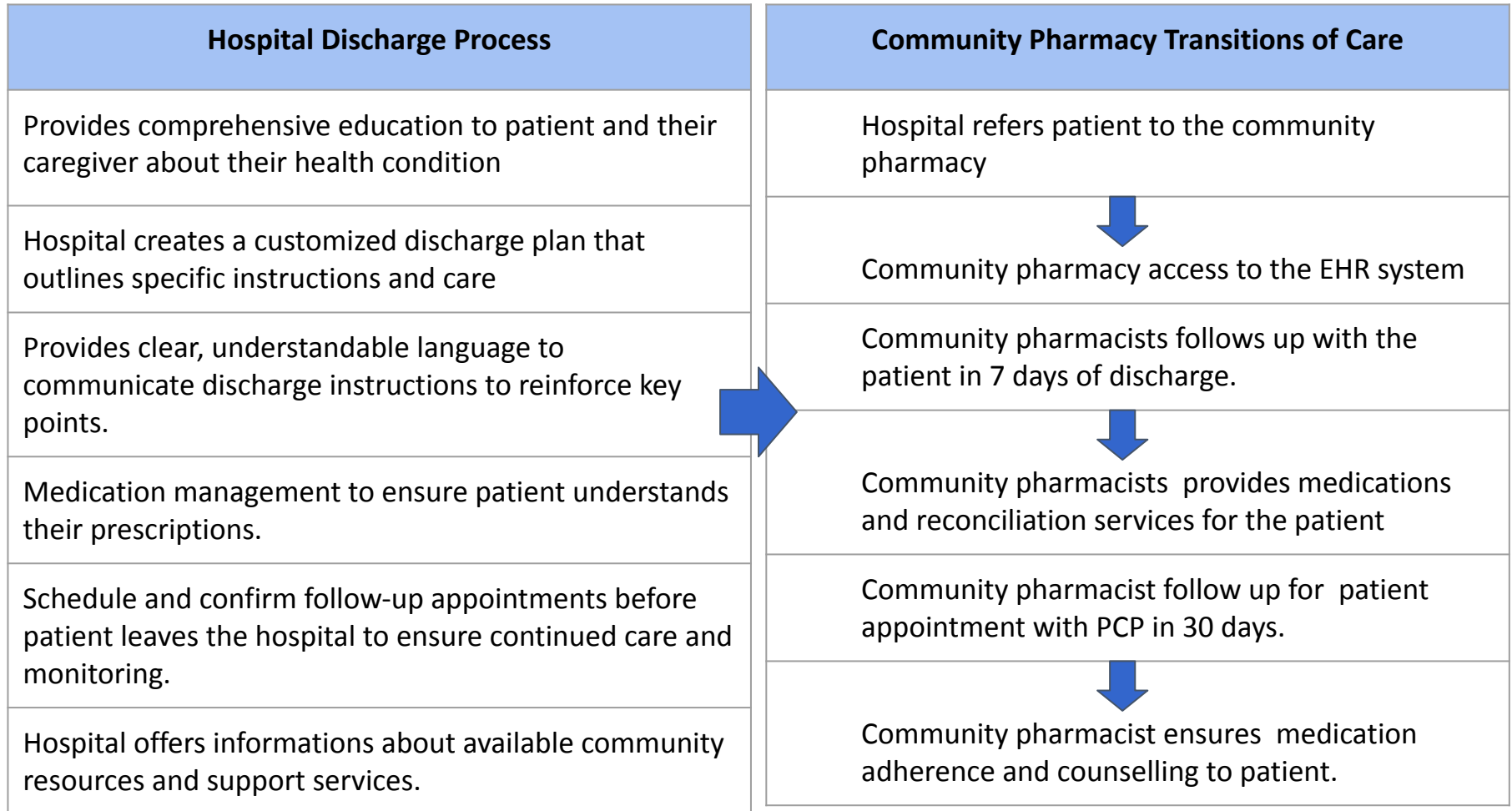


			
FACE	ARMS	SPEECH	TIME
Does one side of the face droop when smiling?	Does one arm drift downward when both arms are raised?	Is speech slurred or strange when repeating a simple phrase?	If you see any of these signs, call 9-1-1 right away.



<https://www.cdc.gov/stroke/signs-symptoms/index.html>

Transition of Care Program at the Community Pharmacy

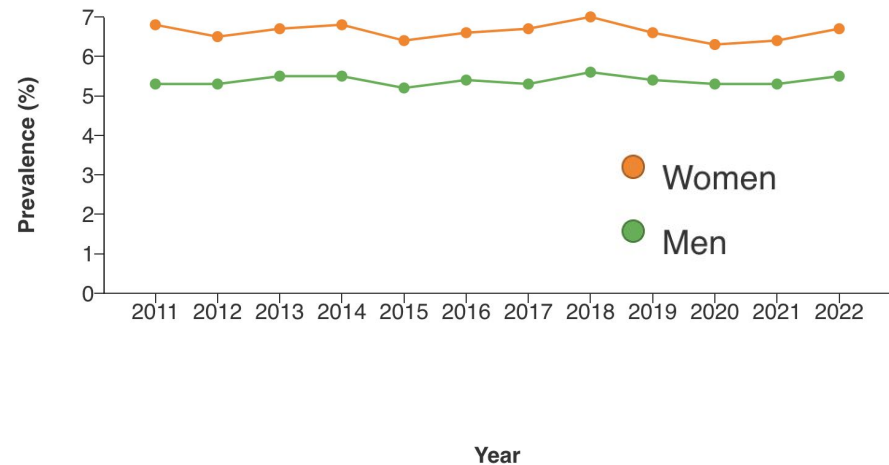


#4 Chronic Lower Respiratory Disease (CLRD)

Chronic Lower Respiratory Disease (CLRD) is a group of conditions that affects the lungs and is the fourth leading cause of death for women in the U.S. CLRD includes diseases such as asthma, chronic obstructive pulmonary disease (COPD), and lung cancer. **Smoking is the number one risk factor.**

- More than twice as many women as men are diagnosed with chronic bronchitis.
- The rate of emphysema among women has increased by 5 percent in recent years while decreasing among men, and more women have died from COPD than men every year since 2000.
- [Learn More About How CLRD Affect Women's Health](#)
- There are many [Tips and Resources to Help Quit Smoking and Manage Withdrawals](#) including finding safe substitutes for cigarettes, adjusting your medications, and hotlines to assist.
 - Call 1-800-QUIT-NOW to talk to a Quit Smoking Coach Today!

Trends in COPD among U.S. Adults



Smoking Cessation Program

What is a smoking cessation program?

A smoking cessation program is a personalized treatment plan that can help people quit smoking. Our START TO STOP® smoking cessation program provides individualized support to put an end to your smoking habit and includes:

- **1-on-1 consultation with a MinuteClinic® provider**
- **A nicotine dependence assessment**
- **Educational information based on your specific needs and goals**
- **Ongoing coaching and support to help you quit smoking**
- **When appropriate, nicotine-replacement recommendations or prescriptions**

Common questions:

- ↓ **Why do I need a smoking cessation program?**
- ↓ **What illnesses/conditions are associated with smoking?**
- ↓ **Why is it hard to quit smoking?**
- ↓ **What benefits occur when you quit smoking?**
- ↓ **What symptoms might occur when you stop smoking?**
- ↓ **How can a pharmacist provider help me quit smoking?**



#5 Alzheimer's Disease



[Women's Alzheimer's Movement](#)

Alzheimer's Disease is the **fifth leading cause of death** of women in the U.S. More than 5.6 million people, over the age of 65, have Alzheimer's Disease, of which, **almost two-thirds are women.**

- The greatest risk factor for Alzheimer's disease is age, and because women live, on average, 5 years longer than men, they are more likely to be diagnosed with Alzheimer's.
- White women have the highest rate of death from Alzheimer's Disease.
- [Learn more about Alzheimer's and Its Effects](#)
- Recent research suggests increased physical activity, blood pressure control, and cognitive training [Can Help Prevent Alzheimer's.](#)

Preventative Cognitive Screening



- ❖ **Cognitive Screening and Assessment**
 - Detecting possible cognitive impairment is the first step in determining whether or not a patient needs further cognitive tests and evaluation
 - Early detection ensures that patients receive the most benefit from treatment options at the earliest point possible
- ❖ **Medicare Annual Wellness Visit**
 - Includes a personalized prevention plan and detection of possible cognitive impairment.

The Cognivue Thrive® device is designed to be a quick cognitive screen used in a wide variety of healthcare settings. Our proprietary technology makes the screen highly sensitive to each individual patient and dynamically adapts as the patient moves through the test.

The Cognivue Thrive test detects potential cognitive impairment so that a patient can address modifiable risk factors to potentially change the course of the impairment. Differentiate your office or practice by empowering your patients to take action sooner.

The Cognivue Thrive test takes the patient through a series of exercises to assess the domains of Memory, Visuospatial, and Executive Function as well as two speed performance parameters.



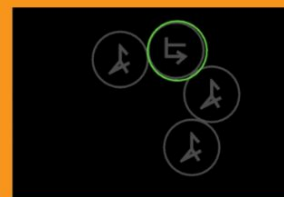
Motor Skills



Visual Acuity



Word Perception



Shape Perception



Word Memory



Shape Memory



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<https://www.alz.org/professionals/health-systems-medical-professionals/cognitive-assessment>

Monitoring Cognitive Screening



The Cognivue Clarity® device is a self-administered, digital cognitive assessment that standardizes the patient's experience and removes the bias that can exist with traditional testing methods.

The proprietary technology collects over 130,000 data points and is highly sensitive to each individual patient. Using adaptive psychophysics, the test dynamically adapts as the patient moves through the test.



The Cognivue Clarity device takes the patient through a series of exercises to assess the domains of Memory, Executive Function/Attention, Discrimination, and Visuospatial, as well as two speed performance parameters.



Motor Skills



Visual Acuity



Letter Perception



Word Perception



Shape Perception



Motion Perception



Word Memory



Letter Memory



Shape Memory



Motion Memory

Healthy Woman Corner at Your Pharmacy

Pharmacists can provide a variety of services to support women's health initiatives.

- Access to reproductive health services
- Preventative Care Immunization
- Pharmacogenomic Genetic Testing
- Education on Women's Health

Reproductive and Sexual Health Across the Lifespan

Puberty: The Beginning of Your Journey

Puberty is a time of significant physical and emotional changes, signaling the body's ability to reproduce. During this stage, it's important to:

- Educate Yourself: Learn about the menstrual cycle, hygiene practices, and what to expect as your body changes.
- Communicate: Don't be afraid to ask questions. Talking with trusted adults or health care providers can provide valuable information and reassurance.

Ensure access to services:

Contraceptive counseling and contraceptive prescriptions

Human papillomavirus (HPV) vaccine

Sexually transmitted infections (STIs) screenings (and *referral* to clinic)

Pregnancy testing



[Child Trends](#)

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<https://www.womenshealth.gov/nwhw>

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Reproductive and Sexual Health Across the Lifespan

Reproductive Health: Understanding Your Body

As you move through adulthood, understanding and managing your reproductive health becomes crucial. This includes:

- **Regular Health Screenings are essential for early detection and treatment of potential health issues.**
- Contraception and Family Planning: Educate yourself about different birth control methods and plan your family in a way that's right for you.
- Healthy Lifestyle: To support your reproductive health, maintain a balanced diet, get regular exercise, quit smoking, manage stress, and avoid alcohol and other drugs.

Ensure access to services:

Annual Women Wellness Exams

Breast exams (*referral* to hospital or clinic)

Pap smear tests (*referral* to doctor's office or clinic)

Sexually transmitted infections (STIs) tests (*sold over the counter*)



[Mass.gov](https://www.mass.gov)

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<https://www.womenshealth.gov/nwhw>

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Reproductive and Sexual Health Across the Lifespan

Menopause: A New Chapter

Later in life, menstruating women will experience **menopause** or the end of menstruation. Menopause does not signal the end of youth or desirability; it's simply a new chapter. Hot flashes, mood changes, and other symptoms can feel overwhelming, but sharing experiences and coping strategies can make a big difference. Understanding menopause is crucial, not just for those going through it but for everyone around them.

Ensure access to services:

Annual Women Wellness exams

Hormone therapy compounding

Pap smear tests (*referral* to doctor's office or clinic)

Bone density tests (*referral* to hospital or clinic)

Breast exams (*referral* to hospital or clinic)



Reproductive and Sexual Health Across the Lifespan

Though menopause comes with challenges, it can also be a time of liberation and new beginnings. To navigate this stage:

- **Stay Informed:** Understanding the symptoms and long-term health considerations of menopause can help them manage this transition more effectively.
- **Seek Support:** Discussing their experiences with health care providers, friends, and support groups can offer comfort and practical advice.
- **Focus on Wellness:** Continue to prioritize their physical and mental health through regular exercise, a nutritious diet, stress management, and preventive health care.

A Positive Perspective on Aging

Embracing these changes with knowledge and proactive care can lead to a healthier, more fulfilling life. For more tips on maintaining patient's health at every age and stage, visit [Healthy Living by Age webpage](#), which provides a wealth of resources to support them in leading a healthy, active life at any age.



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<https://www.womenshealth.gov/healthy-living-age>

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Preventative Care Immunization

Create marketing materials for immunizations vaccine schedules for women:

Puberty	Adult Women	Pregnancy	Older Women
Chickenpox (varicella)	COVID-19 vaccine	<u>Before</u>	COVID-19 vaccine
Flu (influenza)	Flu (influenza)	MMR (measles-mumps-rubella)	Flu (influenza)
Haemophilus influenza type b (Hib)	Hepatitis B	<u>During</u>	Pneumococcal vaccine - 65+ yo
Hepatitis A	MMR (Measles, Mumps, and Rubella)	Whooping cough	Shingles vaccine (zoster)
Hepatitis B	Tdap	Flu	Tdap
Human papillomavirus (HPV)	Chickenpox (varicella) – <i>if born 1980 or later</i>	RSV	RSV (respiratory syncytial virus)- 60+ yo
MMR (Measles, Mumps, Rubella)	HPV vaccine	COVID-19	
Meningococcal Conjugate (MenACWY)		<u>After</u> Vaccination after pregnancy is especially important if moms did not receive certain vaccines before or during pregnancy	
Pneumococcal (PCV13 and PPSV23)			
Tdap			

Preventative Care Screenings

Create marketing materials for preventive care screenings schedules for women:

Puberty	Adult Women	Pregnancy	Older Women
Cholesterol	Blood pressure	Gestational diabetes screening	Blood pressure
Depression (PHQ-9)	Breast cancer	Gonorrhea screening	Breast cancer
Diabetes -Pre-diabetes risk test	Cervical cancer	Gestational diabetes screening	Cervical cancer
Drug and alcohol use	Cholesterol	Hepatitis B screening	Cholesterol
Cervical abnormalities	Diabetes -Pre-diabetes risk test	Maternal depression screening	Colorectal cancer
Hepatitis B	Depression (PHQ-9)	Preeclampsia prevention and screening	Diabetes -Pre-diabetes risk test
HIV	Infectious disease	Syphilis screening	Depression (PHQ-9)
Chlamydia, and gonorrhea	Hepatitis C	UTI screening	Fall risk prevention
Vision and hearing			Vision and hearing
TB (tuberculosis)			Lung cancer
			Cognitive screening
			Bone density testing
			Skin cancer

[hhs.gov](https://www.hhs.gov)

[medlineplus](https://www.ncbi.nlm.nih.gov/medlineplus/)

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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 , BMP1A , 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**

Engaging Your Patients

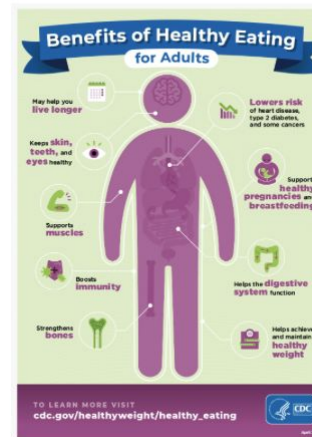
Pharmacist Healthy Lifestyle Counseling

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

The screenshot shows the top navigation bar of the CDC Nutrition website. It includes the CDC logo, the word "Nutrition", a search bar, and a date stamp of "JANUARY 5, 2024". The main heading is "About Nutrition". Below this, there is a "KEY POINTS" section with three bullet points: "Good nutrition is essential to keep current and future generations of Americans healthy across the lifespan.", "Poor nutrition affects our economy.", and "CDC works with communities, states, national groups, and global partners to improve nutrition." To the right of the text is a photograph of a man in a light blue shirt standing behind a fruit display in a grocery store. Below the key points is a section titled "Why it matters" with two sub-sections: "ON THIS PAGE" and "Why it matters". The "Why it matters" section contains two paragraphs: "Good nutrition is essential across life stages, from infant and child growth and brain development to healthy and safer pregnancies and healthy aging." and "Micronutrients, often referred to as vitamins and minerals, are vital to healthy development."

Benefits of Healthy Eating

[Español](#) | [Print](#)



Meditation, Mindfulness and Mental Health

Did you know that more than **1 in 5 women in the U. S. experienced a mental health condition**, such as depression or anxiety, within the past year? Mental health includes your emotional, psychological, and social well being and having good mental health is vital to your overall health.

Occasional anxiety is a normal part of life, as many women worry about health, money, family, or other problems. However, anxiety disorders involve more than temporary worry or fear.

- For women with an **anxiety disorder**, the anxiety does not go away and can get worse over time and interfere with daily life, relationships, and career goals.
- **Treatment may involve a combination of both psychotherapy and medication.** Talking with a mental health professional is the first step to finding the best treatment for you.
- **Meditation** is a well-known method to promote calmness, but now there is **new evidence showing a meditation technique, called mindfulness, could be effective at managing anxiety disorders.**
- Are you familiar with **Mindfulness**? **It is a meditation technique that teaches you how to focus solely on what is happening in that moment, without judgement,** and can assist with tuning out negative anxieties you may be having problems with.
- Would you be interested in practicing mindfulness? **Being more mindful** takes practice but there are many simple and free ways to get started that include deep breathing, stretches and exercises, and short walks.



Wellness Center at Your Pharmacy

Holistic Health

Mind, Body, and Spirit



InBody assessment

measuring several components of the body composition can help set personal health and fitness goals



IV Therapy

provides the body with the vitamins and nutrients it needs to boost energy levels, improve immune health.



Fitness Program

improve cardiovascular health, strengthening muscles, and boosting metabolism. Exercise releases endorphins, the feel-good hormones, promoting mental well-being, and reducing stress, anxiety, and symptoms of depression.

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







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

- **Key takeaways:** Consider stocking these products to strengthen your market presence, attract more customers, and further establish your pharmacy as a comprehensive resources for women's health needs.

Engaging Your Patients

Pharmacist Counseling - OTC products

Product	Main Ingredient(s)	Use
 <p>Midol COMPLETE MULTI-SYMPTOM RELIEF OF CRAMPS, BLOATING, FATIGUE, HEADACHE, BACKACHE 40 CAPLETS</p>	<p>Acetaminophen</p> <p>Caffeine</p> <p>Pyrilamine maleate</p>	<p>Temporary relief of symptoms associated with menstrual periods: cramps, bloating, water-weight gain; headache, backache, muscle aches, fatigue</p>
 <p>Adrenal Support MAXIMUM STRENGTH 100 CAPSULES</p>	<p>Ashwagandha</p>	<p>Help regulate your metabolism, immune system, blood pressure, response to stress and other essential functions</p>
 <p>gaia HERBS WOMEN Menopause Support DAYTIME 100 CAPSULES</p>	<p>Black Cohosh</p>	<p>Help alleviate hot flashes/symptoms</p>
 <p>Opill Norgestrel Tablets 0.1075mg Daily Oral Contraceptive 28 TABLETS 1 978 Day Supply Take one tablet at the same time every day.</p>	<p>Norgestrel</p>	<p>Intended for use to prevent pregnancy.</p>

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Engagement

Community Stakeholders

Networking - Going outside your comfort zone



Community
Connected

Health Groups and Associations



Society for
Women's Health
Research



Texas Women's
Healthcare Coalition



**HEALTHY
MOMS.
STRONG
BABIES.**

SEEK HER
FOUNDATION

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



May is Women's Health Month, a time when we focus on the importance of taking care of ourselves and our health. This month is an opportunity for women to take the time to make sure they are taking the necessary steps to protect their long-term physical and mental health.

Ultimate Women's Expo Calendar



SEP
DALLAS/FORT WORTH
SEPTEMBER 7-8, 2024



OCT
ARIZONA
OCTOBER 5-6, 2024



OCT
CHICAGO
OCTOBER 26-27, 2024



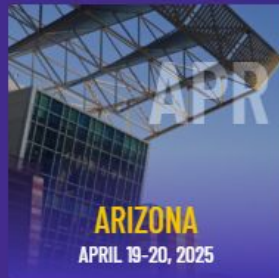
NOV
ATLANTA FALL
NOVEMBER 2-3, 2024



NOV
NEW JERSEY
NOVEMBER 9-10, 2024



MAR
JACKSONVILLE
MARCH 15-16, 2025



APR
ARIZONA
APRIL 19-20, 2025



MAY
ATLANTA SPRING
MAY 3-4, 2025



JUN
LOS ANGELES
JUNE 7-8, 2025



SEP
NASHVILLE
SEPTEMBER 20-21, 2025



MIAMI
ADD ME TO WAITLIST



ORANGE COUNTY
ADD ME TO WAITLIST



NEW YORK
ADD ME TO WAITLIST



EXPECT MORE

<https://thewomensexpo.com/>

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Avoiding, Debunking, Demystifying
Stereotypes



Community
Connected

Stereotypes

“Women’s health _____”

are often trivialized or
dismissed.

care is predominantly focused
on reproductive health.

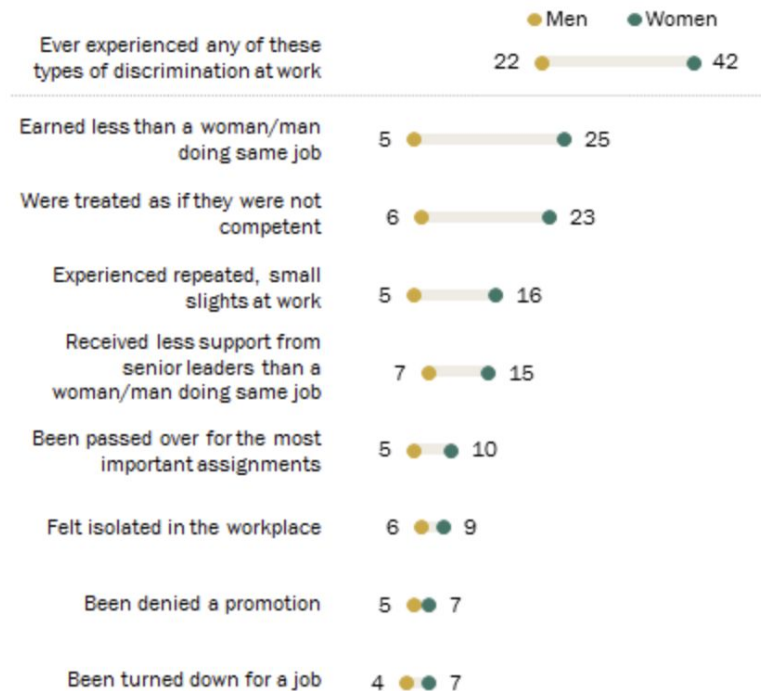
concerns are exaggerated or
not as serious as men’s.

Stereotypes

“Women are _____”

Roughly four-in-ten working women say they've experienced gender discrimination at work

% of employed adults saying they have experienced each of these things at work because of their gender



Source: Survey conducted July 11-Aug. 10, 2017.

PEW RESEARCH CENTER

Less Committed to Their Jobs

There's a belief that women are less dedicated to their careers compared to men, often due to perceived family obligations.

More Emotional

Women are often unfairly labeled as being more emotional or less rational than their male counterparts.

Less Competent

Some stereotypes suggest that women are less skilled or capable than men, particularly in high-stress or leadership roles.

Stereotype

What can a pharmacist do?

- Approach all health complaints with equal seriousness, using evidence-based guidelines to assess and treat conditions.
- Work to correct misconceptions by staying informed about women's health research and promoting an accurate understanding of health issues.
- 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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enhanced health services locally.

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Roger Paganelli
Pharmacist/Owner, Mt. Carmel Pharmacy - CPESN® NYC

Bob Lomenick
Pharmacist/Owner, Tyson Drugs - CPESN® Mississippi

2023 CPESN® USA Luminaries of the Year

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