

# Fillmaster<sup>PLUS</sup>

DIGITAL RECONSTITUTION & FLAVORING

## FLAVORING







## INTRODUCTION:

With FLAVORx, you have the ability to dramatically increase pediatric medication compliance for both chronic and acute cases. This value-added service also creates tremendous goodwill with your customers, which keeps them coming back to your pharmacy for all their prescription & health-related needs. We also recommend charging \$2.99 for flavoring – a bargain for your customers and a nice new source of revenue for you.

## WHY FLAVOR?

Children are notoriously fussy when it comes to taking medicine. Rightly so. They're sick, in many cases they're tired, and the last thing they usually want to do is be force fed a bad-tasting liquid medication. While the stresses on parents and children come medicine-time can be awful, the implications of a child not taking his or her prescription are even worse. Chronic conditions can deteriorate, acute conditions can exacerbate and, in the case of antibiotics specifically, bacteria can become resistant to existing medications. **By offering a better-tasting alternative with every pediatric liquid prescription you dispense, you are greatly improving the odds of that child taking his or her medication as prescribed.** And because the flavoring service makes such a positive impact at home, parents will stay loyal to your pharmacy and even tell friends and family in the community what a great experience they had because of you.

## RECOMMEND IT

When it comes to health care, you are one of the most trusted resources in the community. People rely on you to point them in the right direction where health choices are concerned. If you believe flavoring is a valuable tool to help kids be more compliant, let parents know about it! (if you don't, please send an email to [convinceme@flavorx.com](mailto:convinceme@flavorx.com) so we can work this out) You can also consult the Favorable Flavors guide if the parent would like a recommendation on which flavor will work best.



### EXPERT ADVICE:

#### **Here are the proven ways to approach customers about flavoring whenever liquids come across the counter:**

"I see this is a prescription for your son (daughter). Does he (she) have difficulty taking medicine? If so, I highly recommend flavoring to improve the experience. It's only \$2.99. What's your son's (daughter's) favorite flavor?"

"We recommend flavoring this prescription to improve the taste - and the likelihood of your daughter (son) not spitting it back in your face! It's only \$2.99 and will make the medicine taste much better. What's your daughter's (son's) favorite flavor?"

Whatever you do, don't rely on signs and posters to drive the flavoring service. You will only make an impact if you verbally mention the flavoring option when prescriptions are dropped off (or picked up even, in the case of reconstitutions). For additional tips and ideas on how to promote flavoring, go to [www.fillmasterplus.com](http://www.fillmasterplus.com)



# FLAVORx PROMOTIONAL TOOLS

## Favorable Flavors

We've identified 88 medications that come through the pharmacy regularly and are always candidates for flavoring. This chart lists those drugs along with the 5 best flavors for each one and any flavors that absolutely should not be used. Keep this chart by the Drop-Off area of the pharmacy. It will not only remind you of when to ask your customers about flavoring, but can also be used as a guide for your customers to pick their flavor choice.

## Just Ask® Menu Pad

Use this at Drop-Off when the customer has agreed to get the prescription flavored. Allow them to choose their flavor then attach the sheet to the prescription to remind the person filling it that it must be flavored.

## Flavor Tent Sign

Place one sign at the pharmacy Drop-Off and one at pharmacy Pick-Up.

## Flavor Poster

Attach this poster to the partition wall at Drop-Off. While the key to success with flavoring is proactively asking your customers, it is still necessary to have signage clearly visible for them to see.



## CUSTOMER SUPPORT INFORMATION

For Fillmaster PLUS Maintenance & Repair:  
1-888-284-7873 or 619-596-9900

For Flavoring Support:  
1-800-884-5771 x452

For Missing NDC Data:  
1-800-884-5771 x248

For Flavoring Supplies:  
1-800-884-5771 x453

You can also email:  
[support@fillmasterplus.com](mailto:support@fillmasterplus.com)





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