

## WHAT GOES AROUND COMES AROUND

This year, I will have been on this earth for half a century  
When I was a boy and became ill, and my father took me to the Doctor,  
We always walked out of the office with 2 or 3 scripts, in hand.

There wasn't a drug store on every corner  
The Doctor didn't have a lot of diagnostic tools to work with  
People only had catastrophic health insurance, If they had any at all  
And my father loved it, because it was convenient,  
And he trusted the Doctor

### And all of the Doctors dispensed, out of necessity

28 years ago, when I started "carrying a bag," it was pretty much the same way  
1/3 of my sales came from tablets, capsules, and liquids,  
Dispensed by the Doctor to his patients.

Shortly thereafter, drug stores started springing up on every corner  
The Food, Drug, and Cosmetic Act was passed,  
Instituting "CGMP" standards, strict controls for dispensers and Re-packagers  
Medicare began, and health insurance 'script cards became a benefit to most in the land  
EKG's, PFT's, Holter Monitors, Automated lab machines,  
and other Diagnostic tools were created, and became the norm in every practice

### Doctors stopped dispensing.

Inflation, resulting from large Government expenditures pushed prime rates to 22%

### Medical costs skyrocketed.

Consequently, Industry embraced the cost cutting techniques of HMO's  
Retired Doctors and Nurses began managing the patients,  
Restricting, even overriding Doctor's orders

### And Physician's salaries dropped 60% between 1993 and 2000!

In 2002, Insurance companies restrict Doctors from running many procedures  
The only cost that Managed Care cannot control is prescriptions!  
Thus, Co-pays have escalated from \$1.00 to \$15.00/ Script, in just a few years,  
And they'll continue to rise every year!

### They have taken away many of the ways for Doctors to make money!

One thing they haven't taken away, though, is your ability to Dispense!  
Families still trust their Doctors, and, 2-income families really enjoy the Convenience!  
With co-pays as high as they are, now, it is very profitable!

And,

DISPENSING IS THE MOST PROFITABLE THING YOU CAN DO IN YOUR  
PRACTICE!