

5 Ingredients for Vitamin Dispensing Success

Choosing a company to provide supplements for your patients can be a difficult task. The following items might not be foremost on your mind, but they are critical to the long-term success for your patients. Failure of a vendor to provide you products and services to your high standard is not only disruptive to your practice, it can also cause loss of your precious patient allegiance to your vitamin sales.

Here are our 5 recommended ingredients for practice success in dispensing nutritional supplements:

1. Company Stability

Vitamin Science, Inc. is a privately-owned, stable company with consistent financial performance and low current debt, and has received sterling ratings from Dun and Bradstreet. And uniquely, we carry \$10 million of product liability insurance to protect you and your practice. Most companies only carry \$1 million.

2. Production Capacity

Our algorithmic methods avoid back-order issues that many small and medium-sized companies are otherwise prone to.

3. Quality Standards

Surprising to people outside the nutritional industry, GMP (Good Manufacturing Practice) certified manufacturing labs does not guarantee purity and potency for your patients. Consumer Reports and others report that nearly 2/3 of supplement companies do not meet label claims. Peculiarly low pricing is often indicative of a laboratory that skimps on lutein or zeaxanthin. Usually this is unknown to the company owners. Vitamin Science has been

independently testing its products in outside laboratories that use high pressure liquid chromatography to ensure each and every batch meets our quality standards.

4. Practice Support

We provide language for your doctors and technicians to speak with patients. For Provision, there is a clear and concise rack card. For VisiVite, all formulas are described in a handsome booklet with a final page comparing the ingredients. We have flyers that highlight more detail about formulas you want to feature.

5. Dispensing vitamins rather than recommending for kickback payments

Not only does recommending vitamins for a 20% payment violate AMA, federal and state guidelines as a kickback, it also fails to grow your practice. When done correctly, dispensing VisiVite AREDS 2 and Dry Eye supplements in your office will increase your patient encounters, justify your diagnostic follow-up testing, and solidify patient allegiance.

Our Recommendation for Your Practice

What you want, for both your practice success and high patient allegiance, is to avoid selling vitamins in your offices as a mere commodity or convenience, and to make the vitamins work in partnership with your practice's growth. It is only when patients are impressed with your choice that you will encounter the symbiosis that our other VisiVite practices encounter - increasing sales AND increased patient encounters.

Call our Doctor Hotline at 1-800-427-7660 Ext 4 when you're ready to take the next step.

A handwritten signature in black ink that reads "Paul Krawitz". The signature is fluid and cursive, with a long horizontal stroke at the end.

Paul Krawitz, M.D., President and C.E.O.
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