



How a clinic elevated its practice

In 2018, an American clinic signed up for the Fullscript platform, dedicated to helping patients find optimal health from conception throughout life. One way their team enhanced protocols and supported nutrition was with top-quality supplements.

They turned to Fullscript for supplement dispensing help and found much more.



4 years using
Fullscript



638.8% sales
growth



4 locations



20+ employees

The clinic used Fullscript to dispense supplements in-office and virtually. It had drastically reduced overhead costs and admin resources by limiting the need to carry inventory — getting healthcare’s best products to patients at their time of appointment or delivered at home.

For acute care, it’s common for providers to send a patient home with a product in-hand along with a treatment plan through Fullscript.

How the clinic simplified dispensing

- ✓ Less time managing inventory
- ✓ No more products expiring
- ✓ Fullscript costs **\$0/month**
- ✓ Easy reorders with refill reminders
- ✓ Savings on up-front costs
- ✓ On-site recommendations captured online

Sky-high adherence rates

Despite the fact that **15 to 30% of new prescriptions are never filled**, Fullscript helped the clinic address one of their biggest barriers to adherence: **convenience**.

For better or worse, people are willing to pay for convenience. Platforms like Fullscript (with ease-of-use and virtual dispensing) ensure convenience.

The clinic also sees refill reminders as a big benefit to adherence. They don't have enough resources to generate refill reminders. Fullscript helps keep patients on track.

64%

Adherence rate at the clinic
(2021)



Other Fullscript adherence tools

- ✓ Practitioner Insights Dashboard
- ✓ Adherence surveys
- ✓ Autoship (automated ordering)
- ✓ Evidence-based educational content
- ✓ Fullscript-led patient promotions
- ✓ On-site Rx for in-office data capture

Besides convenience, another barrier that plagues most practices is **cost**.

The clinic offered a competitive discount to patients while taking on a passive revenue stream to grow their business. They got full control over how much they charge patients for a healthy balance of affordability and practice growth.

They were able to offer patients a 10% discount and still have an avenue for additional revenue. **This way everyone benefits.**

Partners in care

The clinic believed the journey to optimal health is unique to each patient. Fullscript helped the clinic deliver the innovative, value-based care they believe in.

Part of that is due to Fullscript's accessibility.

Fullscript accounts are free to patients along with industry-leading customer support, product discounts, free shipping over \$50, access to evidence-based education (guides for nutrition, lifestyle, physical activity, plus custom practitioner uploads), and more.

Growth for the clinic's patients and practice

Lastly, the most successful way the clinic helped patients access more wellness was with patient promotions. Fullscript leads them several times a year, encouraging patients to stock up and save on their recommendations.

The clinic's Patient Promotion Stats

32% sales increase

month-over-month
(Cyber Monday 2021)

40+ new ordering patients

on average during promo months

Patient promotions offer practitioners easy opt-in and control over discounts with no extra work. After opt-in, Fullscript takes care of the rest – from pre-sale marketing to patient reminder emails to product shipments. For busy clinics, this feature is a powerful tool.



Ready to get started?

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