

# Fullscript patient promos with Wise + Well

Wise + Well (W + W) combines individualized nutrition and lifestyle changes tailored to midlife women's needs. With mindset coaching, lab testing, and hormone replacement therapy education, W + W helps patients thrive.

The virtual practice uses Fullscript to dispense high-quality supplements, create protocols, and craft treatment plans all in one place. This enables W + W to save time, stay organized, and boost revenue.

Patient promotions have been and continue to be a huge contributor to the success W + W have experienced on Fullscript. W + W leverages patient promotions to boost patient engagement, promote refills, and generate additional revenue for their practice.



Fullscript user  
since 2018



292 active  
patients



Catalog  
permissions: Open

Functional Nutritionist, Kristin Johnson, and Functional Health Coach, Maria Claps, are two practitioners who share a passion for women's health. They are co-owners of the Wise + Well practice.

## Results

With Fullscript patient promotions, W + W has boosted treatment adherence and practice revenue by offering their patients savings on healthcare's best supplements.

*"Fullscript enables our patients to access professional grade products via easy one-stop ordering, thereby ensuring better compliance and ultimately better outcomes. We cannot imagine not having Fullscript as a partner."*

**Kristin Johnson** — JD, FNTF, BCHN

**2289%**

Increase in MSRP week  
over week

**890%**

Increase in patient orders  
week over week

**233%**

Increase in first-time patient  
orders week over week

# Challenges and solutions

## Treatment adherence

**Challenge:** How could W + W re-engage with patients and keep them on track with their supplement plans?

**Solution:** W + W used patient promotions to re-engage patients and encourage supplement refills through additional promotional savings.

## Patient affordability

**Challenge:** How could W + W alleviate their patients' financial burden to ensure their health remains a top priority?

**Solution:** By giving patients extra discounts on supplements during sales, their patients were able to better afford recommendations, while W+W still earned revenue with every order.

## Patient relationships

**Challenge:** How could W + W continue to build lasting relationships with their patients?

**Solution:** W + W built trust amongst patients by providing additional savings on supplements.

## Time

**Challenge:** What solution could enable W + W to run a supplement promotion without adding to the administrative workload of their small team?

**Solution:** Once opted in to a patient promotion, Fullscript takes care of everything, including shipping, marketing, enabling and disabling the promotion, and much more.

## Supplement quality

**Challenge:** What could W + W do to make it easier for their patients to access high-quality products for better treatment outcomes?

**Solution:** Unlike many online and big-box retailers, Fullscript guarantees quality product selection, storage, and shipping.

**Ready to offer your patients discounts on their favorite supplements?**

[Opt in to the next Fullscript patient promotion!](#)

