

## Point of Care Dispensing Improves Doctor-Patient Relationships

*Physicians are providing improved patient services by offering Point of Care Dispensing of pharmaceutical medicines to their patients. By doing so, a physician can be unique in the marketplace by helping their patients in several key areas. Though costs to patients are about the same as local pharmacies, Point of Care Dispensing is still profitable for physicians giving them an extra incentive to try this relatively unknown practice.*

May 24, 2006 (FPRC) -- A small but growing number of physicians around the country are utilizing Physician Dispensing purely for the patient benefits the practice can provide. Physician Dispensing, also known as Point of Care Dispensing, is a process where physicians provide complete prescriptions rather than hand out samples, saving their patient a trip to the pharmacy. Physician offices that incorporate this into their routine can provide significant benefits to their patients at a price that provides profitability to the physician's practice while not costing the patient any more than they would have paid at their local pharmacy.

"In today's business climate, even doctors compete for clientele in areas outside price" says Jeff Dodson, an independent dispensing consultant at MedX Sales, a provider of dispensing services via repackagers of pharmaceutical drugs. "A doctor that provides improved patient services like Physician Dispensing stands out above physicians that don't. This can be a significant marketing advantage over nearby competing physician offices."

The list of patient benefits would seem to resonate with most physician's patients. They include:

- \* **Save The Patient Money:** Many patients do not have drug or medication benefits and the cost to obtain drugs in a pharmacy can be very expensive. Many of the generic drugs a physician would carry in a Physician Dispensing program have very reasonable wholesale pricing making the retail price to the patient very affordable.
- \* **Save The Patient Time:** The convenience of getting your prescription filled at the doctor's office and going home to bed is very appealing to every patient.
- \* **Improved Patient Therapy Compliance:** It is a known fact that many patients leave the physician's office and never fill their prescription. Pharmacies report this statistic could be as high as 30%. Doctors can now be certain that the patient has the necessary medication and has taken their first dose right in their office.
- \* **Reduction In The Error Rate:** The potential for fatal errors at pharmacies for the wrong drug, wrong dosage and wrong strength is approaching 5% in some areas. Cross-contamination is virtually 100%. Pharmacies often use the same trays to count different types of drugs. A pharmaceutical re-packer is under a more stringent set of rules and guidelines set by the DEA and FDA that prevent such occurrences.
- \* **Confidentiality:** Many patients who would rather not discuss their medical situation outside their physician's office appreciate not having to go to their local pharmacist to get a prescription.

"Point of Care Dispensing just makes sense, on many levels," says Jeff Dodson. "Patients can be confident they are getting the right medicines at a cost that is about the same as their neighborhood pharmacy and physicians have an opportunity to increase patient care. For most physicians, it is a matter of when they will dispense medicines, not if they will."

Jeff Dodson is an independent dispensing consultant for MedX Sales. You can read more about Physician Dispensing and the company he represents at his web site where you can also watch 2 short videos explaining this practice.

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