

# Benzer Pharmacy

Newsletter | March 2017



Welcome to this issue of the Benzer Pharmacy Newsletter. In this edition, we tell you the top 5 reasons why generic drugs are cheaper, and provide reasons why joining Benzer Pharmacy Franchise will help you gain more profit and grow store count. We also highlight the new Benzer Pharmacy Medication Disposal box that accepts unused or expired controlled medications.

**Emah Madegwa**  
Benzer Pharmacy  
Media & Public Relations Manager

## Top 5 Reasons why Generic Drugs are Cheaper

According to the U.S. Food and Drug Administration (FDA), eight out of ten prescriptions filled in the country are for generic drugs.

The popularity of the generic drugs is increasing. They are as effective as branded drugs and less costly.

Generic drugs have the same efficacy, strength, and dosage, as innovator drugs. Top five reasons why generic drugs are cheaper:

**It is inessential for generic drugs to undergo clinical trials.:** Clinical trials undergo three phases: Phase I, Phase II and Phase III. All these require a substantial amount of money. Conversely, generic drugs do not have to undergo these processes. That said, pharmaceuticals manufacturing generic drugs save a lot of money and consequently, they can offer their products at lower prices than branded prescription drugs.

**They do not generally have to spend for advertising and marketing.:** Since it takes years for patents of branded drugs to come off, by the time generic drug prescriptions are out with these products, consumers already know much about these medications and have tested their efficacies. This gives generic drug manufacturers the advantage of not having to invest much on marketing and advertising their prescription drugs. With lesser expenses, they can afford to sell their products for less and even offer prescription discounts.

**Time spent to develop and manufacture generic drugs are shorter.:** Pharmaceuticals that plan to manufacture generic products do not have to spend on animal testing and clinical trials as opposed to new drug manufacturers. These drug companies

just need to file an abbreviated new drug application (ANDA) and get approval to market their drugs. This means that they save a lot of time and consequently, save on manpower and overhead expenses.

**Generic drug manufacturers have to beat their competitors.:** After a drug patent comes off, any pharmaceutical company that wants to manufacture a generic equivalent can apply for ANDA. In the event that there will be two applicants for one drug, they need to share the 6-month exclusivity period. Consequently, one or both companies will lower their prices to beat the competitor.

**Prescription discount cards cover generic prescriptions:** Prescription savings card aids cash payment for all generic drugs like for branded medications. This especially works for patients who do not have insurance. Moreover, it is also possible to look up the prices for a generic equivalent to a brand-name prescription, which offers savings on time and money.

Generic drug prescriptions are lower in costs than their branded counterparts and yet have the same strength and efficacy. This is why more consumers opt for generic products these days. With the help of a pharmacy that offers great savings on select generic drug list, it will be easier to make the right choice. ■

Download: <https://www.benzerpharmacy.com/GenericDrug>  
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Reasons why joining Benzer Pharmacy Franchise will help you gain more profit and grow store count - Benzer Pharmacy accomplishes the pharmacy franchise business goals in one step through their franchise model, for a nominal fee.



**Increased purchasing power along with the reduction of cost of goods and expenses.**

As a franchise owner, your cost of goods is reduced, hence more money for the owner and higher net profits.

This is achieved through geographical positioning. Also, the chain of franchise pharmacies attracts more customers and increases dispensed prescriptions. This leads to an increase of cash flow.

In addition, independent pharmacies gain greater negotiation power while merging through the Benzer franchise model as their volumes and revenues increase.

**Specialty**

Any Benzer store at retail can fill specialty medication. Moreover, Benzer franchise owner has the ability to procure hard to find specialty medication, further boosting sales.

In addition, Benzer corporate office performs all back-end, clinical services, and prior authorization work.

**Administrative Support**

Full administrative support is provided. As a single independent pharmacy owner, hiring over 50 staff to work would be a challenge.

Therefore, converting to Benzer franchise gives you access to all back-end services from the Benzer Pharmacy corporate employees. These services reduce a large portion of a franchise owner's expenses and drive up profitability.

**Marketing and Advertising**

A franchise owner promotes his business locally and nationally at shared and affordable costs. This reduces the out of pocket expenses.

Additionally, there will be an intensive marketing support for campaigns and public relations events. It is not feasible for an independent pharmacy to invest in high-end marketing such as billboards, television advertisements, and radio commercials.

However, with franchising, through shared and affordable costs, pharmacies can afford this kind of marketing by sharing all expenses.

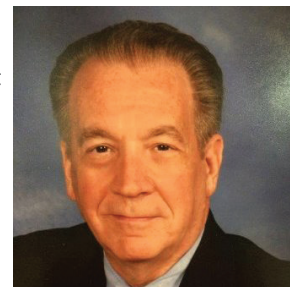
**Training**

Benzer franchise management provides training to all staff to ensure the best customer service. This will help the franchise owner capture every sales opportunity. ■

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**Benzer Pharmacy Hires a Consultant Pharmacist to Focus on: Chronic Care and Transitional Care Management**

Thomas E. Cuomo has been hired to the position of Consultant Pharmacist. He will work with consultant pharmacists in the company and train future consultant pharmacists.



Consultant Pharmacists engage with prescribers and help extend the prescriber's reach beyond their current practice settings to positively impact outcomes and to target patient driven metrics at the same time. This improves patient outcomes and decreases hospitalizations and readmissions.

Thomas has earned a Bachelor of Science degree in Pharmacy from St. John's University Queens, N.Y.

He is a Licensed Registered Pharmacist, Licensed Consultant Pharmacist, Certified in Medication Therapy Management, Certified to Immunize, Certified Smoking Cessation Specialist, and CPR/AED for Professional Rescuers and Health Care Providers. ■

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**Benzer Pharmacy Medication Disposal: Prevent drug abuse and protect the environment**

Benzer Pharmacy can now conveniently accept unused or expired controlled medications (Schedule II-V), non-controlled medications and OTC products.

The pharmacy is providing patients with a safe and convenient option to dispose of unwanted medications.

This service is available in select Benzer locations. ■



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**Benzer Pharmacy Now Accepts Staywell and Molina**

For more information call: 877-819-8901

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