



"To compete, I have to provide better service and carve out specialty care niches," says Paul Roldan, owner of Paul's Health Mart Pharmacy in South Salem, New York. "Diabetes care gives me the opportunity to be on the floor, serving my customers and helping them stay healthy."

Education is the foundation of Paul's customer care. "People are not educated on the science of diabetes. They don't always recognize the risks of serious complications, like neuropathy, foot problems, or high blood pressure. I've found that educating people is the first step to helping them get control of their diabetes. Those customers usually come back. It's like a friendship."

This Spring, Paul installed the Diabetes Life Center (DLC) and a consultation counter to expand his diabetes practice, which he estimates to be 20% to 25% of his business. "My customers are very happy to have a wide selection of products in one place, and they recognize that we want to help them."

Now Paul has added foot care products from Visual Footcare Technologies to his DLC. Developed by a group of leading researchers, the products aid in the diagnosis and management of lower-extremity conditions related to diabetes. Equally important, these products are so visually compelling, and the results so easily understood by the customer, that they engage the patient immediately with "show and tell" simplicity that starts conversations.

PressureStat® is a footprint-imaging paper that identifies dangerous high-pressure areas on the bottom of the foot which, in time, are likely to ulcerate. "I can show them their footprint, point to the dark areas, and say 'These are your danger areas that you need to take care of,'" Paul says. He also stocks the TempStat® device, which allows people to easily self-examine their feet for signs of inflammation, the key precursor sign that an ulcer is developing. "The TempStat device shows brightly colored "hot spots" in areas where inflammation is present. It's a really effective and fun way to interact with customers and show them that taking care of their feet is important – and easy," Paul says. "If I find a potential problem, the patient can take the images to their physician or podiatrist. Starting that conversation educates the patient and naturally leads to other ways I can help them."

Paul also stocks Visual Footcare's diabetic insoles, which can help reduce the pressure on the bottom of the foot, and a selection of creams and ointments to promote healthy skin and help prevent sores and cracking. He is considering adding a line of shoes for diabetes patients.

"The feet are the farthest from our brain, so it's easy to overlook them," Paul notes. "But foot care is critical for diabetes patients. It's a \$30 billion per year market. Diabetic foot care has been a great addition for my patients and my business."



Paul Roldan says adding diabetic foot care products to his Diabetes Life Center has helped him establish relationships with more patients by offering education and more of the products diabetes patients need to stay well.