

October 1, 2009

ANNOUNCING: Special Program for Medicare Part B Diabetes Supplies

Dear Fellow Member of the Pharmacists Society of the State of New York:

As of October 1, non-accredited pharmacies can no longer provide diabetes testing supplies to Medicare beneficiaries. The requirement for accreditation creates a difficult situation for many smaller, independent pharmacies that do not have the time or financial resources to undertake the rigorous and expensive accreditation process. They wonder how they can retain the prescription business of their valuable clients with diabetes while ensuring that those clients are still provided with diabetes testing supplies with excellent service. Neighborhood/New York Diabetic Supply (NNYDS) would like to make you aware of a solution that can solve this problem.

NEIGHBORHOOD/NEW YORK DIABETIC SUPPLY CAN HELP

Neighborhood/New York Diabetic Supply was founded by pharmacist Bernie Natt, who has been providing superb service and DME-benefit diabetes supplies to patients for over 30 years. NNYDS understands your business and the unique challenge you are facing now, and they can offer all of the following benefits to your Medicare Part B clients with diabetes:

- All brands of blood glucose meters, test strips, lancets, control solutions, etc.
- Free in-home meter training in the NY metropolitan area (free phone training in other areas)
- Free home delivery
- Encouragement calls every 90 days to promote testing regimen adherence and ensure that clients do not run out of supplies
- Free starter kit including glucose meter (if needed), pill box, diabetic socks, log book, etc.
- Continued encouragement to use YOUR pharmacy for all of their Rx needs.

NNYDS's focus is diabetes supplies, and they pledge not to market any medications or other non-diabetic supplies to your customers. In short, NNYDS will exceed the expectations of your customers without soliciting the business that is important to you.

HOW TO GET STARTED

If you have questions about Neighborhood/New York Diabetic supply, or to refer your Medicare Part B clients to the NNYDS Diabetes Supply Program, please call Bernie Natt at NNYDS at 1-800-310-2990 x303 or email him at bnatt@sugartest.com. You can also encourage your clients to call NNYDS directly at 1-800-310-2990, and tell them to reference your pharmacy as the source of their phone call.

NEW YORK DIABETIC SUPPLY NEW REFERRAL HOTLINE: 1-800-310-2990

Warm Regards,

Bernard Natt, RPh, CDE
Founder, Executive Vice President
Neighborhood/New York Diabetic Supply