



Ympyrätalo pharmacy - A pharmacy of a new era

OSCare SONO® CUSTOMER TESTIMONIAL



- Ympyrätalo pharmacy, led by pharmacist Tiina Vaitomaa, is a pharmacy of a new era focusing on holistic wellbeing. Among the many health related measurements, the Ympyrätalo pharmacy offers its customers OsCare Sono® osteoporosis screening.
- Osteoporosis screening is performed by the pharmacy's nurses. According to them performing measurements with OsCare Sono® is effortless. Customers receiving a result in the red or yellow area of the OsCare Sono® report are advised to discuss the result with their doctor. They are also given advice on life style and recommended dietary supplements for bone health.
- The YTA pharmacy chain, of which Ympyrätalo pharmacy is part of, organizes OsCare Sono® measurement days in several of its pharmacies. The feedback from the customers has been very positive on the availability of osteoporosis screening service.

Ympyrätalo pharmacy is part of the YTA pharmacy chain, which is the largest chain of privately owned pharmacies in Finland with service points in over 120 locations nationwide. The history of Ympyrätalo pharmacy dates back as far as year 1887, the pharmacy being the 8th oldest in Helsinki. In 2014 the pharmacy underwent a major renovation. Headed by pharmacist Tiina Vaitomaa, the Ympyrätalo pharmacy reopened as a pharmacy of a new era focusing on holistic wellbeing. In addition to strong medicinal knowledge the pharmacy offers a wide variety of other products and services, such as laboratory analyses, physiological measurements, beauty services and a 360° Cafe where customers can enjoy for example healthy smoothies and raw food delicacies as well as read and purchase health related literature. Ympyrätalo pharmacy has also added the OsCare Sono® osteoporosis screening service to their offering to help customers gain information on their bone health.

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Oscare Medical interviewed Ympyrätalo pharmacy staff on their experiences on using the OsCare Sono® osteoporosis screening device. OsCare Sono® measures bone strength from the forearm radius bone using low frequency ultrasound. The nurses think that it was easy to learn how to use the OsCare Sono®, and that performing measurements is effortless. Time



reserved for the OsCare Sono® measurement per customer is ten minutes. Marketing the OsCare Sono® measurement is carried out through the pharmacy's regular customer newsletter, on the pharmacy's web and Facebook pages as well as with hand-out leaflets at the prescription stalls. Hand-out leaflets are mentioned being the most efficient way to market the measurement. Customers also come to ask for the OsCare Sono® measurement after hearing about it from another client.

Customers who receive an OsCare Sono® result in the red area of the report are strongly recommended to contact their doctor. Also in case of a result in the yellow area customers are advised to discuss the result with their doctor. Dietary supplements are recommended for customers with a red or yellow result, but also for those with a green result if the customer's life habits suggest it might be needed. The nurse walks together with the customer to choose the correct supplements. The customers are also given advice for a life style supporting bone health. The nurse tells the client that a new measurement is advisable six months later at the earliest.

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In addition to Ympyrätalo pharmacy, the YTA pharmacy chain has organized OsCare Sono® osteoporosis screening days in several of its

pharmacies. One organized round included screening days in 16 pharmacies, with one to three measurement days per pharmacy. There were on average 20 OsCare Sono® measurements each day, with 32 measurements being the maximum. Service time per customer was 10 to 20 minutes including a consultation on the measurement results. The pharmacies commented: “The feedback from customers was very positive, the customers thought that it is good that this kind of measurement is available in pharmacies, as it is easy and fast.” “The service got a lot of interest, a new measurement day was filled with those customers who could not get a time during the first measurement day.”

All in all, the Ympyrätalo pharmacy and the YTA pharmacy chain are very satisfied to be able to provide for their customers a service, which can easily provide them information on their bone health. Bone health is not visible to the outside and many times osteoporosis is only detected after one or several low energy fractures. OsCare Sono® promotes proactivity in taking care of one's health, enabling to act on bone health rather early than late.

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