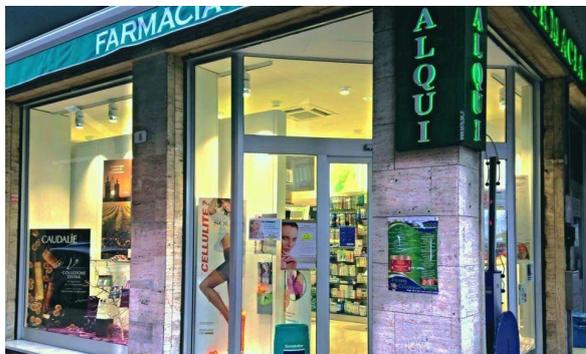




# Pharmacies promoting bone health in Italy

OSCARE SONO® CUSTOMER TESTIMONIAL



- Pharmacies as low-threshold locations offer a suitable place for osteoporosis screening and other health services.
- Farmacia Falqui in Genova, Italy and Farmacia Soliani in Modena, Italy offer OsCare Sono® osteoporosis screening service for their customers.
- Pharmacy directors Dr. Patrizia Falqui and Dr. Patrizia Salardi find that the OsCare Sono® measurement is quick and safe and functions well as a screening procedure. If the customer is found to have low bone strength values, he or she is advised to contact his or her family doctor. The doctor can then decide on a further dual energy X-ray test, the test used in diagnosing osteoporosis.
- According to the directors, providing the OsCare Sono® screening service attracts customers and provides the opportunity to offer them bone health supplements.

It is estimated that approximately 3.5 million women and 1 million men have osteoporosis in Italy. As the proportion of individuals over the age of 65 years will increase by 25% in the next 20 years, a further increase in osteoporosis incidence is expected<sup>1</sup>. Unfortunately, osteoporosis is a silent disease that often remains undiagnosed before one or several low energy fractures.

OsCare Sono® offers a convenient and accurate way of screening for reduced bone health and osteoporosis. OsCare Sono® measures the speed of low frequency ultrasound in the forearm radius bone. The stronger the bone is, i.e. the denser and more elastic the bone is and the thicker its cortex, the faster the ultrasound can travel in the bone<sup>2</sup>. Early detection of reduced bone health enables taking action. Studies show that ensuring adequate calcium and vitamin D intake, refraining from smoking, reducing alcohol intake and ensuring a good level of exercise benefit bone mineral density and can slow down the reduction of bone mass. If osteoporosis is already present, drugs can be used to alleviate the illness.



As low-threshold locations, pharmacies offer a suitable place for osteoporosis screening. In Italy, pharmacies have an active role in health screenings traditionally. For example cholesterol, hemoglobin, blood sugar and free radical checks from the blood are performed, blood pressure is measured and vaccinations are provided.

Oscare Medical's Italian distributor Espansione Marketing Spa interviewed the directors of two Italian pharmacies that are using OsCare Sono® in osteoporosis screening. Farmacia Falqui in Genova is a large urban pharmacy established in 1987. Farmacia Falqui offers many types of health services and aims to provide customized advice for each client. Health services available in addition to osteoporosis screening include blood pressure measurement, skin and hair analysis by microcamera, blood tests and oxygen therapy. Espansione interviewed the owner of the pharmacy, Dr. Falqui.

“According to the interviewed pharmacy directors, providing OsCare Sono® osteoporosis screening as a service improves the image of the pharmacy and attracts new customers. The customers have valued the possibility for a quick, safe and painless bone health check.”

Farmacia Soliani in Modena is a large urban pharmacy established in 1962, being one of the most well-known pharmacies of the town. The pharmacy represents a service center for the citizens, incorporating also an in-pharmacy laboratory. Among the many services provided

are osteoporosis screening with OsCare Sono®, ocular pressure measurement, blood pressure measurement, blood analysis and skin analysis. Farmacia Soliani has 9 pharmacists. Espansione interviewed the pharmacy's director, Dr. Salardi.

According to Dr. Falqui and Dr. Salardi, providing OsCare Sono® osteoporosis screening as a service improves the image of the pharmacy and attracts new customers. The customers have valued the possibility for a quick, safe and painless bone health check. Customers taking the OsCare Sono® screening test may avoid queueing for months for the DXA (dual energy X-ray) test in the hospital. Only if the OsCare Sono® screening test shows decreased values for bone strength, will they need to go for the DXA test.

In both pharmacies, the customers are always recommended to share their OsCare Sono® test result with their family doctor. They are also given advice on life style and nutrition supporting bone health. Offering the osteoporosis screening service enables the sales of related natural products and drugs.

Both Dr. Falqui and Dr. Salardi concluded that they are very satisfied with the OsCare Sono® osteoporosis screening service. By offering the service they can provide for their customers important information on their bone health status and help promote bone health in Italy.

*1 M. Rossini et al., Guidelines for the diagnosis, prevention and management of osteoporosis, Reumatismo, 2016; 68 (1): 1-39*

*2 V. Kilappa et al., "Low-frequency axial ultrasound velocity correlates with bone mineral density and cortical thickness in the radius and tibia in pre- and postmenopausal women," Osteoporos Int 22(4):1103-13, 2011.*

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