The Virtual Dispensary: The Evolution of Your Supplement Closet Transcript

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Introduction to the summit and guest

Hello, everybody. This is doctor Bob Hoffman from the mass, the Circle Global, and I want to welcome you once again to the Practice Upgrade Summit. We are so excited about this summit.

Speaker after speaker is just offering amazing, practical, implementable ideas and concepts to help you grow your practice. And today is no different.

Today we're going to talk about how to leverage a virtual dispensary to upgrade your practice. And this is so important in today's ever changing climate.

Our guest is Doctor Alex Keller, a naturopath who practices in Ottawa, Canada. Alex serves as the medical director at Full Script and oversees its 15 member Integrative Medical Advisory team that produces educational resources for integrative practitioners and manages full scripts community development efforts.

Doctor Keller is the co-founder of an integrative physical therapy clinic and maintains a practice focus in pain management performance and stress resilience for our athletes.

Prior to medicine, Alex worked in the renewable energy sector where he developed a deep passion for sustainable agriculture and environmental stewardship.

The connection between medicine and the environment led Alex to focus much of his career on driving awareness about the quality and sourcing standards in the supplement industry.

Today, he splits his professional time practicing as a clinician, working for full script and developing an innovative permaculture based regenerative farming operation while chasing his son and occasionally running ultramarathons.

Well, Alex, you've got to have a lot of energy to do all of those things. I am so excited to have this conversation with you today. Welcome to the Practice Upgrade Summit.

Thank you, doctor Bob.

What a virtual dispensary is

It's such a pleasure to be here. I'm just trying to keep up with everything that you do, because it sounds like you have just as much on your plate these days.

I do, I do, but honestly, I've been doing that for a long time, and I love it. Anything less? I think I'd be bored. So let's get right into the practical work for the people.

Parties operating in this practice upgrade summit. What is a virtual dispensary and why is that something that any doctor who recommends supplements should be considered very strongly.

Yeah, it's a great place to start. So, you know, maybe I should start with some history about full script and and why it was created in the first place.

We're going on each year now as a technology platform, and it was originally founded by two developers who had a vision for a practice style where you didn't have to necessarily manage in an office in Utah, or if you did, you didn't have to worry about having every single product that you were going to recommend in office.

And so they devised this online version targeted towards integrative practitioners, which originally was more like a

storefront. But when they incorporated the prescribing ability so that that direct connection between the practitioner and the patient, they realized that it was magic.

It absolutely, exploded the treatment plan adherence. And it had such an impact on the relationship between the practitioner and the patient that could only really be replicated in person, which obviously had its challenges, because managing inventory is probably many of the listeners know, is not that easy.

And scalability was also not really possible. It was all about that one on one visit. So once they discovered this, this relationship and no one else had created it at that point, they really leaned into this and realized, okay, this, this, there's something here.

Nothing like this have been created before. Let's see if we can really help to develop it. So over the next eight years, Full Script was born out of originally what it was called Health Way.

And before that, gosh, it's now it's, supplement store front is what was called originally applied. And so anyways, healthlake and then full script evolved and, and now we're at this point where practitioners are coming out of school and not even having to consider managing in an office dispensary.

They can go straight into having a virtual dispensary, or they can if they feel like they're going to have a lot of volume, they can consider having an office that is complementary to the virtual dispensary.

So it's that that beautiful balance between having a an in office and a virtual platform that can help manage your patient relations as well. That's terrific.

I can't imagine there's very many people watching this conversation between you and I that haven't heard from both script or have never worked with full script, full disclosure, I order supplements from full script all the time.

I think there were a phenomenal company. Even before I knew you existed. Doctor. Alex, I've been a client of full script for quite a long time. You know, I started practice 42 years ago, and, I recognized in our teaching that there's physical, chemical and emotional stress, physical, chemical and emotional traumas, and physical, chemical and emotional causes of disease.

And dealing with the physical parts as a doctor of chiropractic was relatively simple and highly effective. And dealing with the chemical component, you have to do that with detox and cleansing and nutrition.

And I just think that that's essential. And we're just really starting to learn and and become more awake and aware of the emotional components. But when I first started practice, I had supplements in my office and it was a nightmare.

Removing inventory friction in practice

You know, I would have sometimes hundreds or thousands of dollars worth of supplements collecting dust. You know, hoping that the patient who needed XYZ.

I happened to have that in inventory. There were times I didn't have it in inventory, and I had to order it, and it would take days or week or longer to get that supplement into the patient's hands.

It was a nightmare. So this concept of a virtual a virtual store really made so much sense to me, a virtual dispensary. I only wish that when I practice that it was it was in effect.

So could you just dig in a little bit deeper? What does that actually mean for today's practitioner? How does it eliminate all the challenge that I face and and remove the friction so that practice is easier before we dig into all the benefits that come as a result of it.

Absolutely. And such great context there as well, because I'm assuming many practitioners who were listening

went through very similar experience to you, as did I.

I mean, I graduated now nearly ten years ago, and at that time there was not a great platform. Health wave was just getting going. And I would be remiss if I didn't say that it was empty storefronts, D. C.

storefront. They branded it in a funny way before that, and then it converted to Health Way, but there was nothing available even ten years ago to allow for that kind of experience.

And so, you know, I often say my own experience, similar to you, where I was working in a clinic in Toronto when I first came out of school, and I because they didn't have any supplements on hand.

There was a clinic in the back of a, health food store, and the health booster didn't have the supplements and I wanted. So in the basement, I got a little mini fridge, and I started with the products that I wanted, the professional products that I wanted.

And it wasn't long before products either went missing because somebody came in, you know, with, fluffing or discount or they, they went bad after six months.

You know, it was really cumbersome to get that going. And then I was losing money all the time because I was the one who was having to buy those products upfront.

So as soon as I discovered Health Wave, which eventually became full scrip, it it was a game changer for me because I didn't have to worry about purchasing products.

I had access to far more products. And I originally been working with, I didn't have the risks of the products going bad collecting dust, like you said.

You know, expired issues, even return issues. This is another factor that people often don't realize. But when you're managing your own dispensary, if something goes wrong, the patient is like it.

Or if they have an adverse reaction, they're bringing that product back to you. And now you have to deal with it with the with the manufacturer, with full script.

You don't have to worry about any of that. Right. So the beauty is you come in, you start a free account, you automatically have access to 300 brands, 20,000 SKUs in the US.

And then from there you can start recommending right away. And after that happens, the relationship is managed by full screen with everything having to do with supplements.

So it becomes an extension of your practice with regards to adherence management. With regards to the relationship management and everything else beyond supplements as well.

So yeah, absolutely. There's a huge removal of friction when you incorporate the virtual dispenser. But but I'll always say as well there's there's still a benefit to having a virtual dispenser if it makes sense, if you have a very high volume around a specific type of product, you know, you want something for acute.

We're not discouraging in office. We're just simply saying that, you know, virtual allows you to have this other option, which removes a lot of that friction.

Yeah, 100%. And you know how so many practitioners dealt with this because it was such a pain. It was so much friction. You've you've mentioned some of the things that that I experience and you experienced, you know, products going bad, bad past their expiration date, collecting dust, disappearing.

These were all major challenges that how so many of our colleagues, Alex, how they dealt with this is they didn't deal with it at all. They used to tell the patient, just go to the local pharmacy or the health food store and pick it up.

And inevitably, they would buy the least expensive, watered down product that just wouldn't produce the results that we wanted to produce that we knew we were capable of producing.

So yes, it is wrong to carry some product in the office, but it's just not necessary. The key is you set up your virtual dispensary and and a company like Full Script becomes your independent contractor who actually pays you instead of you paying them.

Improving adherence and refill rates

It's a beautiful process. The product gets dropped, shipped right to the patient's home. Correct? Correct. Which is great. It goes right on the patient's credit card.

And at the end of the month, full script pays you the difference between wholesale and retail. Your profit margin. And all you had to do is recommend it and set the patient up onto their own account.

That's frictionless, I love that. You know, in teaching practice, practice management, practice growth, we go out of our way to help our clients remove as much friction from the practice model as humanly possible.

Friction, always at the very best, slows down your success and at the very worst, sabotages it. So I love this concept. Let's let's go into how does the the virtual dispensary.

You mentioned this earlier. How does the virtual dispensary improve the treatment plan adherence, the compliance and the refill rate. And I specifically want you to to talk more about the refill rate, because I can't even begin to tell you how many hundreds of doctors I have worked with over the years that may have spent 10 or 15 or 20 or 30 minutes of their precious time convincing the patient to take a supplement where they might have made $13.84.

And at the end of the month, the patient stopped taking it. And that is just not a good investment of time. It's not dollar productive at all. So how does the virtual dispensary improve compliance and refill rates?

Great question. And again, thank you for that summary that you just present as well. You know, there's there's so many ways that you can look at friction in a practice.

And when we're talking about adherence or compliance we're really talking about the patient friction. Right. So most of what we just talked about was the practitioner friction.

And in ensuring that you have access to the best quality products. And then it's very easy to to recommend and dispense those. But on a patient side, like you said, if you're spending all this time working with the patient, convincing them of this product, and I shouldn't say convincing because it's not about convincing, it's about this is what's good for you.

But at the end of the day, the patient doesn't necessarily know that. And it takes time for behavioral change to to happen. And that's where again, we come in in supporting your practice.

It's not replacing by any means but supporting so that you can focus more on the patient in front of you and worrying about what their conditions are, what you need to do, what kind of treatments you need to implement, and not having to chase them down and say, did you take your supplements?

Are you refilling? Because as we know as well, in supplements, unlike pharmaceuticals, often it takes several months before you start seeing the changes that you're looking for when you're rehabilitating nutrition levels, nutrient levels, or if you're implementing changes to blood sugar, or if you're using botanicals that are meant to improve stress resilience.

Those changes don't happen overnight. And so there's there's a period of time where you have to initiate that behavioral change mechanism with the patient.

And if you don't have something that's constantly they are saying, hey, just as a reminder, we're here to ping you again to say that that doctor Bob recommended this product for three months.

Let's make sure you stay on that treatment plan. That's where Full Scope comes in. So right off the bat, you know, one of the core features that we developed from the early days was the ability for you to set how long you want the treatment plan to be, and then for automatic refills or automatic, reminders to be sent to the patient when it refills, too.

So let's say you have a product that will last you one month and you want that patient be on that product for three months. Two things will happen. First, when they go to check out the first time, the system will automatically say, do you want three months worth of that product?

Because that's what the recommended treatment protocol is. And if they decide no, I'd rather just one unit for the time being, then after that month is up or prior to the month being up, a recommendation will be sent out to refill for that product so that the patient is encouraged to stay on track.

So that's that's the basic or the, you know, the very foundation of what we do in that regard. Now we started doing other things like sending out monthly, patient wellness emails that reinforce overall treatment plans so that patients are just engaged in a sense that says, hey, doctor Bob uses this software called Full Script, and it's it's engaged in trying to educate me on my health literacy.

It's it's wanting me to be more literate in integrative medicine. It's wanting me to be more engaged in what I'm doing. And as a result, we've seen a significant improvement in treatment plan periods and also just overall engagement from our patients.

And then beyond that, I mentioned health literacy is this is definitely something that we're leaning into a lot now. You know what the integrative medicine, chiropractic medicine in particular, it can be complicated for patients to understand.

So, you know, usually when you're coming into an office and you get an adjustment, there's a relatively quick sensation there of improvement. That doesn't take a lot for the patient to understand.

This is good. But again, on the longer term types of protocols, you know, we're we're replenishing nutrients or you're trying to institute herbal medicine protocol or something that can take time.

And so we're creating a library of content that you as practitioner can use. Or the patient can engage with to improve that health literacy, which we have seen helps with the long term behavioral change.

So all of this is done for free. That's that's the beauty with the post free platform as well, is that it doesn't cost any money to use the platform. And people will often say, well, you know, you're able to collect 35% margin through full script, which you can adjust if you prefer to, to earn less.

But if you're earning the full 35%, people will often say, well, that doesn't equate to the 50% margin that I make when selling products analysis. Which, by the way, if anyone's wondering if the 50% margin referred to is 100% markup on on wholesale, right.

So 35% margin is 7,070% markup on wholesale equivalent. And that difference is usually captured by the offsets. When it comes to managing inventory, the risks associated with products going bad with all of the the associated costs of managing an inventory, it's at minimum net neutral when you're using an online dispensary and if anything, it's usually more beneficial or net positive because of the refill rates that you are able to capture as a result of using that.

So again, there's no cost for using a platform like this. And that's why a lot of people tend to to migrate to this model pretty quickly, because it's easy for them to implement it into their practice.

Beautiful. And you touched Doctor Keller. You touched on a couple of really critical points. You know, I think it's so important to explain why to a patient, you know, one of the the cliches that I've used over and over and over again in my career is if you give people the why, they will comply.

And, you know, a layperson doesn't know what we know. They don't understand what we understand, and they don't value necessarily what we value. So when you give them a supplement, they're assuming it's medicine, like, and if they're not going to see a rather significant or substantial shift in how they feel or function, they just don't think it's for them, which is the number one reason why so many patients in the old model would stop taking the supplement at the end of the month.

The truth is, they wouldn't reorder at the end of the month. They might have stopped taking it at the end of a week or two weeks. So it's critical to pre frame the patient and explain exactly what you said, that these are natural substances.

They're not medicine and that we have to rebalance the body's chemistry.

Why Fullscript stands out

And that takes time. That the language of the brain and the language of the body is repetition. So what I used to actually say to my patients and what I coach my clients with, is that when you start recommending nutrients, tell them that they must take it for a minimum of 90 days, and at the end of 90 days, if we can assess that they're progressing, they most likely will need to take it for a very long time, if not forever.

But we can't assess that in anything less than 90 days. And that way, I knew that I had a reoccurring sale for three months worth, and at the end of three months I had a much clearer picture to be able to honestly assess this is really helping them or it isn't.

You do this month by month friction. Just like having the patient make an appointment, visit by visit, friction or pay visit by visit friction. So I think it's important to explain why natural supplements are based on natural law.

You know, not nobody thinks that you go to the gym once for an hour and you're going to be in great shape, if only repetition over time. And I think this is such a critical part, like everything else that I'm sure you do and everything that I did in practice is we must educate and engage the patient.

What's the benefits to them? What do we expect to see happen? Why are we recommending it? Why is it in their best interest? We must answer those kinds of questions.

Would you agree with all of that 100%? Yeah. I couldn't have said it any better. In fact, you said it so. Well, I'd like you to come over and work for full script. If you don't know, I would grow. I'm.

I going to show. Absolutely. I mean, I again, I can only reiterate and reinforce what you said. And you know, as a result, we're leaning much more, like I said, into adherence.

Now and helping the practitioner and telling that story and reinforcing that. Why, again, this is natural medicine. It's less aggressive and less forceful in the body, but it takes time.

As a result. Typically pharmaceuticals originated as very concentrated and now patentable versions of natural substances. And so, you know, it's like using a sledgehammer on something instead of using a small finishing nail or small finishing hammer.

Right. And so again, there's a variety of ways you can explain this. But at the end of the day, that behavioral change, that long term change and maintenance of a treatment plan to see the the long term impact, it takes time and it takes a shift.

And there's a lot of friction and resistance in that period. Usually it's not. It's like you said. Exactly. You know, in

fact, at minimum it's 21 days and it takes 21 days to form a new habit, and you have to do it pretty much every day in those 21 days to form that habit.

So, you know, now the things we're looking into, our daily reminders to ensure that that patients stick to taking those products every single day. It's it's feedback loops to make sure that the patients are happy with what they're taking and that they have a consistent feedback loop, not only with the practitioner, but also with full scripts that we know.

Okay, what modifications can we make to your experience so that you can have a better outcome? At the end of the day, you know, the benefit of a technology platform like this as well is that we are absolutely driven by the user experience.

The user experience rules all the world of technology. And so, you know, in medicine, there's really no standardization when it comes to the user experiences depending on the practitioner.

But when you can leverage a technological tool, then we can start to gather the feedback from the patient to develop the proper and the ideal engagement plan for them, so that they can be the most secure and timely treatment plan.

That's the power of technology. And that's why we've we've so leaned into this. And I think that's one other thing maybe to call out quickly is that the the benefit of working with a platform like full script is that you are working with a tech company.

Many of the other virtual dispensaries out there are not tech companies. They are either distribution companies or they're manufacturing companies who who see the benefit of having a platform like this.

And there's no harm if you just want to use those products or if you want to, you know, continue to work with a particular company, then by all means you can have that option.

But the difference with PostScript is that we are a tech company first, and then we do distribution on top of that or underneath to support that tech platform which sits on top of it.

We have a team of 80 engineers. We're constantly trying to optimize the experience for your patients, again as an arm's length leverage of your practice.

So there's a lot of power in that that you have access to when you start using a virtual dispensary. Beautiful. Now, of course, you know, our first, second and third objective is helping the patient, customizing our care, making customized recommendations that best serve the patient, that dramatically increase the odds of the patient feeling an even more important functioning better.

You know, I used to say to my patients all the time, if I help you feel better and don't help you function better, unfortunately, I'm not going to feel better for very long.

You know, the functioning better is correcting the cause of the problem, not just covering it up and the side effect of all of that, of doing your job, your, your, you know, following your purpose and your passion really well is that you get rewarded financially.

Now, you talked about the 35%, but you mentioned something before that grabbed my attention and should have grabbed everyone who's watching this. That full script represents 300 different nutritional companies that you have products from 300 companies.

The odds are staggering, overwhelming that whatever company or companies you use, both script has them. And that was yet another problem that when you were ordering nutrition, you were ordering this product from this company, that product from a different company, a third product from yet another company, and on and on.

And you were wasting enormous amounts of time ordering from different companies multiple times throughout the the week or the month. Now you just contact one company who has relationships with 300 different nutritional companies.

They've put them together into one huge group represented by phone script, and that you place one order. You might be getting products from five or 10 or 20 different companies, but you placed one order.

And on all of the companies, the doc making about a 35% commission, that's their profit margin on everything. So on on Mrs. Jones, your new patient, you know, you may only be making 15 or 20 or 40 or $50 a month, which is really not a game changer.

But you get 100 people, 100 patients that you're making $50 a month, and you're making that $50 a month for 100 people, month after month after month after month after month, it because it becomes quite lucrative.

So this is the model that full script is put together. And I think it's a great model, honestly. I picked up a new client recently who was struggling financially.

You know, some people join, hire a consultant, a coach, a guide, a mentor, like like me or doctor dentist. And, you know, they want to just grow and expand.

They know they're not doing their best work yet. But some people come and ask for our help in our guidance and join our company when they're in desperation, not inspiration.

So this doc joined. And honestly, what was saving him was his monthly full script check. His monthly full script check was paying his rent. He it was paying his electric bill, his phone bill.

It was paying a bunch of his bills, keeping him afloat until we were able to get involved and start to expand his new patients and his retention and his clinical results and his reputation.

But full script kept him alive financially. And I'm sure there are hundreds, if not thousands of doctors that work with full script who have had a similar experience.

Correct, absolutely. And again, I'm so grateful for that testimonial. I mean, that that's the power of having a tool like this is that it creates a snowball effect as well.

Right? And that that can be segmented into so many other positives. Like for instance, I still get notifications when someone has ordered a product to a patient, maybe that I haven't seen in years.

And or it's a patient that I haven't seen in six months. And it pains me to remind me that a patient I should check in with, it just refilled, you know, allows me to to maintain that kind of a relationship with my patients.

So there's a variety of ways to look at this. But absolutely, from a business resilience perspective, it's more or more critical to have this kind of a feature in your back pocket at minimum.

And we certainly saw this this year with Covid and the need to, in many cases, close physical practice, close in-person practice. The practitioners who had a virtual dispensary were able to shift and pivot directly into a virtual practice much more quickly.

And even if they were practicing, if they already had people on a protocol or they had people regularly ordering products, that didn't stop, that all just kept working in the background.

And you could if you needed to, and you had a buffer, you could just sit back and relax for a few months until you were back to physical practice and let that system continue to operate for you naturally, without lifting a finger.

So there's there's an incredible benefit again, to to doing that.

Safety, compliance, and patient trust

And let's say that's where you can start to see where the risks are certainly higher in maintaining an in-office dispensary versus virtual is you don't have the ability to just get rid of all those panics of all the sudden your office closes.

And let's hope that we don't have to continue going through lockdowns where we can't practice. Right. But this but this is a critical point, because one of the things that we all have been rudely awoken or awakened to is we don't always have full control of our own practice and our own livelihood, that there are times that there are pandemics and and issues that take place in society where our local government or our national government closes us down.

I can't even begin to tell you how many of my colleagues went out of business during Covid. Some couldn't open their office for months throughout North America, throughout Europe.

And it's happening again. There's a resurgence. So this is yet another way to insulate and protect yourself, protect your practice, protect your reputation and protect your income and continue, most important, to continue to best serve your patients.

Absolutely. Yeah. Now I would just quickly I'll just expand on what you said about the 300 brands. You know, that that's just another example of of the power of what you have available at your fingertips when you're using a platform like this.

And so 25 years ago, our, what our basically our entity called Natural Partners, which some of the listeners may have heard of, they were one of the founders of the the new movement of consolidating brands into a wholesale platform where you could go to one consolidator and order a variety of different products from their consolidators.

So you didn't have to worry about having relationships with each of the different brands. So from an in-office perspective, that was extremely convenient, and that started 25 years ago in 2018, Full Script and Natural Partners merged because we saw United Vision here again, that tech company on top of the the world class distribution company.

And so now we have warehouses in the US that we manage that are NSF certified. So highly standardized with regards to how those products are stored, other handled, how they're distributed.

We control all of that to ensure that the patients are getting exactly what they should be getting, how they should be getting it, and making sure that the outcomes at the end of the day are optimal.

There's there's a segue here as well. Maybe we have a few minutes we can talk about two is if you're sending your patients into the world of e-commerce, where they have to go and find products that you say, I want you to take product ABC from brand XYZ, and they have to go out there and find it.

They may end up on Amazon or something like it and find a product that's counterfeit. Or is not stored properly, or is being repurposed or whatever that is.

And there's a number of these shocking, really horrifying cases now coming out in the media, including products that that have labels on them that claim certain things that, when tested by third party labs, don't actually have what's in them.

So, you know, these these are the kinds of things that we try to, again, keep patients entangled within the ecosystem of the practitioner. It's safer. Right?

You know what you're getting, whether that's in office where again, we we offer a wholesale platform now all embedded within full script. So you can you can literally in the same platform, do all your wholesale ordering as well as your directed patient prescribing all one platform. One is the experience.

And in doing so you keep your patients safer and end up having better adherence and as a result, better outcomes long term. So that I feel like I'm I'm on an infomercial here trying to promote this, but but I'm a practitioner and I literally go through the same.

Yeah, I feel this on a daily basis. I patients who come in with a laundry list of products that they got from somebody else that they're getting from all over the place, and my first question always is, why are you taking all of this?

What is the quality of these products and what kinds of outcomes have you been getting at this. Exactly. Yeah. Where are we? Oh, you know, Doctor Oz, you know, really subtle alignment.

And as a result, I went to this website. I have no idea where the warehouse is or how they handle products. And and I haven't really felt anything in three months of taking this very expensive product.

So what we do is we consolidate things, we make it more deliberate, and then we give them the assurance that they're getting the products that they should be taking.

And the outcomes inherently are always better. Yeah, I used to crack up in practice when patients would say, yeah, but I found that vitamin D at the local pharmacy, the chain pharmacy, and it's it's half the price.

And I didn't feel like I needed to defend it. I would always it as a statement like this, the only product that I know for sure is going to produce the results that my reputation is maintained on.

And your results is produced by is this product. We're not negotiating this, see. And it's again, the doctor being the authority we have to recognize that laypeople give us their valuable time and their precious money because they're investing in our expert opinion.

Doctors aren't supposed to negotiate, doctors are supposed to recommend. And we've got to come with humility. Of course, but we have to come from this place of being an authority, a learned expert in this field, in order to have the confidence to say what we need to say to a patient.

And when I would say to a patient, this is the only product I know for sure is going to produce the results you need. Nobody ever argued with me because it wasn't about the cheapest supplement, it was about the best supplement.

And Mrs. Jones, I can assure you that I'm recommending only the best of the best to you. So we have to get over that. And we have to. We have to all grow our self-confidence and our self-esteem and our community scale in order to get those points across, you know, before our time runs out.

Alex, one more question and a very important question. I believe you've already addressed it, but I'd love you to summarize it more emphatically. There are other consolidators why full script?

Why full script? That overall, any other company? What's better? Different about full script? That would make me want to go to them. And how do I get in touch with them?

How do I set up my account with them, and how do I move forward? Yeah. So I usually when this question comes up, there's two main things that I say and I've said them already, but one is the engineering side of it.

So we're a tech company first, which means we prioritize technology. We don't contract out our experience, we build it in-house, which means we have a constant feedback loop going on, and we can iterate and, and, evolve much more quickly than the competition.

So that's one thing that we definitely hang our hat on is that, like I mentioned earlier, you know, we are absolutely driven by the user experience, both the practitioner and the patient, that that's number one in our world.

And that's where you see those shifts start to happen. If we had a great, underlying distribution experience, but a very poor front end experience, I guarantee you that you as a practitioner, you wouldn't want that as a

representation of your practice.

Right? Like we're representing your brand at the end of the day. And that that's again how I feel as a practitioner as well. Like full scrip represents my brand.

And if I'm using something that's clunky, that that freezes, that is not great for the user experience, then I'm going to hear from it or about it from my patients.

And you should expect the same thing as a practitioner. You should be demanding for the best quality software out there. So that's number one. Number two is that operational excellence.

And you'll hear it over and over when you start using full script, that we have one of the best customer service teams in the world.

Getting started with Fullscript

Our leadership came from Shopify. They're also extremely driven by the user experience, and they are very much, invested in making sure that they are as well, an extension of your practice, the distribution.

Like I said, we manage our distribution, NSF certified distribution facilities. We are absolutely driven to make sure that the products are handled properly, that they're they're safe, that there's adverse effects reporting that we can capture if something happens with an Amazon product.

Or do you report that adverse event? You call up Amazon and say, I had an adverse event with something that you sell them. They'll say, go back to the person who sold you it, and then you have to try to track down who did that, that Sellers and Amazon and I can pretty much guarantee you that that will matter.

You know, these are all issues that we have to be really sensitive with. And one thing we even didn't talk about here is, is HIPAA compliance, which is really important when it comes to to healthcare as well.

There's the integration with your EMR to again remove that large aspect of friction. These these are the benefits of having that that dual, engineering and software excellence as well as operational excellence on the back end.

So I would say if you're comparing full script to any other platform, compare it on those two fronts. And it really is a question after that. So how to start an account?

It's actually very simple. Got a full script icon. There's a button at the top right that says sign up. Takes about five minutes to register your account.

Basically you just have to enter your personal information. Your, you have to submit your license, which will then be reviewed for compliance team to ensure that you can be sure we don't let just anyone onto the platform.

It's reserved for practitioners. And then from there, you're managing information which allows us to submit a direct deposit to you on a weekly cadence, which means, again, that's another massive benefit.

Here is when you are waiting for your check to arrive. Based on that 35% margin, you don't have to wait a month. Every week you receive that. Every week you receive a direct deposit that is that ongoing income that you were talking about. That's really important.

And then just to top it off, we also handle your tax reporting for you as well. So you don't have to worry about that, which is one other significant box that gets ticked that you don't have to get mandatory in office inventory, or at least a lot less.

Another example of less friction. Yeah, absolutely. Yes, yes. Very good. Well, Doctor Alex, you are a delight and a breath of fresh air. And I certainly hope that all the people watching this, all the doctors watching this, regardless if

they're chiropractors or naturopaths or osteopathy, it doesn't matter.

First, if you're not already into the world of virtual dispensaries, that's where the world is going and you should be participating. Second, it just makes a ton of sense.

Full script is an awesome company. They are. They're our company of choice relative to all of this. Again, personally, I've been a client of PostScript for years.

I, I've had only very, very positive experiences. We've learned a tremendous amount, about 300 different companies, 20,000 different products, all the things that they do, why they do it.

This is a no brainer. And we must help our patients.

Closing thoughts on practice growth

And we can't ignore the chemistry imbalances, or the nutritional imbalances that everyone has to some degree or another. And this is an area that we must be more engaged with before we end.

Doctor, doctor Keller, any parting words on your end? Gosh. I mean, first of all, thank you again for having us. And thank you for putting on such an important event as this.

Again, many of your listeners probably know the world of medicine is changing, and it's changing pretty quickly. We have to evolve in how we practice.

We have to evolve. And, the standards of care that we deliver to our patients. And they're demanding a lot more from us because the competition is is more rife now than it's ever been.

So the advantage that you have in working with people like doctor Bob and leveraging tools that are available to you, will only accelerate everything else that you're doing and amplify the impact that you want to have with your patients.

So I again, I commend you and and your team and all the work you're doing. And thank you for this and I hope that the people who are out there listening are not necessarily in a place of struggle, but in a place of thriving and a place of growth and a place of of abundance.

And they're looking for a way to again amplify their practice and have that positive impact. Because at the end of the day, that's all we really want is to have a positive impact.

As practitioners. That's why we got into medicine. And and that's really a large part of our model, the full script. We're here to change the way health is prescribed.

In other words, allowing people to prescribe health more easily and without friction. Which is why I love that you brought in friction, because that's such an important part of medicine.

How can you remove friction so that people can get well? Beautiful. Well said. And thank you. Terrific conversation with a terrific individual representing a terrific company.

I hope you'll take action. Have a great day everybody.