

## FEATURE STORY:

# Restore® Program at Women's Health America Makes Developing Your Hormone Therapy Practice Easy

**MADISON, WI** – Women's Health America (WHA) has helped physicians provide personalized prescription care for their patients since its start more than 25 years ago.

### INTEGRATED PROGRAM WORKS

The Restore® Program is Women's Health America's most innovative program designed to provide personalized bioidentical hormone therapy. It integrates the latest laboratory technology and pharmaceutical science with the traditional art of personalized patient care.

Restore allows physicians to provide their patients with a complete, low-dose, bioidentical hormone therapy program:

- salivary hormone level and NTx bone loss testing,
- personalized prescription therapy,
- free follow-up testing,
- ongoing case management,
- online patient information.

### HOW TO GET STARTED

Enrolling a patient in Restore is easy and gives you time to focus on your patient's individual needs.

Once the patient is enrolled, our Restore specialists take over. First, each patient receives their saliva hormone and urine collection kit. These are simple collection kits that can be done at home, eliminating the need for another office visit. Along with the test kit, the patient is asked to complete a detailed health history that can help you and the Restore specialists tailor prescriptive care to the patient's medical history, symptoms and lifestyle.

The samples are returned to our on-site, CLIA/CAP certified laboratory for processing. The results can be immediately viewed on our provider website, RestoreDirect.com, where you can also order prescription therapy.

Women's Health America's specialized pharmacy, Madison Pharmacy Associates, will custom compound the hormones you prescribe in the type, form and dosage to best match your patient's unique hormone profile, symptoms, lifestyle and medical history. Our pharmacy is the only compounding pharmacy in the country that tests the quality

of prescriptions using sensitive HPLC (high performance liquid chromatography) to assure the prescription is exactly what you've ordered.

A full report is available to physicians via RestoreDirect.com within 10 days after the samples have been reviewed by our laboratory.

**Physicians enrolled in the Restore program provide their patients with a complete bioidentical hormone therapy program that combines salivary hormone level and NTx urine bone loss testing, customized prescription therapy, free follow-up monitoring and ongoing case management.**



*Right: WHA's 17,000 sq ft facility in Madison, Wisconsin, houses offices that include an examination room, specialized pharmacy and diagnostic laboratory.*

*Top left: NTx testing is used to determine rate of bone resorption and monitor the effect of hormone therapy.*

*Middle left: Customized bioidentical HT prescriptions include proprietary sublingual and sustained release tablets, liposomal gels and testosterone transdermal patch technologies.*

*Bottom left: Restore nurses, pharmacists, laboratory technicians and support staff meet to collaboratively evaluate patient care issues.*

# HOW IT ALL BEGAN

*The story behind Women's Health America and the Restore program*

The philosophy behind the Restore program can be traced directly back to Ahlgrimm's very first patient more than 25 years ago. As a pharmacist, Ahlgrimm was approached by a doctor who did not know what to do with his patient, a 35-year-old woman who suffered from severe mood swings, depression and irritability. The woman was affected for two weeks a month. The other two weeks, she had no symptoms at all. Her doctor was at wits' end, trying to find a solution to her situation.

"By researching studies at the medical school library, I found work that was being done in Europe where there was a name for her condition — premenstrual syndrome. But the treatment options prescribed there weren't available in America," Ahlgrimm said.

Ahlgrimm worked with the woman's doctor to develop a special natural progesterone prescription that would modify the patient's hormonal fluctuations. Thanks to Ahlgrimm, the woman was the first patient diagnosed with severe premenstrual syndrome and the first to use natural progesterone in the United States.

"The cloud lifted' — that's the exact phrase she used," Ahlgrimm said.

Doctors learned of Ahlgrimm's success, and soon brought new patients to her to have individualized prescriptions filled. As a result of the demand for customizing services, Ahlgrimm co-founded Madison Pharmacy Associates in 1982, the first pharmacy in the country to specialize in women's hormonal health.

Ahlgrimm and her staff continued to research and develop hormonal therapies as their patients aged and no longer suffered from PMS but began coming to her for help with menopause. Women's Health America was born, and Restore was developed a few years later.

"We developed Restore to help women and their doctors manage the whole continuum of hormonal fluctuations and transitions that women go through, even those that are extremely problematic," says Ahlgrimm. "And, we continue to expand our services. Today, Restore patients include men as well as women."

As long as the patient refills their prescription through Madison Pharmacy Associates, they can receive free annual follow-up testing to evaluate the effectiveness of their prescribed hormone therapy.

Our Restore team of registered nurses and pharmacists provide expert guidance to help patients get the most from their medications and achieve maximum health and wellness. They also monitor your patients' progress throughout the year, provide you with updates and make recommendations on dosage adjustments when needed.

Restore takes the guesswork out of prescribing and provides all the tools and expertise for patient case management. During the last two decades, over 300,000 women and 7,000 physicians nationwide have benefitted from the Restore® program.

## THE SECRET TO SUCCESS

The secret to Restore's success starts with WHA founder Marla Ahlgrimm's years of experience in using her own ability to carefully listen to physicians and patients. What she has learned and observed over the years is the basis for the state-of-the-art HT management protocols as well as the technology housed in WHA's pristine headquarters in Madison, Wisconsin.

There, Ahlgrimm and her staff, including seven registered pharmacists, two nurses, two laboratory technicians, one analytical chemist and a cadre of support staff evaluate health histories and hormone levels, dispense personalized prescription therapy, monitor outcomes and provide top-notch assistance to physicians and their patients with PMS, perimenopause and menopause concerns.

## NOT FOR WOMEN ONLY

A number of physicians who use natural hormones to treat male patients also turn to the Restore program and WHA's individualized testosterone therapy.

*"The Restore program from Women's Health America provides customized dosing for individual patients, merging the patient's clinical needs with supporting laboratory data. It's the future of hormone replacement therapy."*

DR. CLAUDE HUGHES, M.D., PH.D.,  
Consulting Professor  
Dept of Obstetrics and Gynecology  
Duke University Medical Center  
Senior Director of Medical and  
Scientific Services, Quintiles

## PHARMACY PLUS

Women's Health America is a pharmacy, but it is not anything like a traditional pharmacy.

Housed in an impressive facility that combines offices and laboratories, the space itself was designed to maintain quality control and efficiency throughout the entire operation. Each day hundreds

of personalized prescriptions are rigorously prepared, tested and mailed.

## RIGOROUS QUALITY CONTROL

Behind the scenes, the support and cutting-edge science at Women's Health America starts with best practices and a superior system of quality control even before pharmaceutical-grade chemicals reach one of the pharmacy's four laboratories.

Infrared technology is used to examine incoming materials, assuring chemical purity and identity. This quality assurance continues as prescriptions are tested for drug and dosage accuracy using HPLC (high-performance liquid chromatography) before being sent to individual patients throughout the country.

"We test batches from 30 up to 1,000 dosage units," said Tom Hart, laboratory



*In addition to customized formulas, many commercially prepared bioidentical prescription options are available from WHA's pharmacy.*

manager. “Knowing that the medication dosage is correct is especially important when monitoring hormonal levels in patients.”

A 5 to 8 picogram (1 picogram is one trillionth of a gram) change in a hormone level can mean the difference between a patient benefiting from therapy and a patient experiencing side effects.

## THE LABORATORIES

WHA’s specialized diagnostic laboratory also does research to improve testing sensitivity and performs the actual hormone and NTx testing of patients. The laboratory runs at least 100 patient tests a day on average.

This information assists physicians in providing the best patient care.

“Oftentimes, a patient stops taking the appropriate dosage, or the patient is combining their medication with other supplements,” said Barb Reineke, nurse practitioner. “Follow-up testing allows us to alert the physician and/or patient.”

Women’s Health America’s three other HEPA-filtered laboratories contain class 100 clean rooms, state-of-the-art analytical balances, homogenizers and tablet presses. Sublingual and sustained release doses are compounded

“As we move to lower doses, I believe clinicians will have to be more aggressive in providing appropriate surveillance.”

DR. LEON SPEROFF,  
Professor of Obstetrics/Gynecology  
Oregon Health & Science  
University

in one laboratory, transdermal testosterone patches in another, and the third is reserved for clinical research. The laboratories are connected to a state-of-the-art dispensing room, where prescriptions are dispensed robotically.

“The automated dispensing unit reduces errors, prevents drug cross-contamination and allows for precise tracking of medication ingredients, batch and lot numbers,” Ahlgrimm said.

# RESTORE

CAN HELP EVEN THE MOST DIFFICULT HT PATIENT

*A physician specializing in hormone therapy recently contacted Women’s Health America about a 53-year-old female patient referred by her local practitioner. She was experiencing severe symptoms of menopause including hot flashes, mood swings and lack of libido. Her comment to her doctors? “I’ve had so many things—memory loss, fatigue, depression, weight gain—and I can’t sleep,” she said.*

*The physician enrolled her in Women’s Health America’s Restore program, which combines salivary hormone level and NTx urine bone loss testing, customized prescription therapy, free follow-up monitoring and ongoing case management.*

*The WHA team of specialized pharmacists, nurses and laboratory technicians all worked together with the physician to resolve this patient’s symptoms. Within six months, the situation had completely changed.*

*“I truly feel nearly 100 percent compared to where I had been,” the patient said.*

*The physician now enrolls almost all of the clinic’s HT patients in Restore. Positive experiences like this have led practitioners from across the country to come to Women’s Health America in Madison, Wisconsin to receive specialized training for the management of even their most difficult hormone therapy patients.*

## THE FOCUS IS ON OUTCOMES

Another team of pharmacists work next to the dispensing room in a special call center where physicians make first contact with the pharmacists. Pharmacists do research at individual workstations and discuss prescriptions and changes in prescriptions with physicians.

“Most providers who come from a traditional hospital or clinic setting can’t believe what they see when they visit us,” Ahlgrimm says. “Just because something ‘has always been done this way’ doesn’t mean it’s good enough for WHA to do it that way. Each patient is different. One size does not fit all. Every activity is focused on patient care and outcomes.”

## WORK, EDUCATION AND INNOVATION CONTINUE

Through the results of her pioneering work, Ahlgrimm has written numerous journal articles, and she has lectured to doctors and medical groups all over the country. Additionally, she is the author of two definitive women’s health books, *Self-Help for Premenstrual Syndrome* and *The HRT Solution* which have received high praise from physicians.

For physicians who are interested in finding out more about the Restore program, Ahlgrimm and her staff offer advanced training seminars.

“Our work allows physicians to easily combine the business of medicine with the art of patient care,” Ahlgrimm said. “It takes a burden off physicians’ shoulders, and it assists them in providing their patients with the very best care around.”



Automated robotic dispensing reduces drug cross-contamination and dispensing errors.

## The next generation of hormone therapy practice management



The Restore program's newest enhancement for providers, RestoreDirect.com, was introduced in 2006.

"How much easier can it be?" says Suzanne Roth, NP. "My patient comes in and I have everything I need right in front of me."

RestoreDirect.com gives Restore providers access to their lab, pharmacy and expertise — all in the convenience of a secure online office and at no charge.

RestoreDirect.com is:

- An organizational tool for accessing Restore patient information as well as symptom, lab and prescription history.
- A communication tool for ordering tests and prescriptions, receiving test results and consulting with the pharmacists at Madison Pharmacy Associates.
- A practice management tool for receiving patient referrals from WHA, creating an individual webpage, downloading patient brochures and more.

Since RestoreDirect.com is an online tool, you can access patient information from any computer, even at home.

"RestoreDirect.com is extremely user friendly, even for those of us who aren't computer savvy," says Mary Harmon, ND. "It's online capability to enroll patients, update records and manage prescriptions is saving our staff hours of administrative time."

**FOR MORE INFORMATION  
CALL WOMEN'S HEALTH AMERICA, INC.  
IN MADISON, WISCONSIN  
AT (800) 558-7046**

## WHA Founder Addresses The Three Most Common Questions Physicians Have About the Restore Program



"Restore is so unique, physicians often have questions about how the program will integrate into their hormone therapy practice," says Marla Ahlgrimm, R.Ph., founder and CEO of Women's Health America. "Once answered, the benefits are obvious, and practitioners begin enrolling patients right away."

**Here are Ahlgrimm's answers to the three most common questions from healthcare providers:**

**Q.** A number of my patients struggle with severe symptoms due to hysterectomy, menopause and PMS. They require and often demand more time from me and my staff than we can provide in our busy practice. How can the Restore program help me?

**A.** Enrolling a patient in Restore eliminates the guesswork in prescribing hormone therapy for even the most challenging patients. Our staff works behind the scenes to provide you with the information needed to make therapeutic decisions effectively and efficiently. The Restore program provides the practitioner:

1. Analytical measurements of baseline hormone levels (estradiol, progesterone, testosterone, DHEA and cortisol) using FDA-cleared, noninvasive salivary testing and baseline urinary NTx testing to measure bone resorption rate.
2. Low-dose, individualized bioidentical hormone prescription therapy based on test results and patient health history using commercially available or customized bioidentical hormone medications when appropriate.
3. Free follow-up titration hormone and NTx testing at three and six months to maintain hormone levels in a therapeutic range, avoiding the side effects of overdosing and the consequences of under dosing.
4. Ongoing free yearly testing and case management to assist you in evaluating and adjusting the plan of care to maintain optimal therapeutic outcomes.

**Q.** Why should I use NTx Bone Resorption testing if I already provide DEXA bone scanning in my practice?

**A.** A DEXA bone scan and the NTx bone resorption (breakdown) test provide two very different but equally significant pieces of information about bone health. While a DEXA scan measures bone mass at a fixed point in time, the sensitive NTx urine test measures how fast bone is breaking down. A patient can have a normal DEXA result but, at the same time, an elevated rate of bone resorption which may go undetected for years. The urinary NTx test is used to monitor and adjust hormone and osteoporosis therapies with changes in bone resorption identified in two or three months as compared to two years for a DEXA scan to measure changes in bone density!

**Q.** How do I comply with the new FDA recommendation that all hormone therapy be prescribed in the lowest effective dose for the shortest duration of time?

**A.** Most practitioners are used to prescribing "one size fits all" hormone medications. To make the transition to lowest effective dose for the shortest duration of time, many now utilize our specialized pharmaceutical services for their patients using hormone or osteoporosis therapies. We include free hormone and NTx testing while your patient receives prescriptions from us. Ongoing follow-up monitors changes in hormone levels which, over time, can be affected by such things as aging, other medications, weight changes and lifestyle choices including smoking or alcohol use. Test results are sent to you, so therapeutic adjustments can be made if needed. Our pharmacy accepts hundreds of prescription insurance plans that cover both commercially available or customized hormone therapies.