



Family Owned and Operated Like Your Pharmacy



Individualized Service for You and Your Customers

Dear Valued Customer,

As an independent pharmacist, you have the unique opportunity to educate your customers about being proactive rather than reactive regarding caring for their health. This is especially true for pregnant women. Gestational Diabetes Mellitus (GDM) affects 3% to 10% of pregnant women in the U.S. each year. Researchers still aren't sure why some women get the disease while others don't.

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you
know?

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As you know, gestational diabetes doesn't usually surface until sometime between the 20th and 24th week of pregnancy, when certain hormones can have a blocking effect on insulin production. Unfortunately, most women do not experience any apparent symptoms of GDM. Still, studies have shown that increased thirst and more frequent urination could be possible signs. You may be the one to notify your pregnant customers about the possible symptoms and risks of GDM.

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Who Is At Risk?

These are some of the factors that could lead to a greater risk of developing GDM:

- Being overweight or obese
- Family history of diabetes
- Those over 25 years old
- A lack of exercise
- The previous birth of an infant weighing more than 9 pounds

Medical experts suggest the best time for a woman to concern herself about the risk for gestational diabetes is before she gets pregnant. This allows her to set herself up for a healthier pregnancy. Lifestyle modifications such as a better diet and more physical activity decrease her risk of getting gestational diabetes.

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Treatment for Gestational Diabetes Mellitus (GDM)

The treatment for GDM depends on a woman's age, overall health, medical history, and the extent of the disease when it is discovered.

Treatment may include:

- A special diet
- Exercise
- Daily blood glucose monitoring
- Insulin injections

Your role is important as you share with your customers the many benefits of prenatal care, especially when it comes to testing for gestational diabetes. Although GDM isn't usually present until the end of the second trimester or the beginning of the third, you can stress the importance of regular doctor's visits early on.

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How We Can Help You

At Ixthus, we consider it a privilege to partner with you. Independent pharmacies are one of the last industries to offer truly personalized care. Likewise, we can help with two low-cost options (Embrace Talk and Advocate Redi Code) including a free meter and box of test strips (50ct) for as low as \$4.80 for every woman you serve with Gestational Diabetes Mellitus.

Together, we can offer great prices, timely service, and personal attention to ensure the best outcome - a healthy mom and baby.

How can we serve you? We are just a phone call away.



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www.ixthusMedical.com

(262) 878-9008

"Be joyful in hope, patient in affliction, faithful in prayer."

Romans 12:12

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Product Highlights



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