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**Traditions, Alternatives & Innovations:
A New “Healthy Living Center” Business Model for
the former Lenox Village Pharmacy**

LENOX, MA: When Anne and Larry Browne purchased The Lenox Village Pharmacy two years ago they had a vision that would reshape its identity, transforming the traditional pharmacy to support the wide range of health care needs today’s health conscious public appreciates and desires. They foresaw a new business model for pharmacies—envisioning the business as an integrative “healthy living” center. Changing the name to the Lenox Village Integrative Pharmacy was the first step. The Brownes have implemented philosophical, physical and product innovations, from which a beautifully renovated shop has emerged offering traditional medicines, alternative remedies, professional-grade nutritionals, all natural skin, hair and beauty care products and some surprisingly fun shopping. A one-stop pharmacy for everything to make you feel good.

“As an integrative pharmacy our approach to health is very different from the typical retail pharmacy. Our primary goal is to help our customers achieve optimum health, vitality and wellness, whether through traditional medications, nutritional supplements, natural remedies, customized medications that are mixed in the pharmacy, or a blend of any of these approaches.” —Anne Browne

Specific newsworthy elements of the new Lenox Village Integrative Pharmacy business model include:

Open, Visually Accessible Pharmacy Operation

Anne envisioned a very open and welcoming space; a wide expanse of counter space has been added, barriers have come down allowing all of the shelves and product to be completely visible. The staff is also more visually and physically accessible to customers.

The floor plan has been changed, clear instructive interior signage and comfortable seating has been added. The interior boasts lots of natural wood and overall the space has a calming and restorative feel. In keeping with Anne's view that the pharmacy be accessible, the new clean room is contained within glass walls that are completely visible in the hallway behind the pharmacy.

Compounded Medications/State-of-the-Art Clean Room

Compounding involves specially made medications to meet special circumstances where the drug or dosage required is not commercially available and/or the traditional delivery method is not effective. An example: for a patient who can't swallow pills or take liquid medicine, the pharmacy can produce the medication in a compounded cream to be rubbed into the skin.

The pharmacy now boasts an expanded state-of-the-art clean room where Dan Walczyk, LVIP's Pharmacist—one of the very few professionally trained compounding pharmacists in Massachusetts—creates these custom medications. Compounded medications will be available for veterinarians also.

Healthy Living Pre-Paks®

With the installation of new specialized equipment, LVIP will provide a very unique product—the pharmacy's own Healthy Living Pre-Paks®. Professionally prepared, individualized, custom packages containing an individual's nutritional or medication regimen. Each convenient pak is clearly labeled with the individual's name, the name of each nutritional and/or medication, the correct dosage and the right day and time to take them. They are then packaged to be dispensed in order by the day of the month and the time of the dosage. The target market for this service is broad—from medical professionals wishing to boost compliance to parents sending their kids off to camp. This part of the business model will be introduced in mid-August.

All Natural Products

Shampoos, cleansers, cosmetics, and even organic pet food now grace the shelves in a special area that showcases a wide range of all natural and organic products.

Shopping

The new business model also calls for some fun shopping. Anne has brought unusual items from her travels into the retail part of the store. In addition to the expected offerings of Band-Aids and cough medicine customers can find the unexpected, for example a line of whimsical kitchen gadgets made in France, natural soy candles made in Massachusetts and an organic skin care line produced right in Northfield.



Events/Lectures

Over the past year the Pharmacy has sponsored or co-sponsored several educational lectures in the community. Plans are to continue the series. Each lecture will be presented by a leading health expert and will focus on an important health issue that affects daily life and well-being.

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