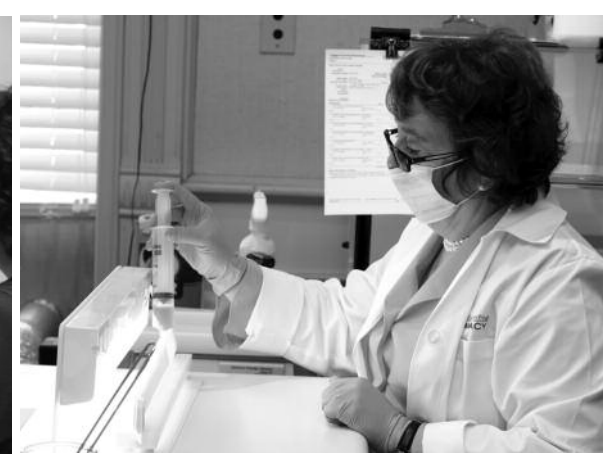


# Custom Pet Meds & More

by Pamela Scott-Smith

By focusing on wellness, prevention, and healthy living, as well as providing treatment options, owners and proprietors Anne Browne and Joe Martragono have transformed the Lenox Village Pharmacy into the Lenox Village Integrative Pharmacy (LVIP). The sister-and-brother team have brought together, or integrated, a traditional pharmacy, a compounding pharmacy, and an institutional fulfillment pharmacy. They also offer pharmaceutical-grade vitamins, minerals, and supplements, along with homeopathic remedies, Chinese herbs, essential oils, and a healthy dose of surprisingly fun shopping!



Top left, Richard Mole, R.Ph., Managing Pharmacist consulting with a customer. Top Right, Compounded medications are made on site in LVIP's state-of-the-art clean room. Bottom left, Joe Martragono and Anne Browne, Owners & Proprietors. Bottom right, Local and global deliveries of medications are part of the daily routine at LVIP.

## Treatment Alternatives

LVIP is a certified PCCA (Professional Compounding Centers of America) compounding pharmacy; medications are custom made, one order at a time, by LVIP pharmacists in their onsite state-of-the-art clean room. This is the way medicine was made before it began to be mass-produced by pharmaceutical companies.

Compounding provides customers with more personalized options than traditionally manufactured drugs. For example, if a customer is prescribed a dosage not commercially available, then LVIP can make it, or for those who have difficulty swallowing pills, medications can be made in syrup or liquid form, suppositories, or even as a transdermal cream. For pets, compounded medications can be made with flavoring (tuna is popular with cats), or as a cream that can be applied inside their ears to ensure that they are getting the full benefit of their medication.

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## Not All Vitamins Are Created Equal

Nutritional supplements are a specialty area within the pharmacy. Richard Mole, R.Ph., Managing Pharmacist, with his focus on wellness and a particular expertise in nutritionals, helps customers plan and adjust their approach, and Joe Martragono personally oversees this business segment. LVIP carries more than 65 brands of pharmaceutical-grade vitamins, minerals, and supplements.

## A Portfolio of Services

In addition to a wide range of products, customers can choose from a portfolio of services to help develop an approach that is best for them. LVIP works with customers' physicians and healthcare professionals, provides customers with personal consultations with pharmacy and nutritional staff, and offers a free online resource called healthnotes®, accessed through LVIP's website. Customers use healthnotes® to research timely and relevant information about conditions, medications, nutritionals, and treatment options.

To help customers manage their wellness and/or treatment regime, and for schools, camps, and other businesses who distribute medication to many individuals, LVIP developed the Healthy Living Pre-Paks® system—individual packets of medications and/or supplements. Healthy Living Pre-Paks® can handle unit dose, multi-dose, and very complex medication regimens.

LVIP accepts almost all major insurance plans, Medicaid, and Medicare, and is a "buy local" option for meeting the 90-day supply requirement. LVIP is a licensed provider in Massachusetts, Connecticut, Vermont, New Hampshire, and Maine. There is a full-time insurance and billing expert on staff to help customers navigate insurance coverage caveats. Also, through a combination of its three reliable, courteous drivers and FedEx, LVIP delivers to customers' homes and offices throughout Berkshire County and to locations all over the world.

## Surprisingly Fun Shopping

LVIP extends the concept of its healthy living approach to wellness by carrying all-natural, organic personal care, pet care, and homekeeping products. Customers can choose skin care

products made from French grapes, skin care and cosmetics made locally, all-natural nail polish, and pet oral healthcare items, just to name a few.

Anne Browne is the curator behind LVIP's surprisingly fun front store, an ever-evolving collection of jewelry, hats, handbags, and other unique gift items—many that are made locally and/or that have a human interest side to the products.

The owners plan to continually grow and evolve their customer-centric focus on healthy living, wellness, prevention, and treatment by incorporating new and enhanced products and services for individual as well as business-to-business customers.

*Article reprinted courtesy of  
Our Berkshire Green*

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