



King's Quarterly

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Battling the Blues

Found on EHow, user article by Nickjam

I believe everyone can go through temporary bouts of depression. Some estimates claim as many as 55 million Americans suffer from SAD (Seasonal Affective Disorder). For many Americans (even in more temperate parts of the country) the short, cold days of winter mean less outdoor activity, more exposure to artificial light and a concurrent case of "cabin fever", or winter blues.

NUMBER 1: LET THERE BE LIGHT!

Light and light quality affects how we perceive what is around us, and these impressions have psychological consequences. Some researchers suggest this relates to the body's production of melatonin, a hormone secreted by the brain's Pineal Gland. There is a linkage between melatonin levels and the amount and duration of environmental lighting.

If a sunny vacation is out of the question this year, SAD sufferers might consider re-examining their home lighting sources and decor. It may be as simple as That!

Special points of interest:

- Vanessa Holmes—last birthday of the decade!
- Welcome Bailey Boys

King Drug and Home Care Locations

Hartford 298-3278

Owensboro 683-7010

Madisonville 821-499

Morgantown 526-6980

All Locations 1-800-489-2609



Battling the Blues

Life's short! We all can agree with that quote. Why should we live it SAD? With that said, I ask you, "Why stop with lights?". Our **mental health** is not to be taken lightly. I urge those of you who are SAD to use a combination of many helpful ways to be cured!

NUMBER 2: PLAN AHEAD!

This sounds simple and.....IT IS! Use your planner! Buy a calendar! This is something very simple and we probably all understand the simplicity of this, however many of us neglect to do it! Again, if a vacation is not in the budget, plan simple things. The secret is to plan something desirable. Something you will look forward to! A night out with the girls/guys! A concert date! Maybe the circus/ Motocross will be in town! A play date at the science museum with your friends and all the kids! Whatever it may be....this step is key!

NUMBER 3: STEP OUTSIDE YOUR BOX! Which I suggest is as simple as getting out of your home! Hibernation is for the bears! Do something you have never done before! Take a self-defense class! Try pottery! Sign up for a cooking class! Start a new hobby! If your budget permits....buy a snowmobile, buy ski lessons, or learn to ice skate!

NUMBER 4: EXERCISE If you are SAD, exercise seems like the last thing you want to do. But once you get motivated, exercise can make a big difference. Exercise helps ease depression in a number of ways, which may include: Releasing feel-good **brain** chemicals that may ease depression (neurotransmitters and endorphins) Reducing immune system chemicals that can worsen depression Increasing body temperature, which may have calming effects! Doing something positive to manage SAD is a healthy coping strategy. Trying to feel better by drinking alcohol, dwelling on how badly you feel, or hoping SAD will go away on its own can lead to worsening symptoms! Meeting exercise goals or challenges, even small ones, can boost your self-confidence. Getting in shape can also make you feel better about your appearance. Running, lifting weights, playing basketball and other fitness activities that get your heart pumping can help. Even a winter stroll around the block and other less intense activities. Anything that gets you off the couch and moving is exercise that can help improve your mood!!

NUMBER 5: OPEN YOUR EYES!!

This is tricky. Very simply, appreciate the **beauty** of winter! Slow down and look at the magnificent large tree that you normally would oversee. Watch the snow blow in the wind while enjoying a warm beverage! Observe the excitement of the ice skaters in the park! Make it a point to stop half way to the mailbox and close your eyes! Take a deep COLD breath and smile! Learn to embrace and love mother natures diverse seasons, even if its not ideal!

I am Cassy Watwood, Marketing Representative in Bowling Green. I would love for this to be successful and to continue to distribute throughout 2010. Please let me know if I can do something to make the company newsletter more attractive and interesting to you! Please voice your opinions at: cwatwood@kingdrug.com



The H1N1 Pandemic: fact or fiction?

Jessika Chinn, PharmD

Unfortunately, most people including many doctors and other health care professionals don't have the facts. A little research will help you make informed, wise decisions about H1N1.

First things first—what is swine flu? Influenza A virus subtype H1N1 is a subtype of influenza virus A. As of December 10, 2009, the CDC estimates that about 47 million people have been infected by the 2009 H1N1, and almost 10,000 have died between April and November. While this strain of flu can be dangerous now, the real fear lies in what it can become. H1N1 was declared a pandemic by the World Health Organization (WHO) June 11, 2009. "A flu pandemic occurs when a new influenza virus emerges among humans and spreads easily from person to person. Because the virus is new to humans, people have little or no immunity and the virus spreads worldwide." (Pediatrics Blog by Vincent Lannelli, MD, [About.com](#))

The past throws a frightening shadow. In the 20th century we had three flu pandemics: 1968 Hong Kong Flu (H3N2), 1956 Asian Flu (H2N2), and 1918 Spanish Influenza (H1N1). Similar to what we see today, the Asian Flu had its highest infection rates among school children, young adults, and pregnant women in 1957. The Spanish flu is believed to have killed as many as 100 million people and is said to be the catastrophe against which all modern pandemics are measured.

What do we do? Standard precautions, as with any flu, remain highly important (hand washing, stay home if you are sick, avoid sneezes & coughs from others). While no vaccine is 100% effective, vaccination is still the best protection against influenza and can prevent both illness and death.

Had H1N1 broken sooner, the seasonal flu vaccine probably would have been enough because H1N1 would most likely have been included in the vaccine. At least 70,000 deaths are still reported yearly! Attempting to combat the potential pandemic the government was prudent and right to provide the H1N1 vaccine. Various strains of flu are studied yearly to determine which flu strains are in the seasonal vaccine. The H1N1 vaccine is made the same as the traditional vaccine we've been using for years, just a different strain is used. Also, remember that the subtype H1N1 is not new—another H1N1 subtype caused the Spanish Flu in 1918..

About 800,000 doses of H1N1 vaccine have been recalled. Sounds like a lot? Not if you consider 86 million doses are in circulation. The recall was the result of stability testing that showed some vaccine may not have been as potent as supposed to be. NO safety issues are involved in this recall. Even if your child got 2 doses of the recalled vaccine, CDC believes the vaccine IS potent enough to protect against swine flu. If your child only received 1 dose, he does need a second dose with new vaccine.

While the media has given tons of attention to the swine flu, little is actually known about it among the general public and many health care providers. Knowledge is power. Empower yourself with knowledge about swine flu.





Introducing MedSage

**A Proactive Approach to
Patient Care**

**Classic Call Centers
reach about 20%**

**MedSage consistently
reaches 65-75%**

Beginning in January, King's will take a differentiated and competitive stride to enhance OSA (Obstructive Sleep Apnea) patient compliance. **MedSage** is a telephone based call system that will automatically call OSA patients on schedule to promote compliance and sales of replacement supplies. The system will use the voice of our Respiratory Therapist and caller ID as King Drug and Home Care. The calls will be sent during targeted times when the OSA patient is more likely to be available. The patient will feel more confident in returning calls to their local branch with any questions or concerns rather than an unknown "Call Center."

What should we expect?

1. Employees will be able to focus more on direct patient care instead of leaving voicemails all day.
2. Significant increase in supply based revenue.
3. Patient Compliance Improvement
4. All other DME's will have to follow behind our innovative tactics in ensuring PATIENT SATISFACTION!

Employee Anniversaries

16 yrs

Dianna Bryant

11 yrs

Gary Witt

10 yrs

Harold Pedigo

9yrs

Dana Alexander

Tina Peveler

Courtney Frantz

7 yrs

Lisa Catlett

Tiffany Snodgrass

6 yrs

Karen Givens

5yrs

Peggy Phelps

Teddy Cash

Shana McElwain

4 yrs

Claudia Lee

Bonnie Weber

3 yrs

Shawn Stewart

Randall Lamb

Jill Clark

2 yrs

Olivia Skeen

Bonita Rieckers

2yrs (continued)

Chris Thompson

Gaye Crowder

Cassy Watwood

Casey Geary

1 yr

Brittany Martin

Mariah Geary

Kirsten Terry

*An Interesting Fact about one of
Owensboro's Own.....*

Vanessa Holmes

When I was visiting the Owensboro store during the Cpap Clinic this winter, Vanessa shared something very unique about the day she was born. She was born in New York on December 31st, 1979 at 7:11pm.

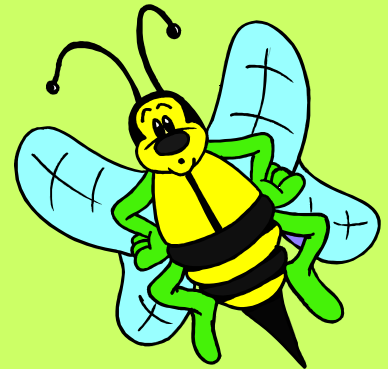
Vanessa was

- The last baby born in 1979 at this hospital and of the DECADE!
- The only girl in the nursery the last day of the year

Happy Birthday and
Happy New Year!



What's all the BUZZ about?



Owensboro's Fight Like A Girl Supporters during National Breast Cancer Awareness Month in October 2009

Bouncing Bundle of Bailey Boys!

Andrew

Lucas

Little Things
BRANDS YOU CAN TRUST



April Wahler Jennings and husband Kevin was married in September 2009

Submit your photos to share with us in the next newsletter!

E-mail to: cwatwood@kingdrug.com

Marketing Spotlight

By: Cassy Watwood

Marketing Representative

This Winter's Cpap Clinics showed that we still have the ability to reach out to our customers and provide an excellent service. We shortened our invitation list but still saw similar results!

During the Spring and Fall Clinics we strive to increase our supply based revenue . This winter, of attending patients, 52% purchased Filters, followed by Replacement Masks and Headgears, 43% and 34% respectively. Each branch kept tallies of each patient and what they purchased and if their machines pressures checked positively. This will

continue at each clinic so that we may watch our progress and continue to better our services.

Store # of Patients

HT	18
OW	70
MV	52
MT	20
BG	23
TV	10
HV	23
RV	21
PW	25

On-The-Move



Casey Geary has been very busy in the past few months, not just with Synagis or her pharmacy responsibilities. She and her husband closed on the purchase of their new home, moved in, and have announced they would be adding a baby to their family in August!

Congratulations on the pregnancy!



It's your Birthday, It's your Birthday.....

January

Sam Dickerson 1st
April Jennings 5th
Melissa Thrope 5th
Shana McElwain 5th
Harold Pedigo 7th
Richard Hayden 7th
Casey Wright 9th
Steve Wiggins 9th
Amy Willis 12th
Casey Geary 17th



February

Ben Meyer 1st
Erin Alvey 3rd
Gaye Crowder 11th
Judy Hazelwood 14th
Becky Taylor 28th
Jeff Meade 28th

March

Krystal Peak 4th
Ronah Alexander 9th
Annette Williams 9th



Happy Birthday to All, apologies to those who was not listed

Winners from the Word Find Contest



Melissa Thorpe, Rville
\$15 WalMart Gift Card



Stacie Cobb, Powderly
\$15 WalMart Gift Card



Shawn Stewart, Madisonville
\$25 WalMart Gift Card

New Kids on the Block

King's is pleased to welcome the following employees!



**Annette Williams and Zack Hicks, Pharmacy
Owensboro**



**Kelly Dukes, Pharmacy
Madisonville**



**Leslie Fox, Branch Manager
Respiratory Therapist**

I first began working for King Home Care in 2001 as a CSR in Tompkinsville. I worked for King's until February 2005 when I left to have my first child. I then decided to enroll in the Respiratory program at Bowling Green Tech. I started the program in August of 2005 and graduated with an Associates degree in May 2007. After graduation I was hired as a Respiratory Therapist Tech at Cumberland River Hospital in Celina and completed my boards in February 2008 and became a Certified Respiratory Therapist. I loved my job but I disliked the hours. When I was informed of the position opening at Kings in Tompkinsville I immediately put in my application. I loved my experience with the company in the past and was thrilled to find out that I had received the job. I have been married for 6 wonderful years to Nathan Fox and we have two children, Briley, 4 and Bryson, 21 months, so I stay busy even outside of work. I look forward to working with and meeting each and every one of you, and I am ecstatic to be back!!