

# PRE-PEN<sup>®</sup>

## Helping Build Your Practice



### How One Allergist Tested 125 Patients with PRE-PEN!

ALK is committed to helping grow your practice so you can improve the lives of more allergic patients. Incorporating penicillin skin testing into your practice can provide an opportunity to reach more patients by expanding your referral network to include new physicians.

In the coming weeks, ALK will highlight several private practicing Allergy Specialists who are using PRE-PEN as a referral builder. In today's article, we highlight the work of Dr. Jeffrey Rosch of Central Pennsylvania Asthma & Allergy Care.

Dr. Rosch is a Board Certified Allergist practicing in Altoona, PA. To date, he has tested over 125 patients for penicillin allergy with PRE-PEN. Of that group of 125 patients, most were seen exclusively for the question of penicillin allergy, therefore most were previously not seeing an allergist!

Dr. Rosch utilizes several innovative methods to attract new patient referrals including working with local hospitals, OB-GYNs, general practitioners and pediatricians.

To generate awareness with his local hospitals, Dr. Rosch set-up meetings with local hospital medical directors to discuss the availability, importance and ease of penicillin allergy testing for elective surgery patients. During these meetings, Dr. Rosch was able to educate the hospital staff as well as surgeons about this important test and the value of confirming the true presence of a penicillin allergy. According to Dr. Rosch, it is unusual for an allergist to receive referrals from surgeons, so these meetings were a critical element in his awareness efforts.

As with the general population, many pregnant women with beta strep are incorrectly labeled as penicillin allergic. To help serve this patient population, Dr. Rosch sent letters out to his local OB-GYN groups letting them know about the availability of testing with PRE-PEN. The letters explained the importance of confirming a true allergy, the ease of testing along with economic benefits.

Working with both hospitals and OB-GYNs opened up a new population of patients for Dr. Rosch's practice. These patients may come in for penicillin allergy testing but are

often interested in other ways an allergy specialist can help improve their quality of life. Also, they often have young children who may be candidates for further respiratory care including possible allergy testing. They can become life long patients of the allergy practice, based on the initial visit for PRE-PEN testing!

According to Dr. Rosch, when generating referrals from hospital groups and OB-GYNs there are some key points to consider:

1. Allergy Specialists should be committed to seeing patients quickly, often within 72 hours of referral.
2. Test results should be communicated to the referring physician within 24 hours of testing completion.
3. Testing should be done in the allergist's office whenever possible. This helps to avoid hospital consults which can be costly and time consuming.

In addition to the local hospitals and OB-GYN groups, Dr. Rosch sent letters to his established referral network of pediatricians and primary care providers. Reminding these physicians of the availability of a local allergist and alerting them of this new procedure helps keep new patients coming into the practice.

**As you can see, PRE-PEN can help grow your practice by introducing your services to a new group of patients & physicians alike.**

**Talk to your ALK Allergy Consultant about using PRE-PEN to build your practice!**

*This case study is the experience of a licensed physician, who is authorized to use the medical products as he sees fit for his patients, etc. PRE-PEN has not been tested on pregnant patients or children. Jeffrey Rosch, MD and his company Rosch Visionary Systems has a business partnership to promote and sell his product.*

*Please see the package insert for full prescribing information.*

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