

IV Therapy Provider Toolkit Guide

Instruction Manual





Thank you for downloading the WeCare IV Therapy Provider Toolkit. In this manual, we'll share how to use each piece of the toolkit to set up your practice up for success.

- Have questions? Please email us at info@wecarepharm.com
- Need to order custom IV Therapy kits? Visit our website: portal.wecarepharm.com/login

Behind the Toolkit: About WeCare Pharmacy

WeCare Pharmacy is a full-service compounding and specialty pharmacy committed to providing safe and effective medications to you and your family. Our mission is to craft custom medications that improve your well-being, optimize your health, and fit your unique needs. Our specially trained pharmacists prepare personalized formulas that can accommodate a variety of allergies, physical limitations, and dosage requirements.



"Professionals"

★★★★★ 5/5

"WeCare Pharmacy is my greatest health advocate. I go there for the Ideal Protein Weight Loss program. I would not be able to do this on my own without the professionals at WeCare. They do care about my health and are so supportive. This is a great program for a better you!"

"Amazing"

★★★★★ 5/5

"WeCare Pharmacy is amazing and their customer service with clinical partners is second to none. Amazing job, and thank you!"

"Always Available"

★★★★★ 5/5

"It's been wonderful to know we are getting high quality ingredients for our clients. The pharmacist is always available for questions and the staff has been great to work with! We have used other compounding pharmacies, but have not had the same results!"

Affiliations



About the IV Therapy Provider Toolkit

With this IV Therapy Provider Toolkit, you'll learn about how IV therapy works and what it can do for your patients, as well as gain all the content and materials necessary to offer IV therapy services at your practice.

- Learn everything about IV Therapy and how to help patients pick the correct kit for their needs.
- Full guide with all promotional materials (social media, blog, website) and set up assistance.



Your Toolkit includes:

- IV Therapy Setup at Your Practice
- Website Integration Guide
- Social Media Calendar
- Sample Graphics
- Email Marketing Guide
- In-Office Sheet
- Website Content & Sample Blogs



How to Start IV Therapy at Your Practice

Guidance for In-Office Setup, Patient
Education, and Marketing





Facts About IV Therapy

...And Why More Practices Should Offer This In-Office Service!

- 83% of medical patients in the United States receive some form of IV therapy or infusion as of 2019.
- The IV therapy market is projected to reach \$10.99 billion by 2026.
- The average cost of mobile IV therapy ranges from \$150 to \$450 depending on additives and vitamins. The average cost of in-clinic IV therapy is around \$100.
- Research shows that vitamin C infusions via IV therapy can prolong survival times and improve quality of life in cancer patients.
- Many patients begin to feel the positive effects of IV therapy during the treatment itself, which continues over the next 7 days.
- The first documented attempt at IV therapy was performed in 1492 by a doctor caring for Pope Innocent VIII in Rome.



Show Patients IV Therapy with Confidence

Learn about IV Therapy and
what each kit does.

What is IV Therapy?

IV therapy offers a powerful new way to enhance patient care and boost your practice's revenue. B WeCare simplifies the process with our customizable IV therapy kits.

IV therapy has been documented to increase energy, enhance immune system strength, counter anxiety and stress, and act as a preventive aging measure.

What are IV Therapy Kits?

IV therapy kits bundle essential components for safe and efficient IV administration. WeCare's kits are unique because they can be tailored to address your specific needs and patient preferences.

This means you can offer a wider range of IV therapies, from hydration and pain management to immune system support and micronutrient deficiencies.

Custom IV Therapy Kits

Make sure you order IV
therapy kits in advance via
the WeCare website.



Custom IV therapy kits can be
ordered online and delivered to your
practice.

Kits available:

- Refresh Rehydrate Kit
- Athletic and Recovery Kit
- Detox Kit
- Brain health Kit
- Beauty replenishing Kit
- Youth and Vitality Kit

Learn about all the kits and order for
your practice on our website:

www.wecarepharm.com/iv-nutrient-therapy

Setting Up Your Office for IV Therapy

What You'll Need:

- ❑ WeCare Custom IV Therapy Kits
- ❑ Comfortable Sitting Space
- ❑ Sterile Workstation to Prep IV Solutions
- ❑ Medical Grade Refrigerator (IV Storage)
- ❑ Sharps Disposal Containers
- ❑ IV Stands and Poles (For hanging IV bags, ensuring a smooth flow of fluids)
- ❑ Personal Protective Equipment (PPE)



Creating the Best Space for IV Therapy

Treatments last for 20 minutes or more, so it's important to have a private area. Other tips include:

- ❑ Check the room temperature.
- ❑ Keep all necessary items within one area to streamline process.
- ❑ Add proper lighting for safely administering IV therapy.
- ❑ Provide reading materials.
- ❑ Offer water or other refreshments during their IV Therapy treatment.



IV Therapy Services on Your Website

How to Add IV Therapy Services to Your
Practice's Website (and Get Appointments)



Use the Website Integration Guide

What You'll Need:

- ❑ New page on your website
- ❑ IV Therapy copy for landing page or service page (Included in Folder)
- ❑ Developer or Content Manager to update your website
- ❑ Online appointment schedule or phone number to link on website page



How to Use Website Integration Guide

After downloading the kit:

- ❑ Open the “Website Guide” folder from the IV Toolkit
- ❑ Open the “How to Add IV Therapy Services to Your Practice Website” PDF
- ❑ Follow Step-by-Step instructions
- ❑ Use the provided copy to build the service page for your website
- ❑ A web developer may be necessary if you don't have WordPress or a website builder.



Create Website Content About IV Therapy Services

You can add IV Therapy as a service to many areas of your website. It can be a service page, blog page, or even a pop-up on your website.

Here's some tips to get started:

- Build content optimized for search by adding more content pages with keywords about IV Therapy, such as "IV Therapy for Weight Loss" or "IV Therapy for Hydration."
- Update your website's blog announcing new IV Therapy services or add other content like "5 Ways IV Therapy Helps with Chronic Illnesses."
- Remember to let your patients know about your new service via email and social media.



Introducing Your New IV Therapy Services

Start email marketing and post on social media to share your new services.



Social Media Guide for IV Therapy

In the Toolkit folder, find “IV Therapy Social Assets.” Here are social assets and posts that you can copy and paste into Facebook, Instagram, X, or any other platform you wish. Social assets include:

- Document with copyable social texts and captions for posts
- Premade social graphics
- Tip: Add your logo and practice branding to make it your own!



Graphics

Each social post corresponds to one of the copyable social posts within the toolkit.

All you need to do is copy the text from the doc and paste into your post, then attach the graphic.



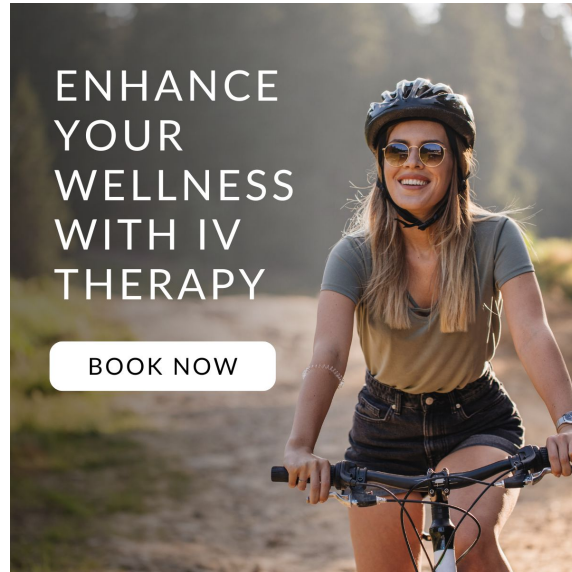
ENHANCE YOUR WELLNESS WITH IV THERAPY

A cutting-edge wellness practice that delivers vital nutrients directly into the bloodstream, ensuring maximum absorption and effectiveness.

[BOOK NOW](#)



Pre-Made Social Graphics (In IV Therapy Social Assets Folder)



Email Marketing Guide for Therapy

In the Toolkit folder named “IV Therapy Content Assets,” open the Email Integration Guide. Use this to announce your new IV Therapy services to your email list. You can use MailChimp, Constant Contact, or any other email service provider.

Inside the email integration guide, you’ll find:

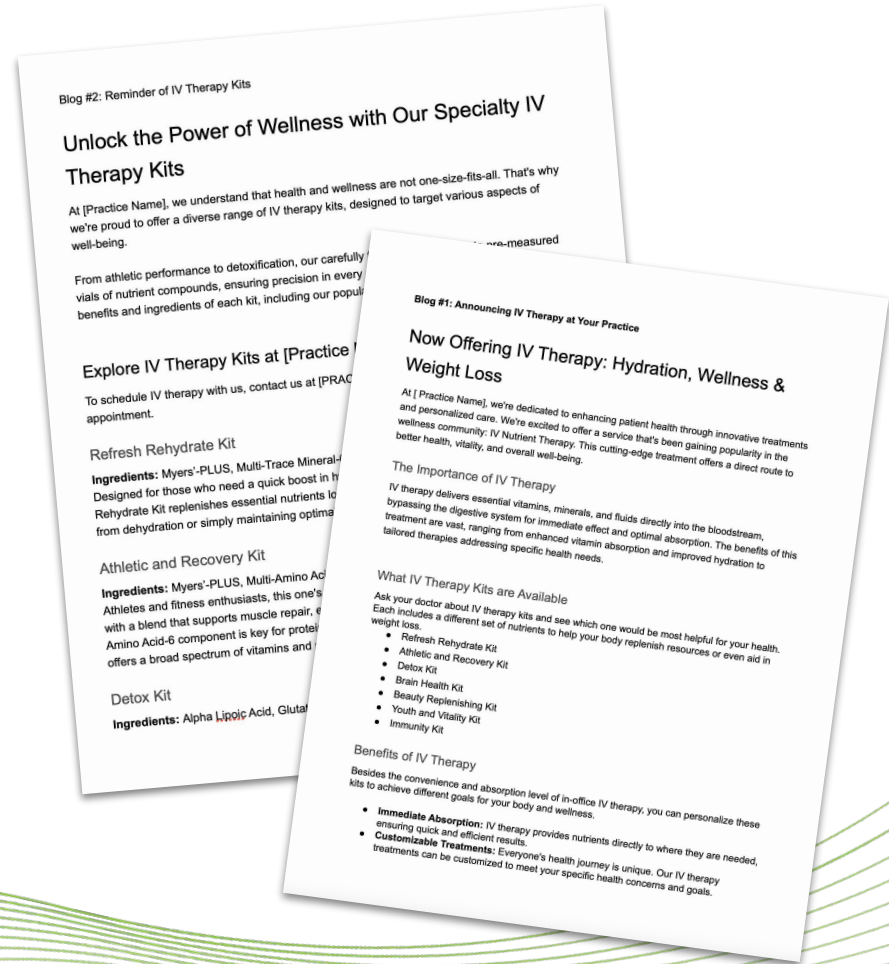
- All copy needed to send your first email about IV Therapy.
- Email graphics
- Just edit and add your practice name to customize.



Website Content: Blogs

Open the folder “IV Therapy Content Assets” to find two blogs to post on your practice’s website.

- ❑ Blog #1: Announce your new services with this detailed blog post. Just edit to add your practice name and details.
- ❑ Blog #2: Keep posting about IV Therapy services to increase the buzz. Link your blogs back to your website page for additional traffic.



A man with a beard, wearing a light blue t-shirt, is sitting on a grey couch. He is holding a black smartphone to his ear with his right hand and smiling. A laptop is open on his lap, and a white IV drip tube is connected to it. To his left, there is a black IV drip stand with a clear bag hanging from it. The background shows a window with white frames and a wooden shelf with various items.

Share IV Therapy with Current and Potential Patients

- Post about IV Therapy 1-2 times per week.
- Add hashtags like #IVTherapy or #[YourCity]IVTherapy to make your posts more visible.
- Send a follow-up email after 14 to 30 days to remind patients of your new service.
- Use social post copy and graphics with ads on Facebook, Instagram, and other channels to spread awareness faster.

In-Office Education & Promotion

Use this one-sheet and poster to
promote IV Therapy Services



In-Office Materials: One-Sheet or Poster

Open the folder “IV Therapy Content Assets” and find “Enhance Your Wellness” PDF

- Print 8.5” x 11” one-sheet for an in-office handout at your practice.
- Other option: Use to create a 11” x 17” poster for your office and hang on the wall for more awareness.



Thank You

