

GREG OKSANEN & JANE WAREING LIVING ROOM PHARMACY

When pharmacist Greg Oksanen and his wife Jane Wareing opened Living Room Pharmacy in 2006, they vowed to do something completely unorthodox for a pharmacy - create a warm and cozy atmosphere that makes their clients feel at home. And if they don't feel at home, they should feel like V.I.P. guests. That's why their clients are greeted by name, comfortable sitting areas, complimentary coffee or tea, dedicated parking, and a fully wheelchair & scooter accessible store. But at Living Room Pharmacy, professional service is just as important as a welcoming environment.

"It's all the small things," says Oksanen, "that add up to make a big professional service difference." Living Room Pharmacy is one of the few in town that rents out breast pumps to nursing mothers and offers a baby change table in a large, clean washroom. It also offers 24-hour blood pressure monitoring, vaccinations, custom compounding services, and compression stocking fittings. The pharmacists work daily with community physicians to ensure optimum medication plans for their patients' changing needs. Even its prices tend to fall under the category of "small things."

"Although we're a boutique pharmacy, most of our product prices are competitive with the big chains," says Oksanen. In fact, our clients continually tell us that they're surprised by how many of our products are cheaper than they've seen elsewhere."

"Because we're independent, there's no corporate office telling us which brands

and products we can and can't stock," adds Wareing. "So we pick items that our customers want and that their doctors ask us to carry. We source products that will not only improve our clients' lives, but that are well-designed and attractive. White plastic or black neoprene is perhaps not to everyone's taste. So we offer a choice such as beautifully designed athletic braces from Italy, stylish carved canes hand-made in Canada, and high quality orthopaedic shoes that don't look like therapeutic shoes."

One of Living Room's most popular features is its bookshop, which Wareing keeps stocked with well-researched books by respected experts on a wide variety of health and wellness topics - from Anorexia and Alzheimer's to learning disabilities and depression.

"We're not just pushing pills, we're helping our clients take charge of their well-being, or at least learn more about the condition of a loved-one," says Wareing.

Living Room's unique approach is certainly being noticed, and not just by in-store clients. To serve their mobility-challenged customers, Oksanen and his staff happily conduct home visits and free prescription delivery. Oksanen is often a guest speaker to health support groups. Living Room Pharmacy also provides, all the medications to the mobile health unit serving homeless citizens of the Comox Valley.

Oksanen and Wareing's goal of caring and professional service is certainly met in Living Room Pharmacy.



“We’ve built a boutique pharmacy that reflects our goal of providing caring, professional service,” says Oksanen. “Our personal mission is to make our clients feel at home.”

PROFILE

Greg Oksanen, BscPharm
and Jane Wareing
Living Room Pharmacy

Living Room Pharmacy
204-1530 Cliffe Avenue
Courtenay, BC V9N 2K4
Tel: 250-338-5665
Toll Free 1-877-214-6337
www.livingrx.ca



LIVING ROOM
- PHARMACY -