Dr. G's Pharmacy

An old fashioned neighborhood drugstore

BY ELLIOT GOLDENBERG

Remember the good old days of the old fashioned neighborhood drugstore – when the pharmacist actually knew your name when you walked in?

Fortunately, for anyone who goes to Dr. G's, located at 234 East Commercial Boulevard in Lauderdale-By-The- Sea, it's like going back in time.

That's because March of 2012 will mark the 10th year in business for a store that, by all standards, is truly unique – with its old-fashioned` values, and, at the same time, its modern conveniences. One of those old fashion values is the delivery of prescriptions, with no added charges for close deliveries.

"Actually, we offer lots of customized services, and we do know the names of most of our customers," said owner Geneen Graber Maxwell, who has a doctoral degree in pharmacology and runs the business with help from her husband, Charles, an attorney. It was Charles who oversaw the recent renovation of Dr. G's, which included adding a quaint coffee bar – they even offer various flavored gourmet coffee – as well as a comfortable lounge area.

"We listened closely to what our clients wanted, and we gave them an even warmer environment," Geneen explained. "We're always available to do whatever we can to make coming here a better experience, and we're proud of the fact that we still see the same people, year after year. We really get to know them; and they get to know us as well."

Geneen stressed how especially grateful she is to Lauderdale-By-The- Sea residents for "being so welcoming and loyal" to her busy pharmacy.

"Our goal is to keep our people healthy – and keep the side effects from the drugs they do take to a minimum," Geneen said. "As for us, we love being here, and we're definitely here to stay. And, because of that, we intend to serve our neighborhood with the best customer service that we can possibly provide."

Geneen, who has a one-year-old son and a 2 ½ year old daughter, graduated with her doctorate at 23, the youngest Nova Southeastern University pharmacology student to do so. She was recently honored by Nova Southeastern University by having her name placed on its Pharmacy Wall of Honor.

Dr' G's is open Mondays through Fridays, 8:30 a.m. – 6:30 p.m.; and Saturdays, from 8:30 a.m. – 1:30 p.m.

The pharmacy is closed on Sundays. To reach the pharmacy by phone, please call (954) 938-0005.

The Maxwells still make take time out of their busy schedule at Dr. G's to spend with their adorable two children, daughter Jordyn, 2 ½; and son Gray, 1, seen with their parents. Dr. Geneen Graber Maxwell and her attorney/husband Charles Maxwell enjoying a beach outing.