

Top Pharmacy Issues



Among a total of 48 pharmacy issues measured by the WilsonRx® *Pharmacy Satisfaction Survey*, Americans consistently rate two among their top concerns: that their prescriptions are filled accurately and without errors, and that the labels and instructions that come with those medicines are clear and easy to understand.

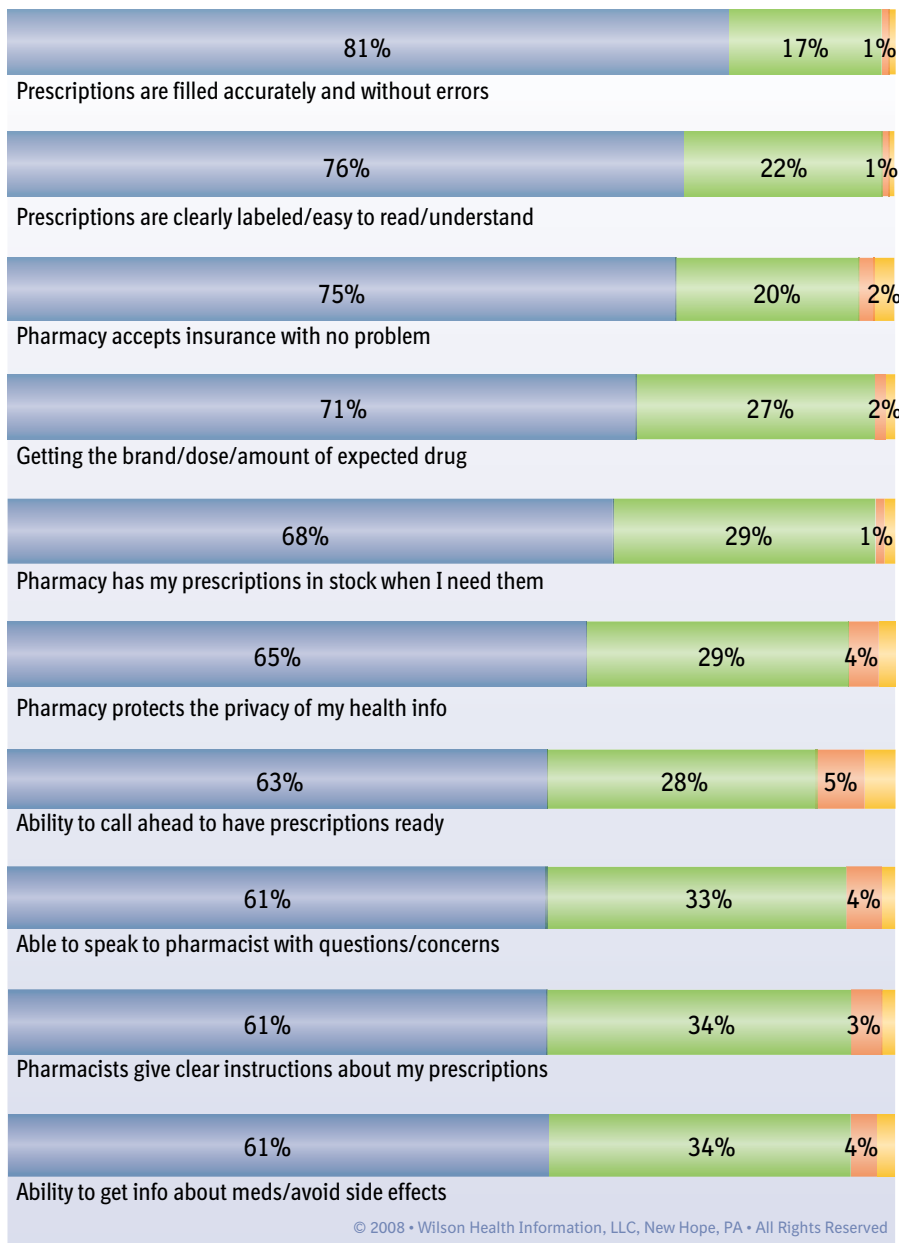
That concern for personal health and safety comes across loud and clear, and it ranks highest among all factors no matter which type of pharmacy customers prefer. When it comes to prescription drug therapy, virtually every household member surveyed by WilsonRx® rated issues of safety, accuracy and clarity as very important or important.

Among customers' other priorities: that the pharmacy accepts their insurance; that they get the right prescription, in the right dosage; that their prescribed drug is in stock; and that their pharmacist can guarantee their right to privacy.

For some of those polled, those last two conditions aren't always a given. Researchers turned up lingering concerns among U.S. householders about the privacy of their medical and prescription records, and a general perception that their local pharmacy doesn't always have a supply of their medication on hand. A significant minority of customers said they had to return to their pharmacy over the past year because the drug they were prescribed wasn't in stock.

As the survey reveals, pharmacies that offer their customers the ability to call ahead for their prescriptions—and fill them within the time promised—will also score big satisfaction points with those customers. So will those that work hardest to make their pharmacists accessible to patients for counseling and advice.

Very Important Important Not Very Important Not Important At All



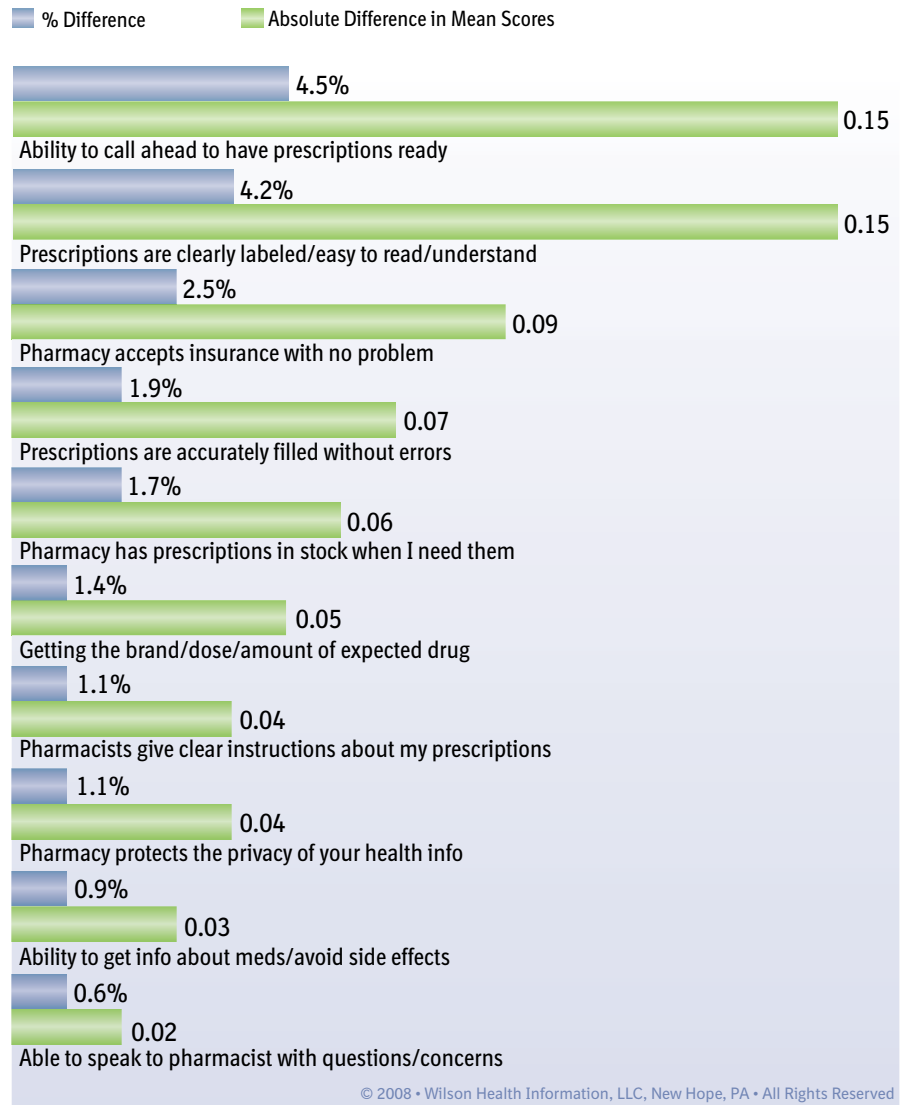
Top 10 Most Important Pharmacy Issues

Among All Pharmacy Respondents

The two most important issues among 48 measured are that prescriptions are accurately filled without errors and that prescriptions are clearly labeled and easy to read and understand. This ranking is true for all pharmacy types and consistent with previous years.

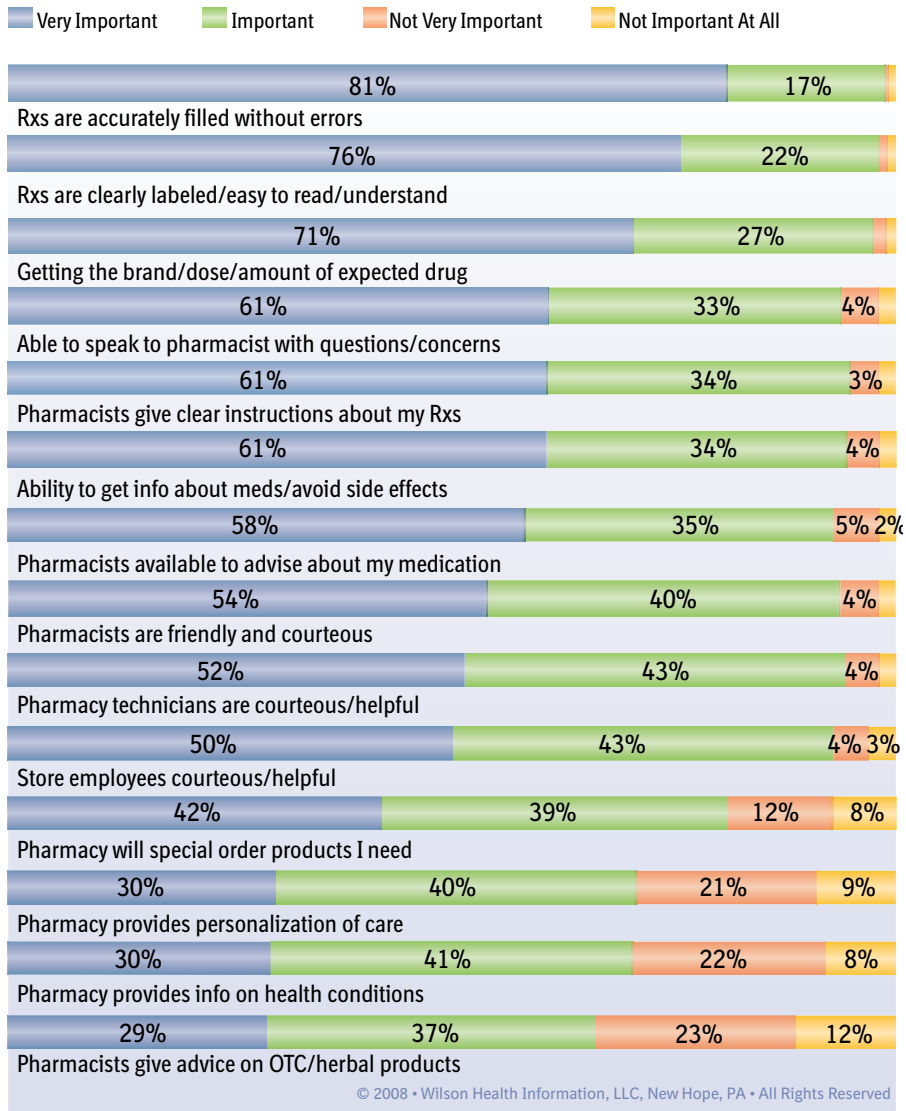
Differences in Importance of Top 10 Pharmacy Issues

Among All Pharmacy Respondents—
2008 vs. 2007
Absolute and Relative
Difference in Mean Importance



The bar on consumer expectations continues to rise, with shoppers demanding higher levels of service and added conveniences in how they fill their prescription orders.

The greatest changes from 2008 over 2007 were reflected among customers who wanted to have the ability to call ahead to have prescriptions ready, to have pharmacists available to advise about medications, and to have prescriptions clearly labeled and easy to understand. Independent pharmacy customers show the highest levels of satisfaction among most of the top 15 pharmacy issues with the exception of: pharmacy accepts insurance without a problem (food and chain drug tied), ability to call ahead and have prescriptions ready (chain drug) and prescription drug prices (mass merchant).



Importance of Professional Service Issues

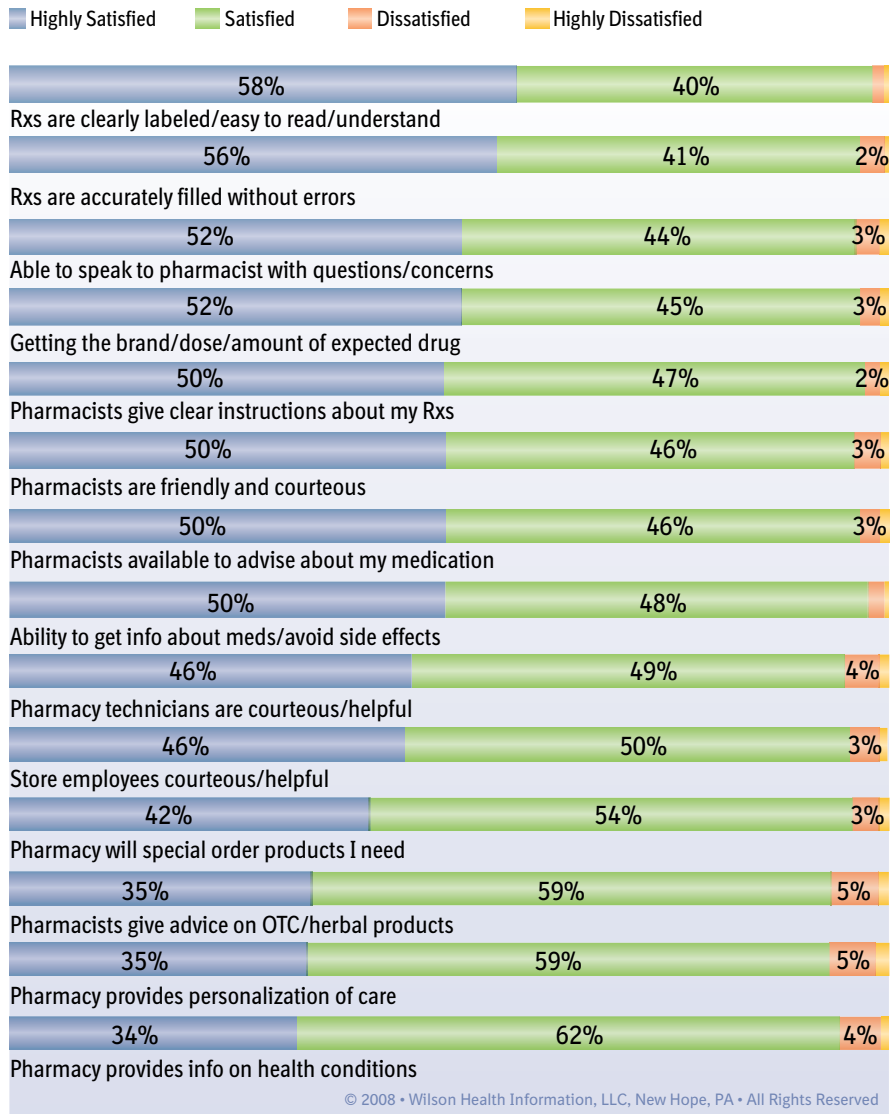
Among All Pharmacy Respondents

Among 14 professional services issues, prescriptions accurately filled and prescriptions clearly labeled are the top two attributes in both importance and satisfaction.

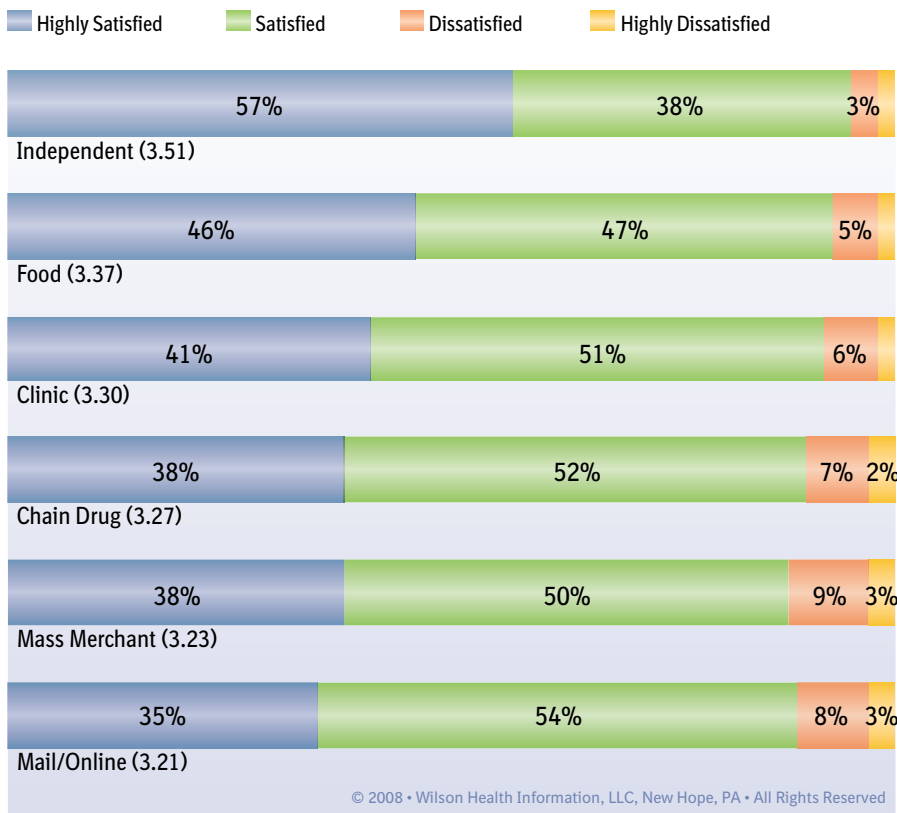
Independent pharmacy customers are most satisfied with overall professional services.

Satisfaction with Professional Service Issues

Among All Pharmacy Respondents



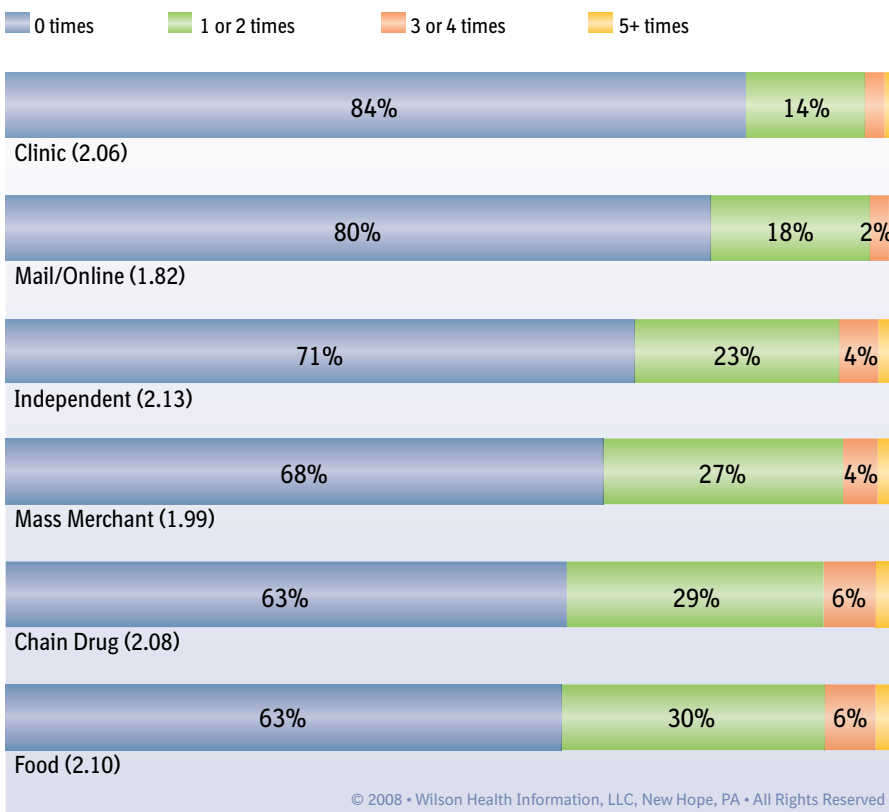

Nearly one in four independent pharmacy customers said they waited just five minutes or less for their last new prescriptions.



Satisfaction That Last New Prescription Was Filled in Time Promised

By Store Type

Independent pharmacy shoppers report the shortest wait times when filling new and refill prescriptions and are therefore most satisfied with their wait time.



Times in the Last Year Returned to Pharmacy Because Medication Needed Was Not in Stock

By Store Type