

2011

Pharmacy Customers with Chronic Obstructive Pulmonary Disease (COPD)

The PharmacySatisfaction™ PULSE Program strives to help all pharmacy operators learn more about their customers. Based on a nationwide household study commissioned by Boehringer Ingelheim Pharmaceuticals, Inc., these findings reflect the answers of a representative sample of customers receiving treatment for COPD, based on their primary pharmacy.

Study Methodology

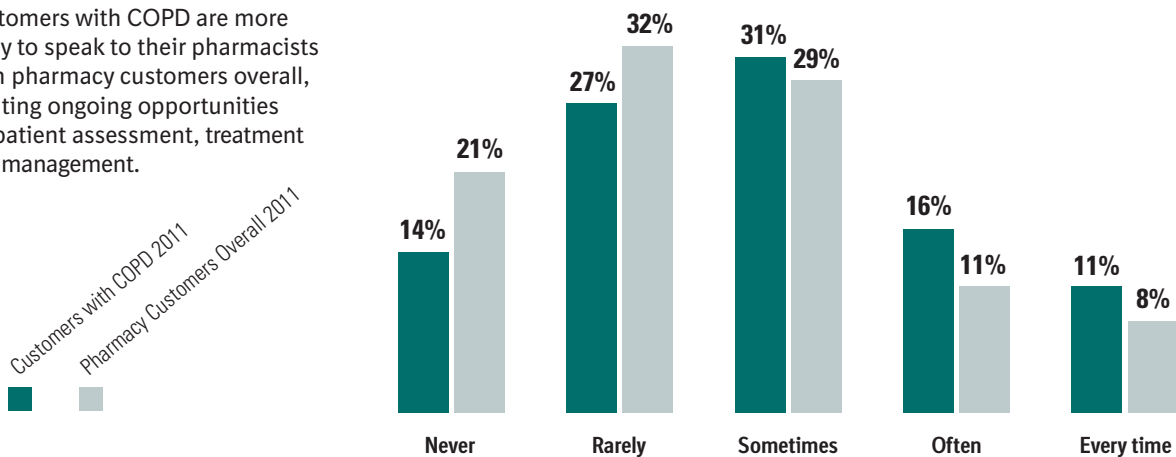
Online customer interviews
 U.S. sample size: 2010 n=34,320; 2011 n=34,190
 COPD sample size: 2010 n=3,079; 2011 n=2,293
 True pharmacy customer criterion: U.S. gen pop 18+ years of age who filled 6+ prescriptions in the past 12 months

Opportunity for Patient Care

Understanding variances in pharmacy customers can help pharmacists play a more integral role in a patient's care and overall health.

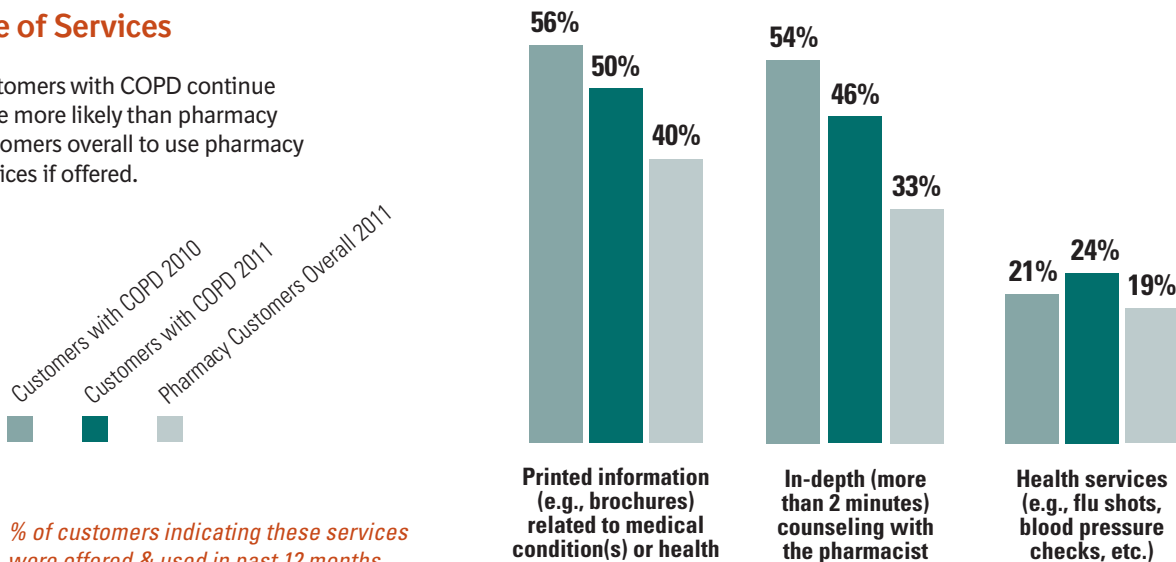
Frequency of Speaking to a Pharmacist

Customers with COPD are more likely to speak to their pharmacists than pharmacy customers overall, creating ongoing opportunities for patient assessment, treatment and management.



Use of Services

Customers with COPD continue to be more likely than pharmacy customers overall to use pharmacy services if offered.



Customer Satisfaction and Loyalty

Focusing pharmacy initiatives on areas of high customer importance can culminate in business enhancements that improve patient care and satisfaction.

Satisfaction with Primary Pharmacy

While customers with COPD report being more satisfied than pharmacy customers overall, concentrating on care efforts may help regain previous levels of satisfaction.

	Customers with COPD 2010	2011	Pharmacy Customers Overall 2011
Very satisfied overall	70%	66%	61%
Very satisfied with convenience	79%	73%	69%
Very satisfied with pharmacy staff	78%	72%	65%
Very satisfied with prescription pricing	57%	47%	42%
Very likely to recommend pharmacy	64%	58%	54%
Opinion of pharmacy improved in past year	28%	28%	22%
Strongly agree "my pharmacist is the best source of information about the medications for my household"	46%	41%	30%

Importance of Pharmacist Engagement

Pharmacist engagement is more important to customers with COPD than to pharmacy customers overall, though fewer rated it as "very important" in 2011.

Attributes Rated	Customers with COPD 2010	2011	Pharmacy Customers Overall 2011
Pharmacy staff's ability to help me take my medicines correctly	79%	71%	63%
Language (i.e., word choice) pharmacy staff uses when providing me with information	74%	67%	55%
Pharmacy staff's ability to coordinate with other HCPs	74%	70%	60%
Pharmacy staff's helpfulness with insurance issues	77%	71%	64%

% of customers indicating the attribute is "very important"



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