

Partnering with pharmacy to maintain a strong patient care model, Boehringer Ingelheim Pharmaceuticals, Inc. commissioned a nationwide study of pharmacy customers. These findings are based on a real, representative sample of customers, and customers answered based on their primary pharmacy.

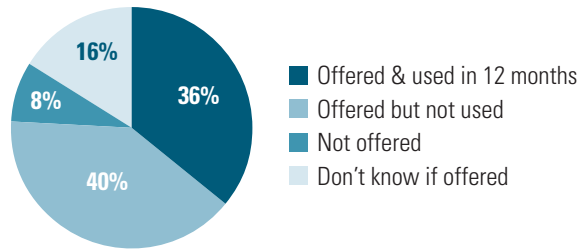
**Study Methodology**

U.S. sample size: n=34,320 online customer interviews  
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

## Use of In-depth Counseling

*More than 2-minute conversation/ counseling with pharmacist (in person or by phone) to discuss medication*



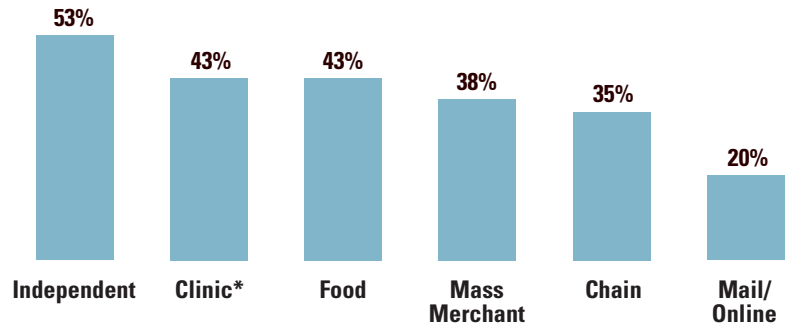
*% of overall pharmacy customers*

Though only 36% of pharmacy customers have utilized in-depth counseling with their pharmacist in the past year, 80% of customers designate the service as important, indicating a possible area to focus patient care initiatives in the pharmacy.



Independent pharmacy customers are the most likely to have had in-depth counseling compared to customers of other pharmacy types.

■ % pharmacy customers who had in-depth counseling with pharmacist in past year



*customer responses are based on their primary pharmacy*

\*"Clinic" includes large groups (e.g., Kaiser), government/military and hospital-run centers

Compared to other chronic conditions measured, customers with respiratory or heart conditions represent a higher proportion of the population who had in-depth counseling.

	Incidence among customers who have had in-depth counseling with pharmacist	Incidence among all pharmacy customers
Respiratory conditions	37%	30%
Heart conditions	72%	68%

*% of customers indicating in-depth counseling services were offered & used in past 12 months*

### Prescription Filling

Customers who have had in-depth counseling with their pharmacists are more likely to fill their prescriptions for their specific chronic condition(s) at their primary pharmacy than those customers who have not had in-depth counseling (*excluding cancer treatment*)

# Customer Satisfaction and Loyalty

*In-depth counseling with a pharmacist in the past year correlates with higher customer opinions and greater intent to use the primary pharmacy in the future, indicating a possible area of opportunity to enhance patient care and satisfaction.*

	Among customers who had in-depth counseling with pharmacist	Among all customers
<b>Very satisfied overall</b>	<b>75%</b>	<b>65%</b>
Very satisfied with pharmacy staff	<b>80%</b>	<b>68%</b>
Very satisfied with printed health information	<b>66%</b>	<b>55%</b>
Opinion of pharmacy improved in past year	<b>33%</b>	<b>23%</b>
Very likely to use pharmacy in future	<b>90%</b>	<b>84%</b>
Very likely to recommend pharmacy	<b>71%</b>	<b>57%</b>
Strongly agree "my pharmacist is the best source of information about the medications for my household"	<b>52%</b>	<b>32%</b>
Strongly agree "my pharmacist helps me understand why I am taking my medication"	<b>59%</b>	<b>34%</b>

*customer responses are based on their primary pharmacy*

## Importance of Pharmacist Engagement

Nearly all pharmacy customers deem pharmacist engagement "important," but 50% indicate that they rarely or never speak to their pharmacist.

Pharmacists might consider using tools like printed health information to initiate dialogue with patients.



## Attributes Rated

% of overall pharmacy customers indicating "important"

Pharmacy staff's ability to address my questions and concerns	<b>96%</b>
Pharmacy staff's ability to help me take medication correctly	<b>92%</b>
Language pharmacy staff uses when providing me with information	<b>92%</b>
Pharmacy staff coordinates with other healthcare professionals	<b>92%</b>
Pharmacy staff's helpfulness with insurance issues	<b>91%</b>
Pharmacy staff's knowledge of my health condition(s)	<b>87%</b>
Printed health information offered by my pharmacy	<b>82%</b>
Pharmacy staff knows who I am	<b>68%</b>

For more pharmacy satisfaction data, information and other complimentary resources, go to [PharmacySatisfaction.com](http://PharmacySatisfaction.com)



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