

Pharmacy Shopping Behavior

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

Understanding variances in pharmacy customers can help guide business enhancements that improve patient care and satisfaction.

Additional Purchases at Primary Pharmacy

If customers report purchasing any of these additional items from their primary pharmacy, there is a higher likelihood of purchasing other additional items as well.

	Chain (n=11,512)	Food (n=4,214)	Independent (n=4,603)	Mass Merchant (n=5,992)	Clinic* (n=617)
Over-the-counter (OTC) medications	68%	58%	45%	75%	23%
Personal care products	62%	43%	22%	72%	3%
Food	34%	80%	13%	73%	2%
Household items	95%	52%	10%	75%	1%
Seasonal items	34%	13%	8%	42%	1%
Stationery items	21%	9%	12%	29%	1%

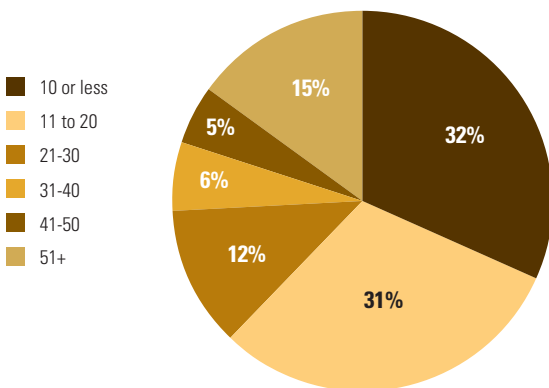
% of customers by pharmacy type that indicate they purchase above items from their primary pharmacy

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

Services Offered

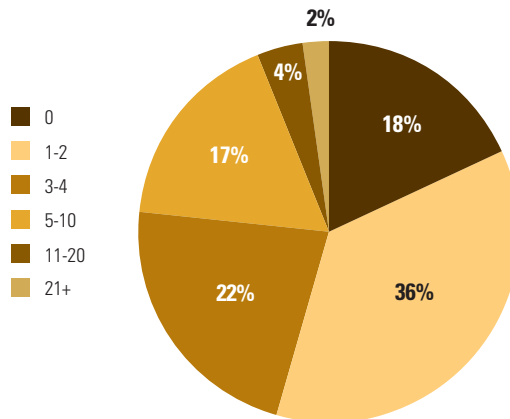
Customers who are offered and use printed health information (brochures, etc) and in-depth counseling with their pharmacist are more likely to make additional purchases than other customers

Total Prescriptions per Year



total prescriptions include new and refills

Shopped at Pharmacy in Past Month



% of customers who indicate they shopped at their primary pharmacy in the past month

Prescription Wait Times

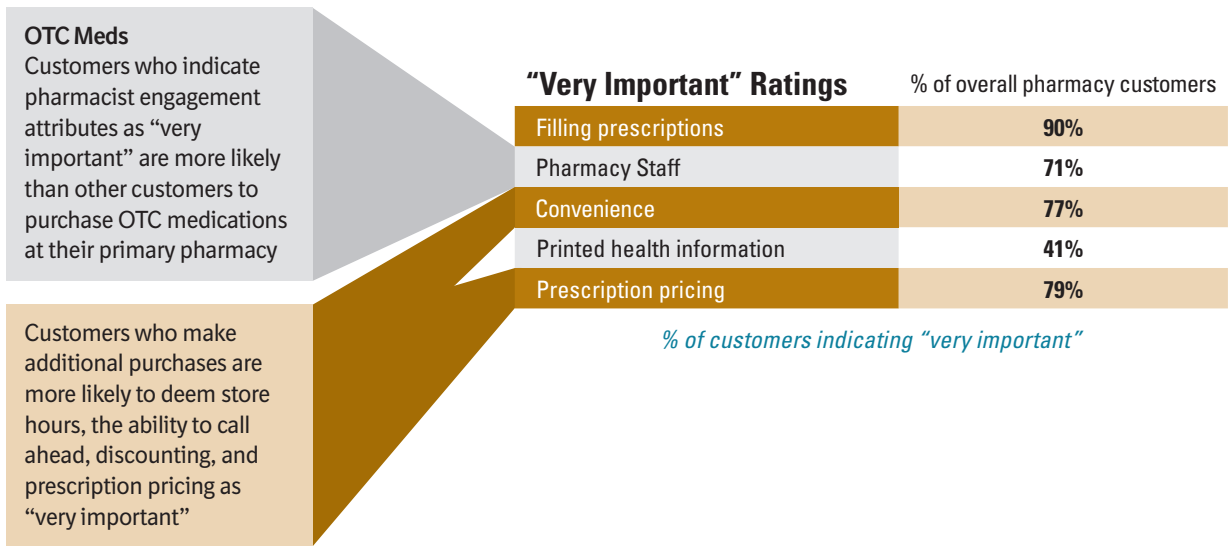
Longer wait times for filling prescriptions does *not* correlate with an increase in additional purchases.

Monthly Shopping

Customers who visit their primary pharmacy 3-4 times/month have a slightly higher tendency to make additional purchases compared to other pharmacy customers

Importance and Satisfaction

Focusing pharmacy initiatives on areas of high customer importance can culminate in greater customer satisfaction and loyalty.



Very Satisfied with Primary Pharmacy

Reward Perks
Customers who are “very satisfied” with their discount/reward perks are more likely than other customers to purchase additional items at their primary pharmacy

	% of overall pharmacy customers
Overall satisfaction	65%
Filling prescriptions	75%
Pharmacy staff	68%
Convenience	70%
Prescription pricing	50%
Printed health information	55%

% of customers indicating “very satisfied”



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