

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 receiving treatment for COPD, and customers answered based on their primary pharmacy.

Study Methodology

U.S. sample size: n=34,320 online customer interviews
 COPD sample size: n=3,079

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

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

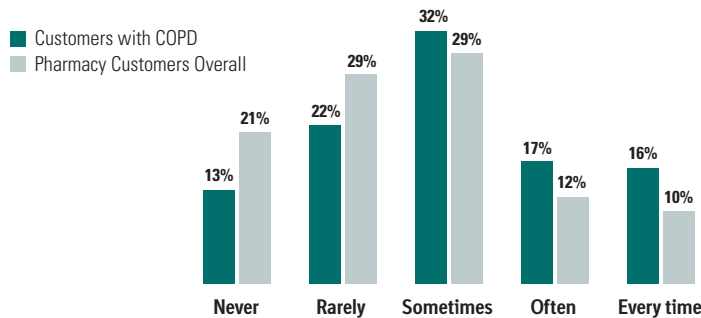
Importance of Pharmacist Engagement

Pharmacist Role
 52% of customers with COPD strongly agree that “My pharmacist helps me understand why I am taking my medication,” compared to 34% of the overall pharmacy customer

Attributes Rated	Customers with COPD	Pharmacy Customers Overall
Pharmacy staff’s ability to help me take my meds correctly	79%	69%
Language pharmacy staff uses when providing me with information	74%	65%
Pharmacy staff’s ability to coordinate with other HCPs	74%	65%
Pharmacy staff’s helpfulness with insurance issues	77%	68%
Printed health information offered by my pharmacy	50%	41%
Pharmacy staff knows who I am	53%	36%
In-depth counseling with pharmacist (more than 2 minutes)	61%	45%
Helpfulness of pharmacy staff	81%	70%

% of customers indicating the attribute is “very important”

Frequency of Speaking to a Pharmacist



Prescription Filling Facts

- Customers who have had in-depth (more than 2 minutes) 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)
- More than 1/4 of customers with COPD fill 51+ prescriptions/year, while 1/4 of overall pharmacy customers fill ≤9
- Customers with COPD are **more likely** than the overall customer to purchase OTC meds at their primary pharmacy

Customer Satisfaction and Loyalty

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

Very Satisfied with Primary Pharmacy

Customers with COPD place higher value on pharmacist engagement and tend to have higher opinions of their primary pharmacy than overall pharmacy customers.

	Customers with COPD	Pharmacy Customers Overall
Very satisfied overall	70%	65%
Very satisfied with pharmacy staff	78%	68%
Very satisfied with prescription filling	80%	75%
Very satisfied with convenience	79%	70%
Very satisfied with prescription pricing	57%	50%
Opinion of pharmacy improved in past year	28%	23%
Very likely to use pharmacy in future	89%	84%
Very likely to recommend pharmacy	64%	57%
Strongly agree "my pharmacist is the best source of information about the medications for my household"	46%	32%
Strongly agree "my pharmacist helps me understand why I am taking my medication"	52%	34%

customer responses are based on their primary pharmacy

Use of Services

Increased use of certain services correlates with increased customer satisfaction with primary pharmacy.

	Customers with COPD	Pharmacy Customers Overall
In-depth (more than 2 minutes) counseling with the pharmacist	54%	36%
Printed information (e.g., brochures) related to medical condition(s) or health	56%	44%
Health services (e.g., flu shots, blood pressure checks, etc.)	21%	14%

% of customers indicating these services were offered & used in past 12 months



For more pharmacy satisfaction data, information and other complimentary resources, go to PharmacySatisfaction.com



PharmacySatisfaction.com
your source for customer care and satisfaction

