

Pharmacy Customers with Atrial Fibrillation (AFib)

Furthering its commitment to maintaining a strong patient care model, Boehringer Ingelheim Pharmaceuticals, Inc. commissioned a nationwide study of pharmacy customers.* These study findings* are based on a representative sample of customers receiving treatment for AFib, and customers answered based on experiences with their primary pharmacy.



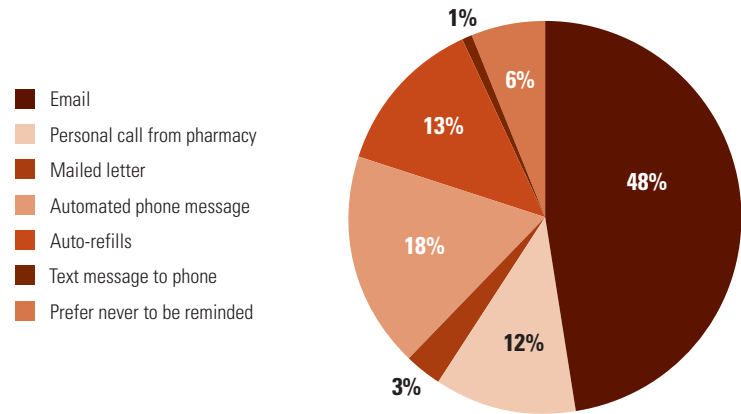
Adherence

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

Customers with AFib report being slightly more adherent than pharmacy customers overall

Reminder Preferences

Many customers with AFib prefer email reminders compared to other reminder methods.



% of customers with AFib

Incidence Comparison of Select Chronic Conditions

Knowing a customer's comorbidities can help pharmacists play a more integral role in that patient's adherence and overall health.

	Customers with AFib	Pharmacy Customers Overall
High blood pressure/Hypertension	73%	53%
High cholesterol/Hyperlipidemia	62%	43%
Chronic/persistent acid indigestion/Heartburn	32%	19%
Heart attack/Heart failure/Congestive heart failure	30%	7%
Coronary artery disease/Valve disorders	21%	6%
Heart or circulation problems	27%	7%
Respiratory issues/conditions	36%	30%
Stroke/TIA	10%	3%
Diabetes type II	39%	23%

% of customers indicating diagnosis of health condition

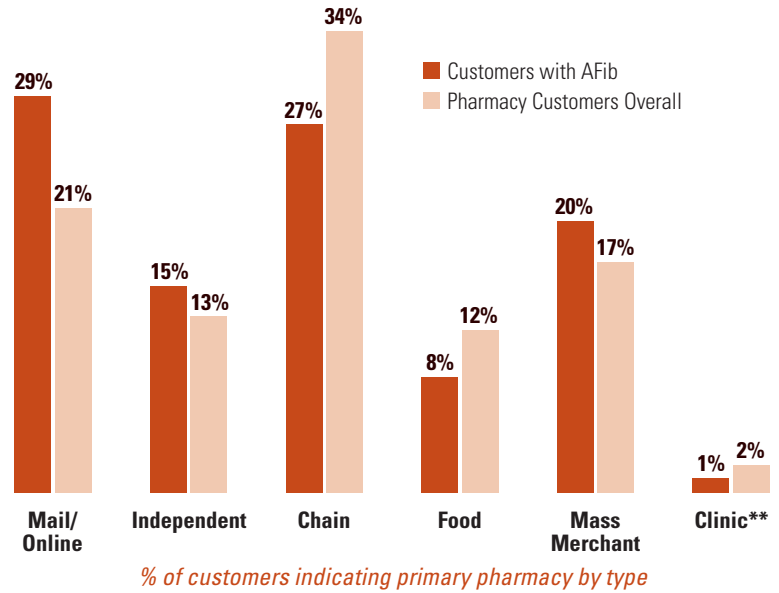
* See back page for study methodology

Satisfaction and Loyalty

Focusing pharmacy initiatives on enhancing customer satisfaction can culminate in greater loyalty and overall patient care.

Primary Pharmacy

Customers with AFib are more likely than the overall pharmacy customer to use a Mail Order/ Online pharmacy and less likely to use a Chain as their primary pharmacy.



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

Very Satisfied with Primary Pharmacy

Customers with AFib have a higher tendency to report being “very satisfied” on many specific attributes compared to pharmacy customers overall.

Pharmacist Role
Customers with AFib are more likely than the overall pharmacy customer to agree with the statement “My pharmacist helps me understand why I am taking my medication”

	Customers with AFib	Pharmacy Customers Overall
Overall satisfaction	69%	65%
Pharmacy staff	74%	68%
Filling prescriptions	84%	75%
Ability to call ahead to have prescriptions ready	90%	84%
Pharmacy staff’s ability to address my questions and concerns	74%	67%
Pharmacy staff’s coordination with other healthcare professionals	63%	57%
Pharmacy staff’s ability to help me take medication correctly	69%	64%
Convenience of pharmacy hours	71%	61%
Pharmacy staff knows who I am	67%	52%
Pharmacy staff’s knowledge of my health condition(s)	60%	53%
Time it takes to fill a prescription	68%	61%
Home delivery of prescription(s)	88%	82%

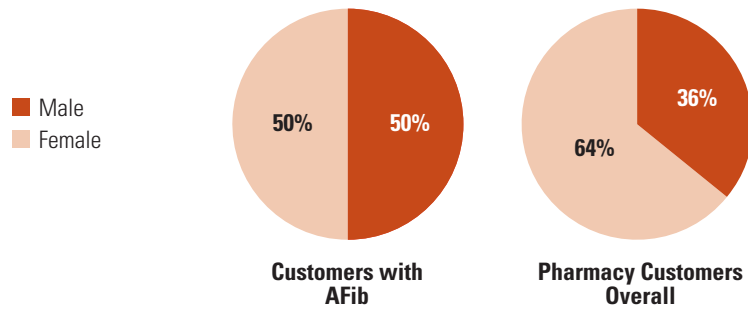
% of customers indicating “very satisfied”

Demographic Profile

Knowing distinctions among pharmacy customers can help enhance the pharmacist's role in the patient care team.

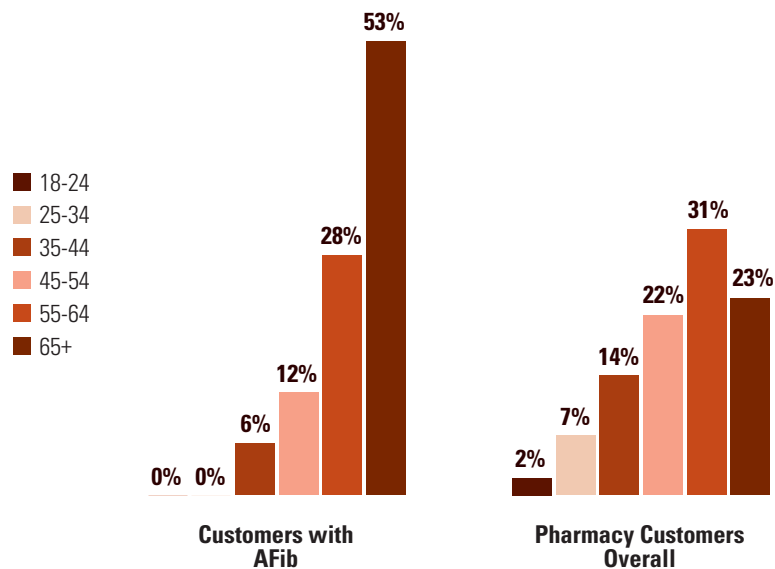
Gender

Customers with AFib are split evenly between male and female, whereas pharmacy customers overall are closer to 2/3 female.



Age

The majority of customers with AFib are seniors, whereas the overall pharmacy customer age is more evenly distributed.



Pharmacist Engagement

60% of customers with AFib agree that they are “very comfortable” discussing this condition with their pharmacist

72% of customers with AFib indicate that “my pharmacist knows who I am,” compared with 54% of pharmacy customers overall

Use of Services

Customers with AFib use more of these services than pharmacy customers overall.

	Customers with AFib	Pharmacy Customers Overall
Printed information that comes with my prescription	93%	88%
Other printed information (e.g. brochures/pamphlets) related to my medical condition(s) and/or health	51%	44%
In-depth (more than 2 minute) conversation/counseling with pharmacist	42%	36%
Pharmacy website	40%	34%
Home delivery of prescription medications	32%	25%
Ability to call ahead to have prescriptions ready	95%	85%
90-day refills	68%	49%
\$4 or less generics	41%	36%

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



► Methodology

Study commissioned by Boehringer Ingelheim and conducted by Vision Critical

- Online interviews Nov-Dec 2009
- U.S. sample size: n=34,320 customers; AFib sample size: n=804
- True pharmacy customer criterion:
 - U.S. Gen Pop 18 years or older
 - Filled 6+ prescriptions (new + refill) in the 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

