Pharmacy Satisfaction™

PULSE

Pharmacy Satisfaction Data

Chain Pharmacies

March 2011

Boehringer Ingelheim

Background

> Survey implemented and analyzed by Vision Critical on behalf of Boehringer Ingelheim Pharmaceuticals, Inc.

> Leverage technology and expertise to drive:
- Fast data collection
- Comprehensive sample structure
- Creation of an actionable questionnaire instrument
- Web-enabled delivery of data and reporting

> Drill down to detailed data at the MSA level

> Real-time, online reporting allowing easy access to targeted, actionable data
- Scorecards and charting capability
- Comparison reports
- Verbatim reports
- Trending
- Statistical testing

Objectives & Goals of Annual Project

Objectives

Close collaboration with customers to understand areas for pharmacy satisfaction improvement to drive business and patient care.

> Analyze how pharmacies perform on national, regional and local level
> Provide information that could lead to business enhancements
> Report provides a real, representative sample of the pharmacy customer
> Information allows analysis of current business issues

Goals

> Help all pharmacy operators learn more about their customers
> Discuss steps to ensure better understanding of customer service
> Discuss how to build a stronger patient care model
> Establish stronger pharmacy partner initiatives

Methodology

Annual Household Survey

> 20-minute, online interviews conducted October 13th to November 4th, 2010

> 34,190 respondents

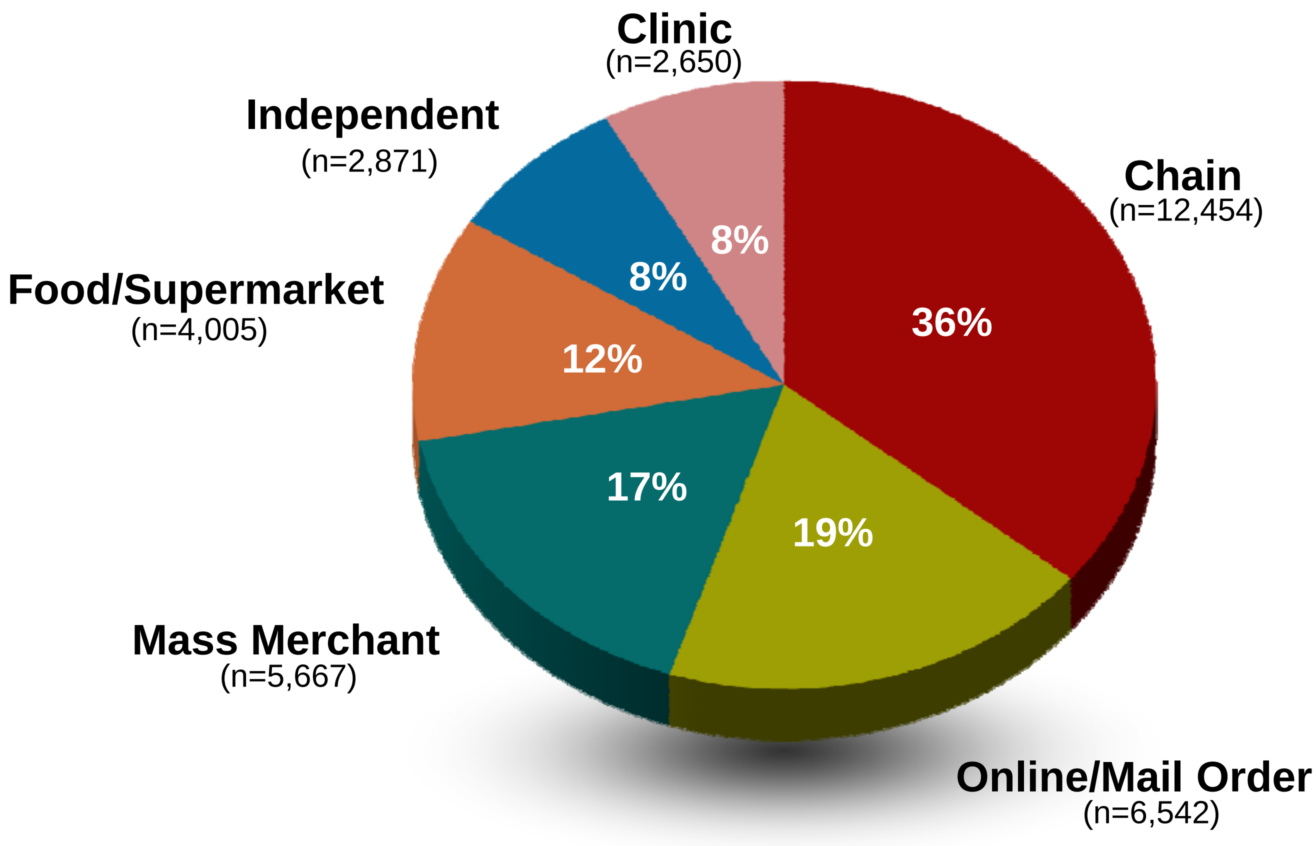
> Nationally representative subset of Lightspeed's* U.S. panelists
  - Oversampled in 46 MSAs (to drive detailed geographic drilldown)
  - Data weighted back to reflect U.S. geographic distribution

> "True" pharmacy customer criterion:
  - US Adult Gen Pop (18 years+)
  - Filled 6+ prescriptions (new + refill) in past 12 months

  [55% of adult population qualify as "true" pharmacy customers as verified by Omnibus*]

*see Appendix for more information on Lightspeed and Omnibus

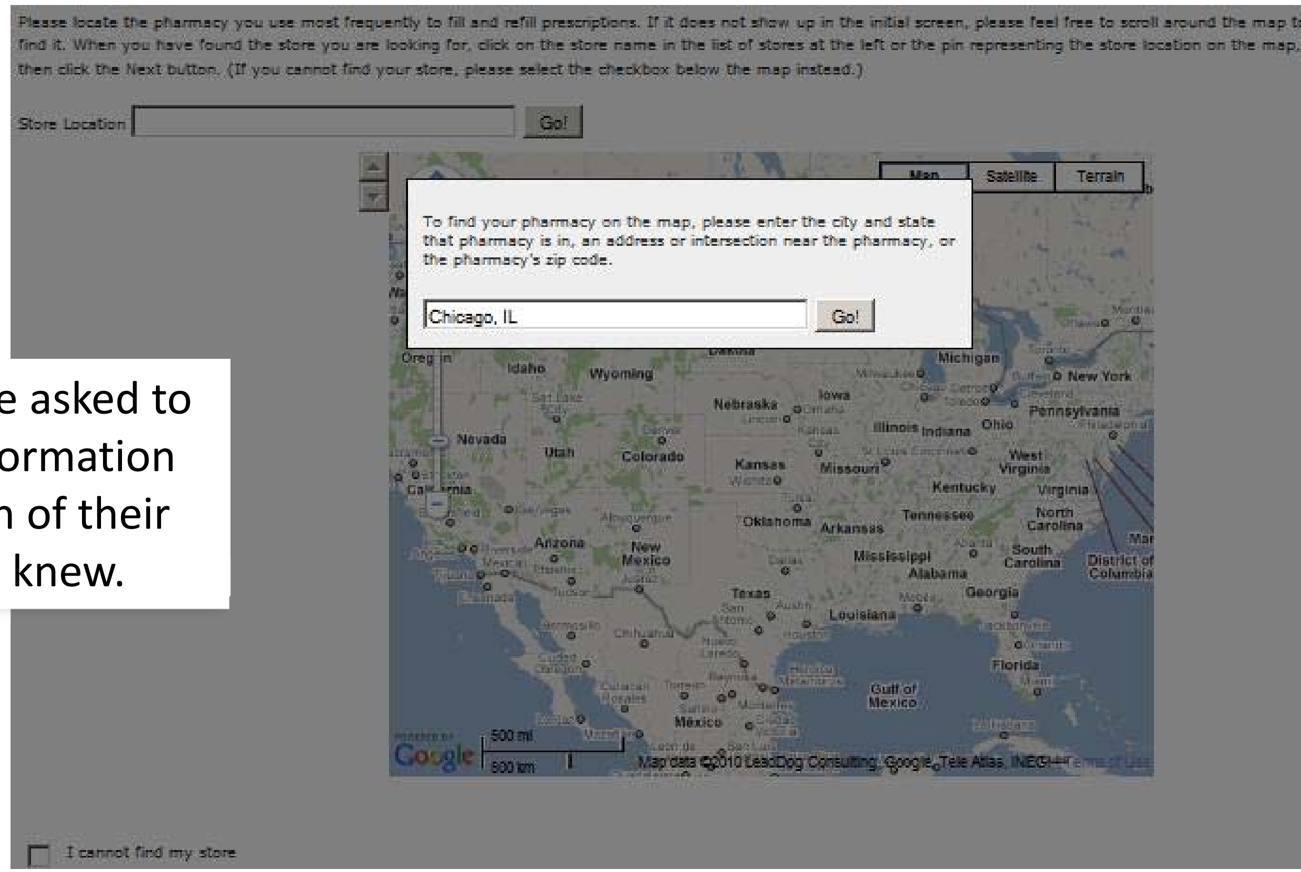
Primary Pharmacy Among Respondents



Base: Total Respondents (n=34,319)

Pharmacy Identification Using Google Maps and incorporating Hayes Listings to establish pharmacy locations

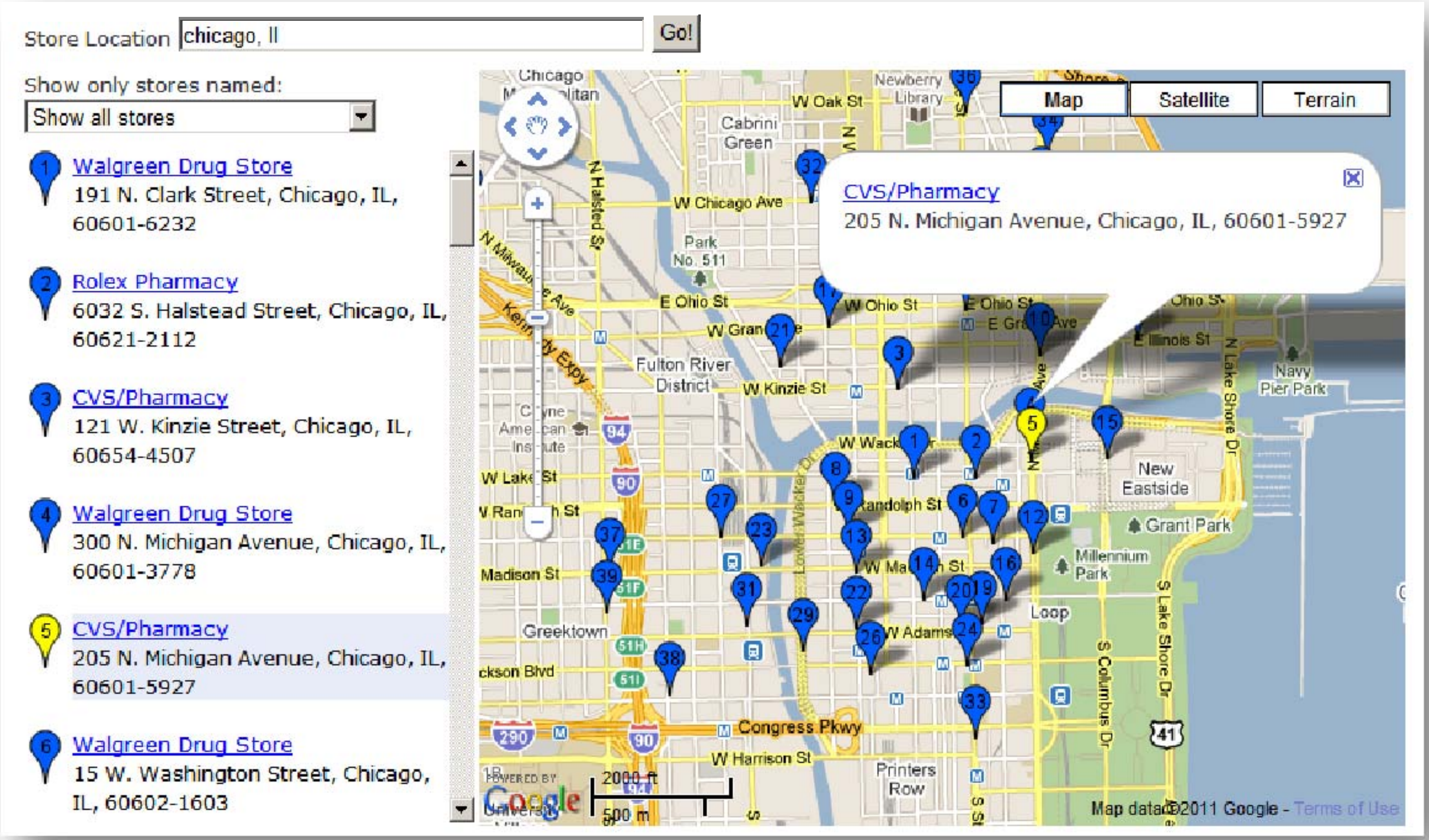
Utilizing a custom Google Maps interface, respondents were able to search by zip and select their pharmacy



Respondents were asked to enter as much information about the location of their pharmacy as they knew.

Pharmacy Identification Using Google Maps

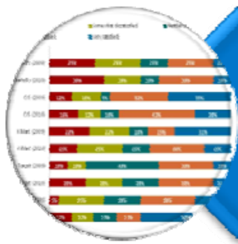
Using Google maps, respondents viewed all pharmacies within 10 miles of the location they entered.



2011 PULSE Enhancements

For the 2011 online reporting, we will have new online reporting features and functionality.

Adding additional years of data to PULSE (up to 5 years displayed, when available)



Trending bar charts to compare data across different years

Adding ability to view data by state

Ability to save and reuse filters (pharmacy and geography combinations)

CHAIN:
An In-Depth Look

Overall Satisfaction Leaders

Kinney Drugs, Fred’s Pharmacy

Boehringer Ingelheim

Chain Pharmacies: Summary of Findings

> Overall, performance is similar to 2010 on each of the overall experience touchpoints; **pricing** performance decreased from 2010.

> No change in opinions on how important each overall touchpoint is from 2010 to 2011. Top three:

- Filling prescriptions
- Convenience
- Pricing

> When customers need to go elsewhere to fill a prescription (out of stock or pharmacy closed), Chain customers go to another pharmacy in the same chain about **1/2 the time** (higher rate than for any of the other types)

> Almost a 1/3 (29%) of customers **have increased their use of Mail Order or Online pharmacies** in 2011 (highest % of all types)

> More purchases no-Rx items when compared to 2010, with the largest increases in **non-prescription medications** (up 5%), **personal care and cosmetics** (up 7%) and **food** (up 5%)

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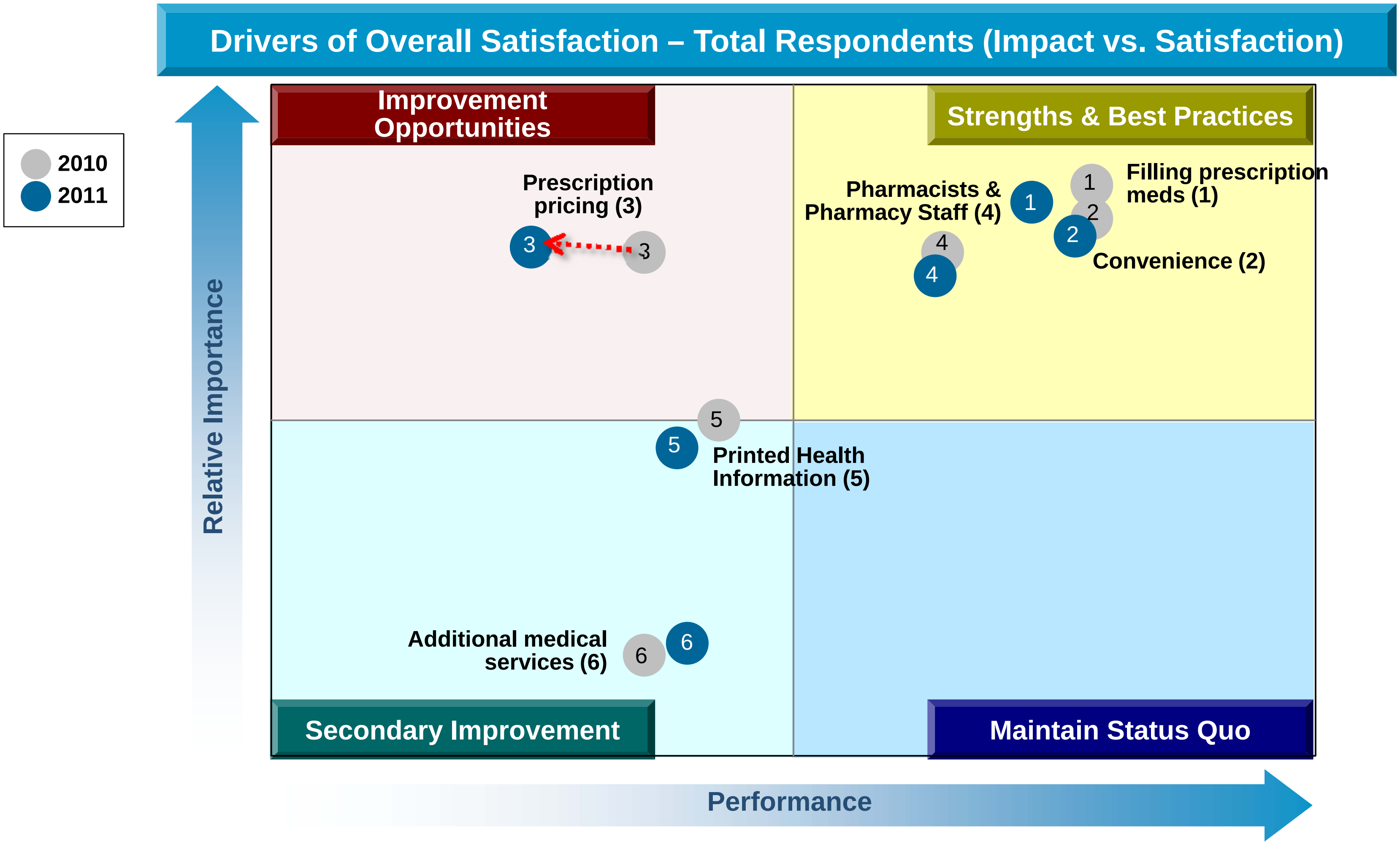
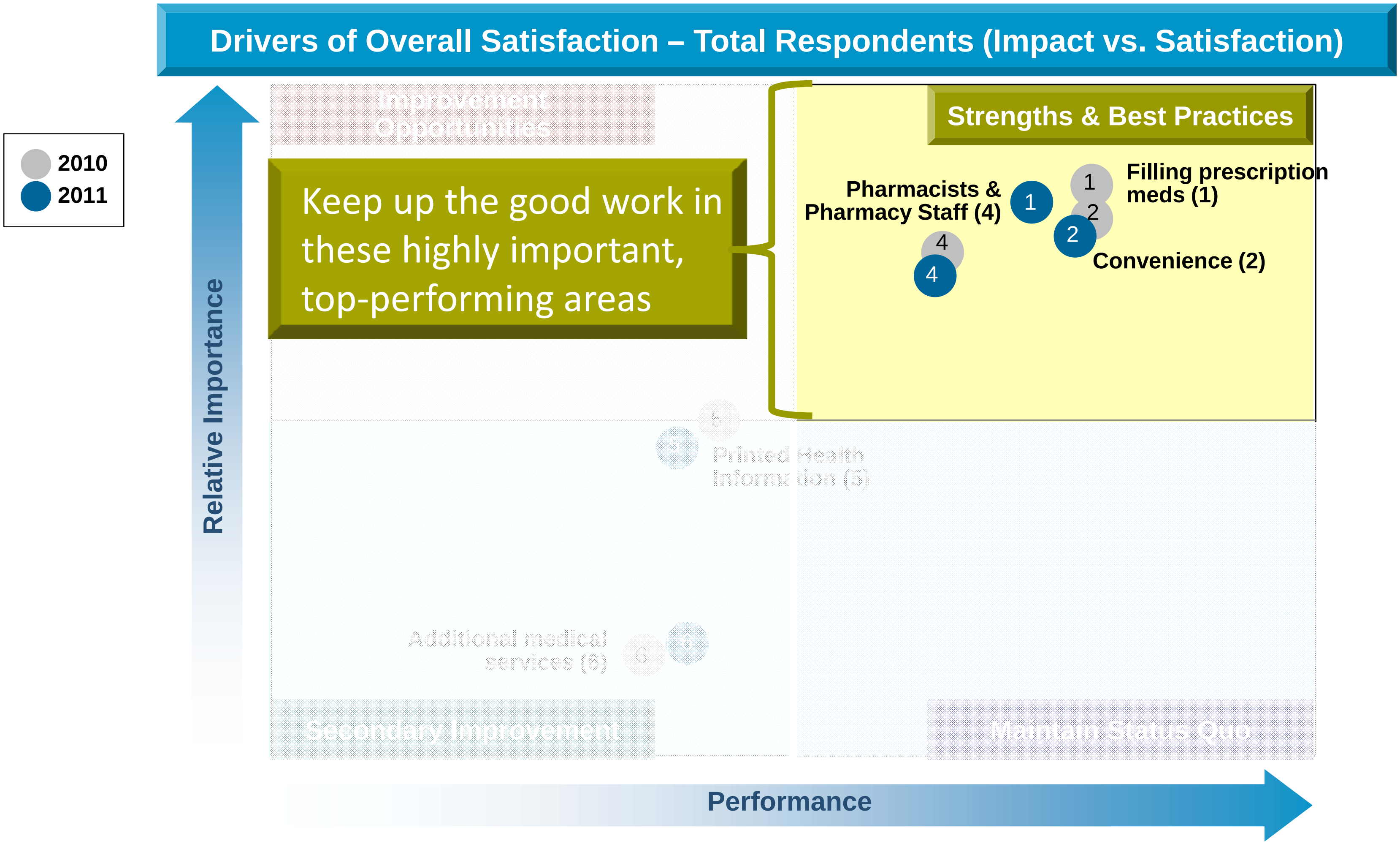
Identifying Opportunities: Overall Experience

Chain customers are satisfied with the attributes that matter most (i.e., Rx filling, convenience and pharmacy staff).



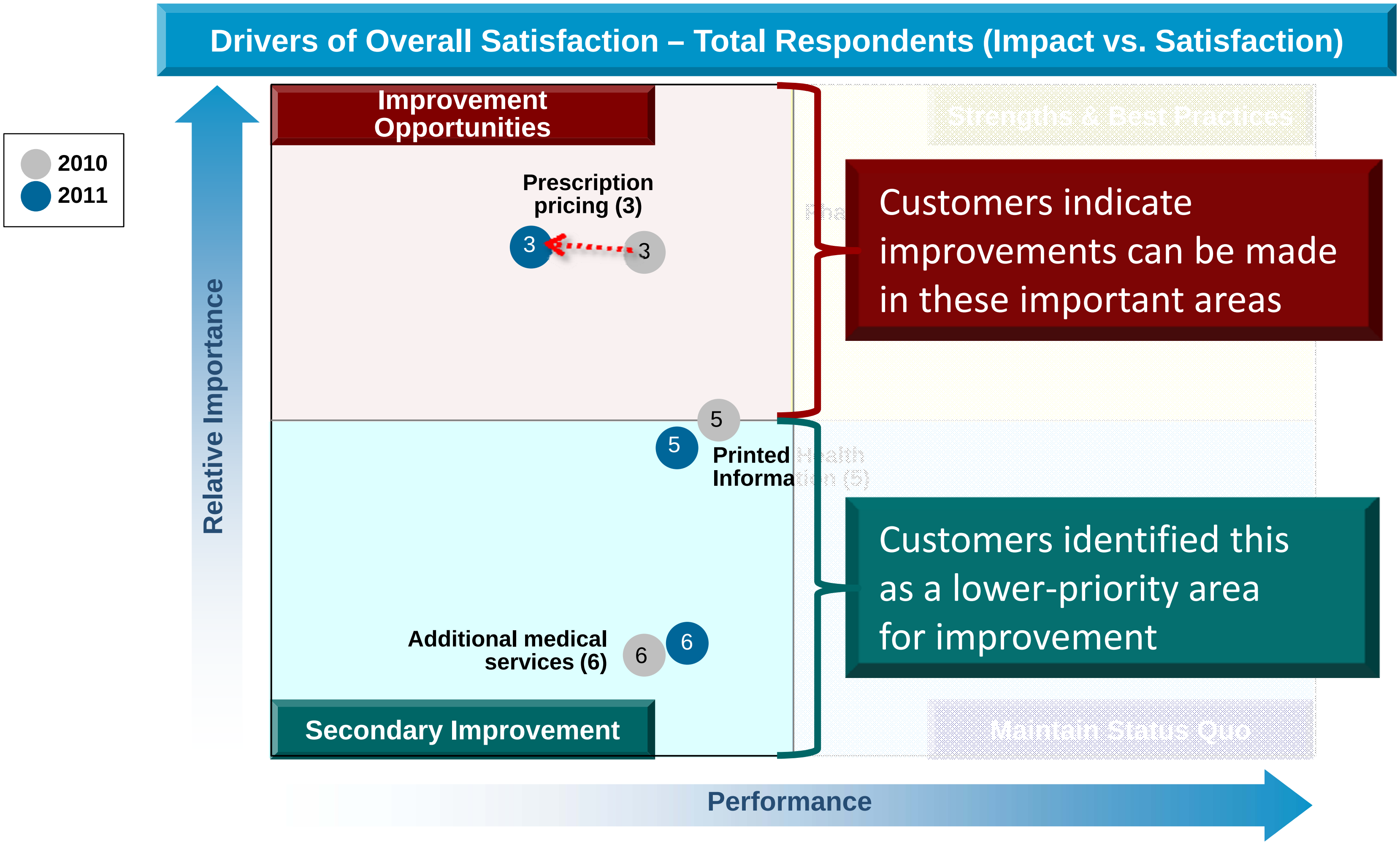
Identifying Opportunities: Overall Experience (continued)

Filling prescription medications, pharmacy staff and convenience are most important and perform the best.



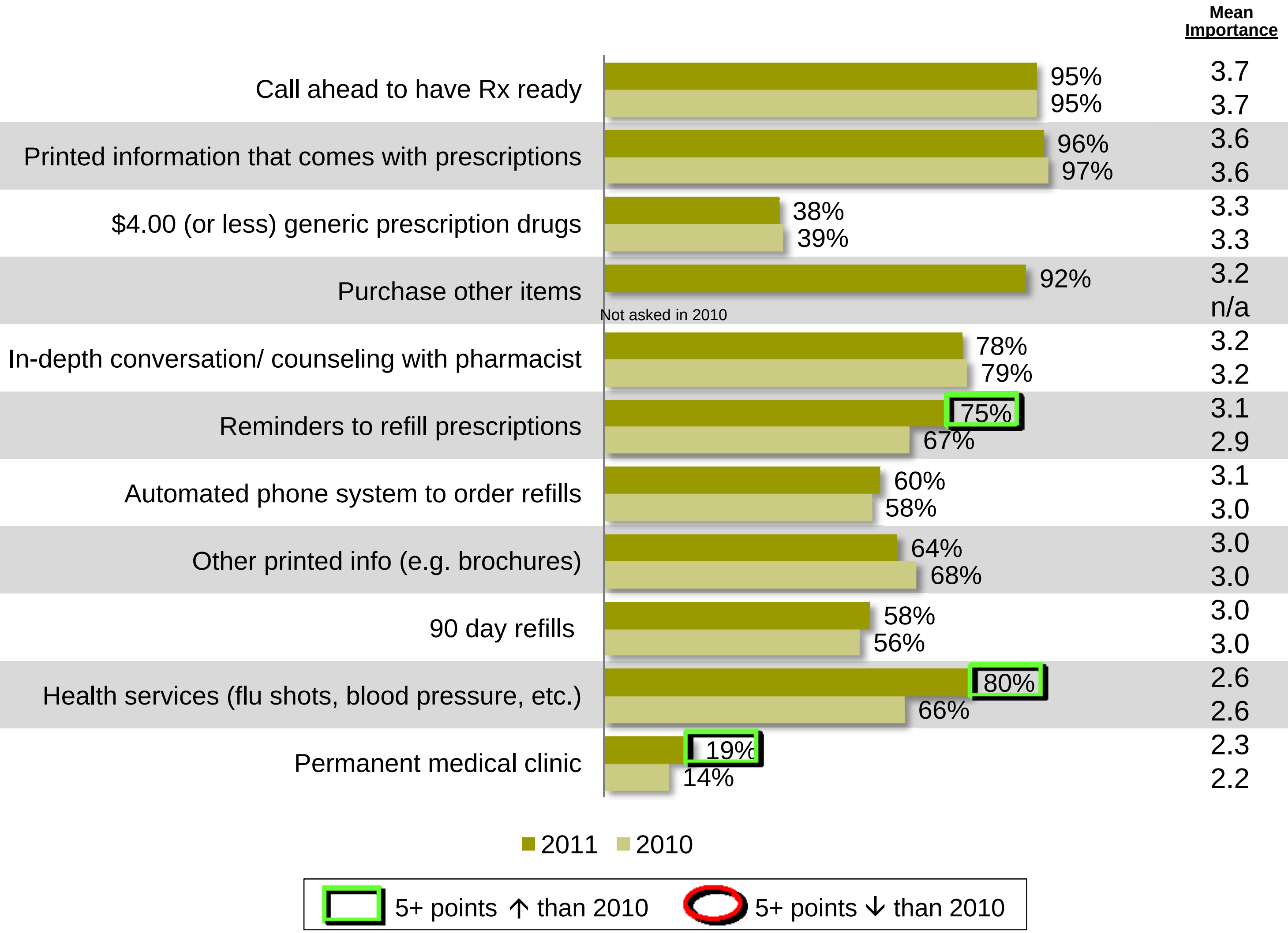
Identifying Opportunities: Overall Experience (continued)

Pricing and printed health information remain key areas for improvement.



Services Offered at Chain Pharmacy

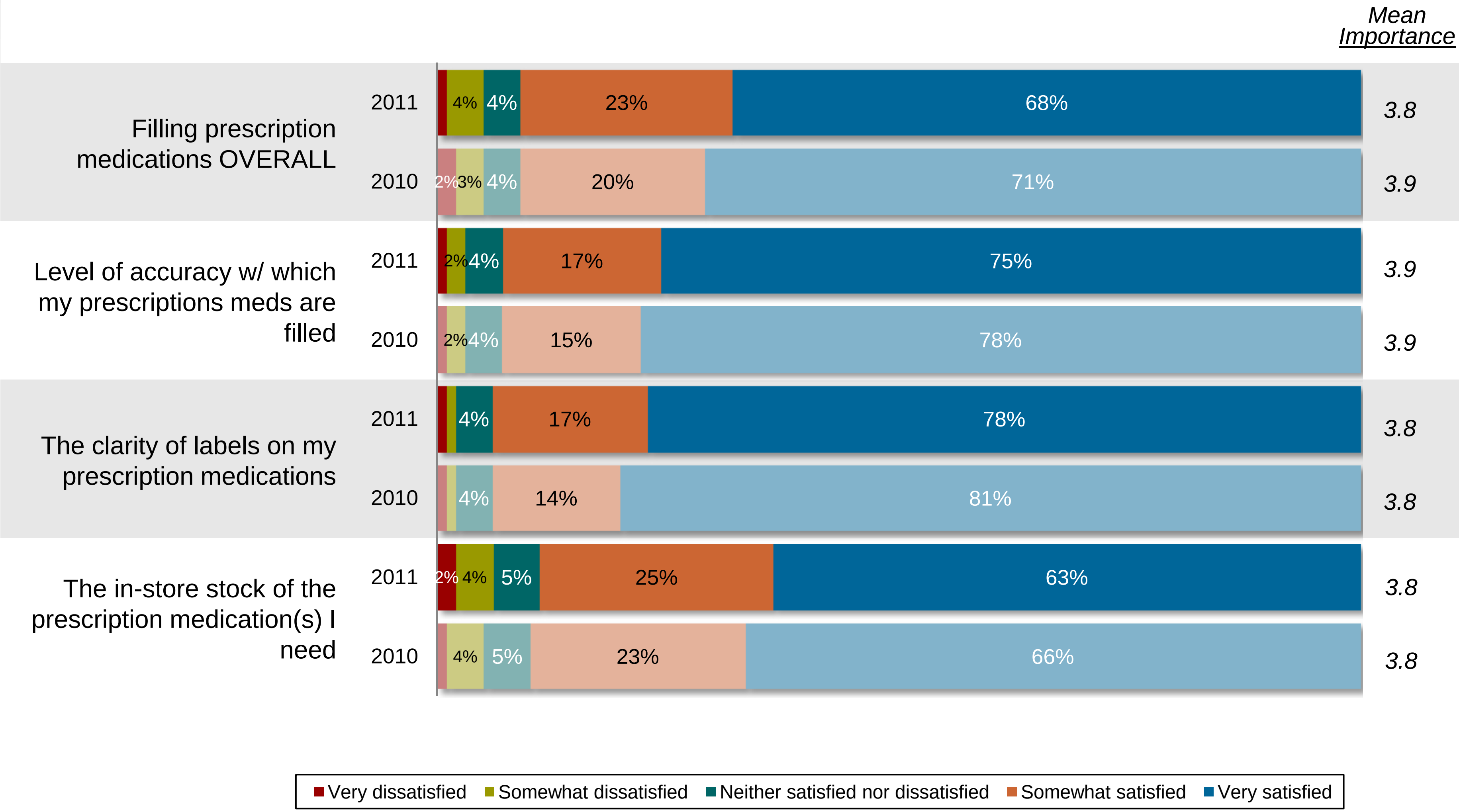
Pharmacies tend to offer the same services they did in 2010, with the exception of reminders for Rx refills, health services and presence of medical clinics, which have an increased presence in 2011.



Base: Chain Pharmacy Users (2011 n=12,454, 2010 n=12,467)
Q9/Q13/Q17/Q19/Q21/Q24/Q26

Filling Rx Medications: Satisfaction & Importance

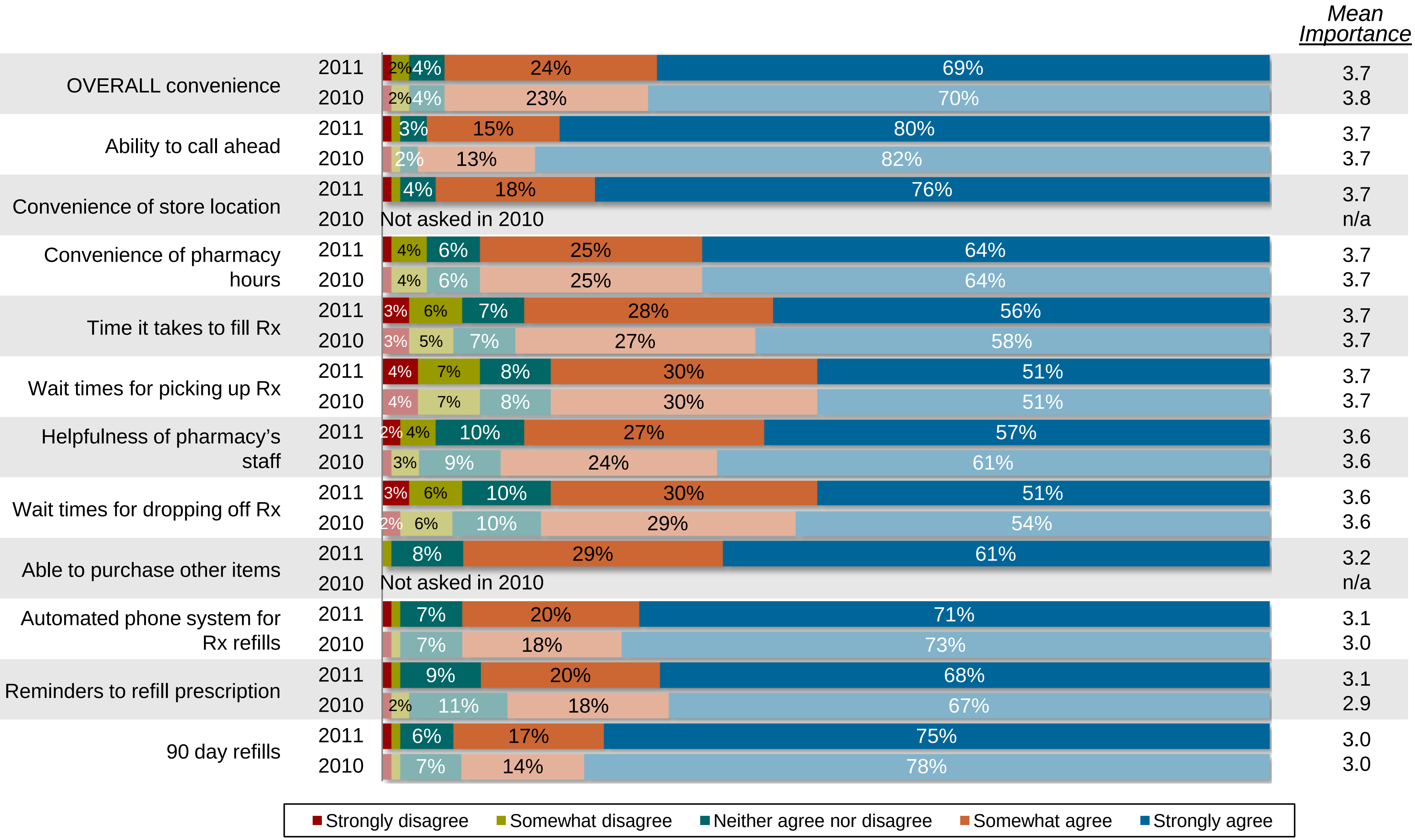
Accurately filling prescriptions—with clarity—is foundational for pharmacies in general. Chains are performing well on these dimensions and have remained consistent from 2010 to 2011.



Base: Chain Pharmacy Users (2011 n=12,454, 2010 n=12,467)
Q18. With respect to filling your prescriptions, how would you rate your level of satisfaction with each of the following at [PHARMACY USED MOST OFTEN]?
Q19. Please rate how important each aspect of filling prescription medications is to you.

Convenience: Satisfaction & Importance

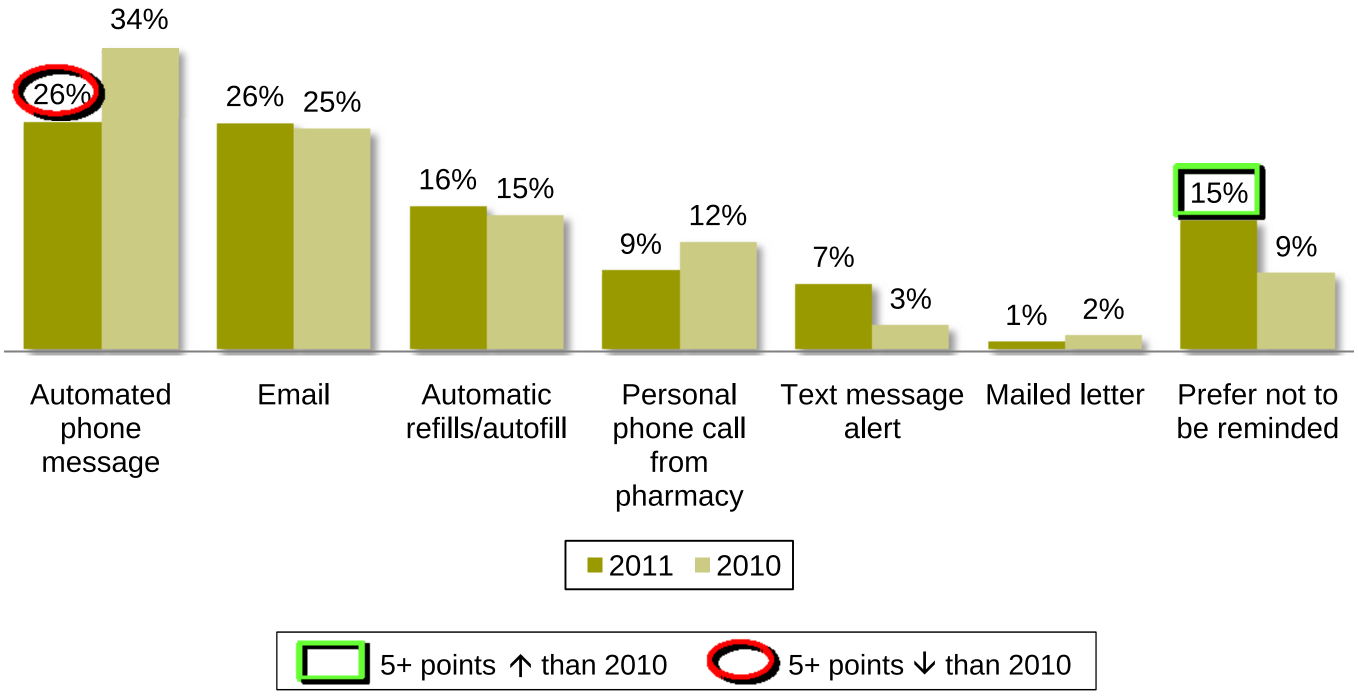
Customers are most satisfied with the important drivers of convenience: ability to call ahead, store location/hours. This is consistent from 2010. They continue to be least satisfied with wait times.



Base: Chain Pharmacy Users (2011 n=12,454, 2010 n=12,467)
Q20. With respect to convenience, how would you rate your level of satisfaction with each of the following at [PHARMACY USED MOST OFTEN]?
Q21. Please rate how important each aspect of convenience is to you.

Preferred Method of Refill Reminders–Chain

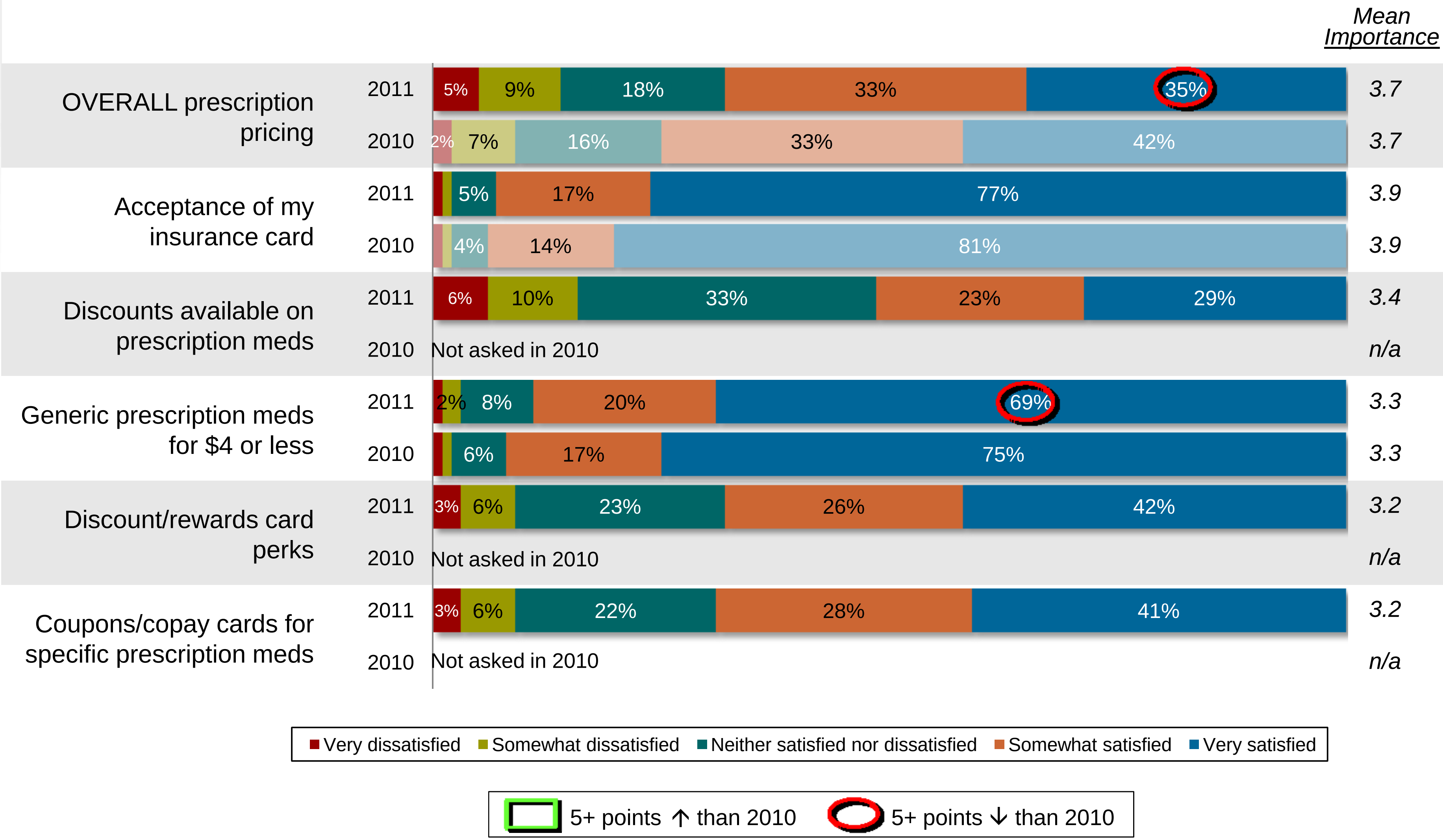
Customers prefer email and automated phone messages most, though the automated phone message preference has declined in 2011. There is an increase in the preference not to be reminded at all.



Base: Chain Pharmacy Users who have used refill reminders (2011: n=12,454, 2010: n=5,917)
Q32. In considering the ways you might be reminded about refilling your prescriptions, which methods do you/would you most prefer? By reminders, we mean phone, email or mail reminders to refill your prescriptions.

Prescription Pricing: Satisfaction & Importance

While insurance card acceptance is satisfactory, there is low satisfaction with discounts available. Satisfaction with pricing of generic medications has weakened.



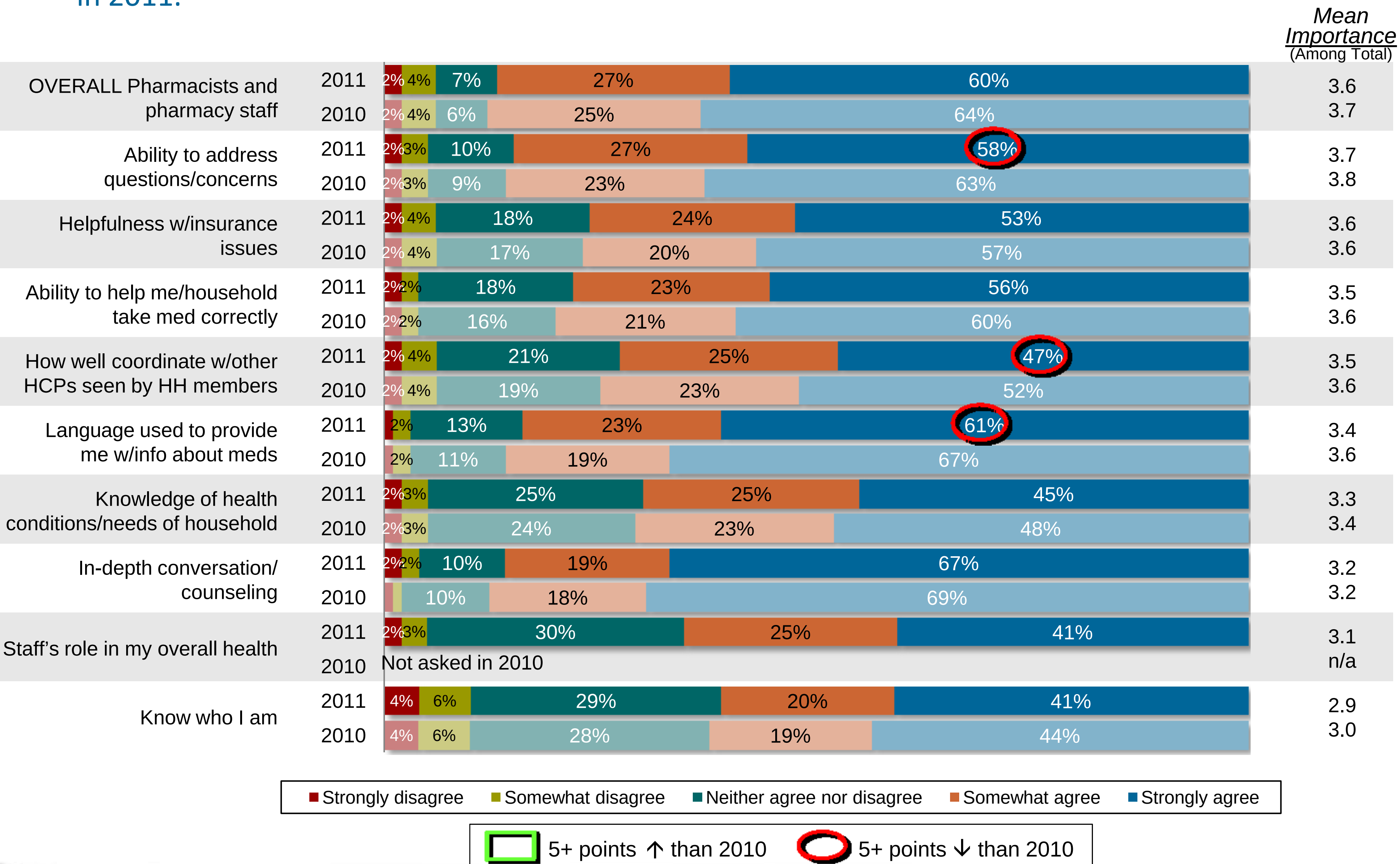
*Asked among those who are insured

**Asked among those who have used the service(s)

Base: Chain Pharmacy Users (2011 n=12,454, 2010 n=12,467)
Q25. With respect to prescription drug pricing, how would you rate your level of satisfaction with each of the following at [PHARMACY USED MOST OFTEN]?
Q26. Please rate how important each aspect of prescription pricing is to you.

Pharmacists/Pharmacy Staff: Satisfaction & Importance

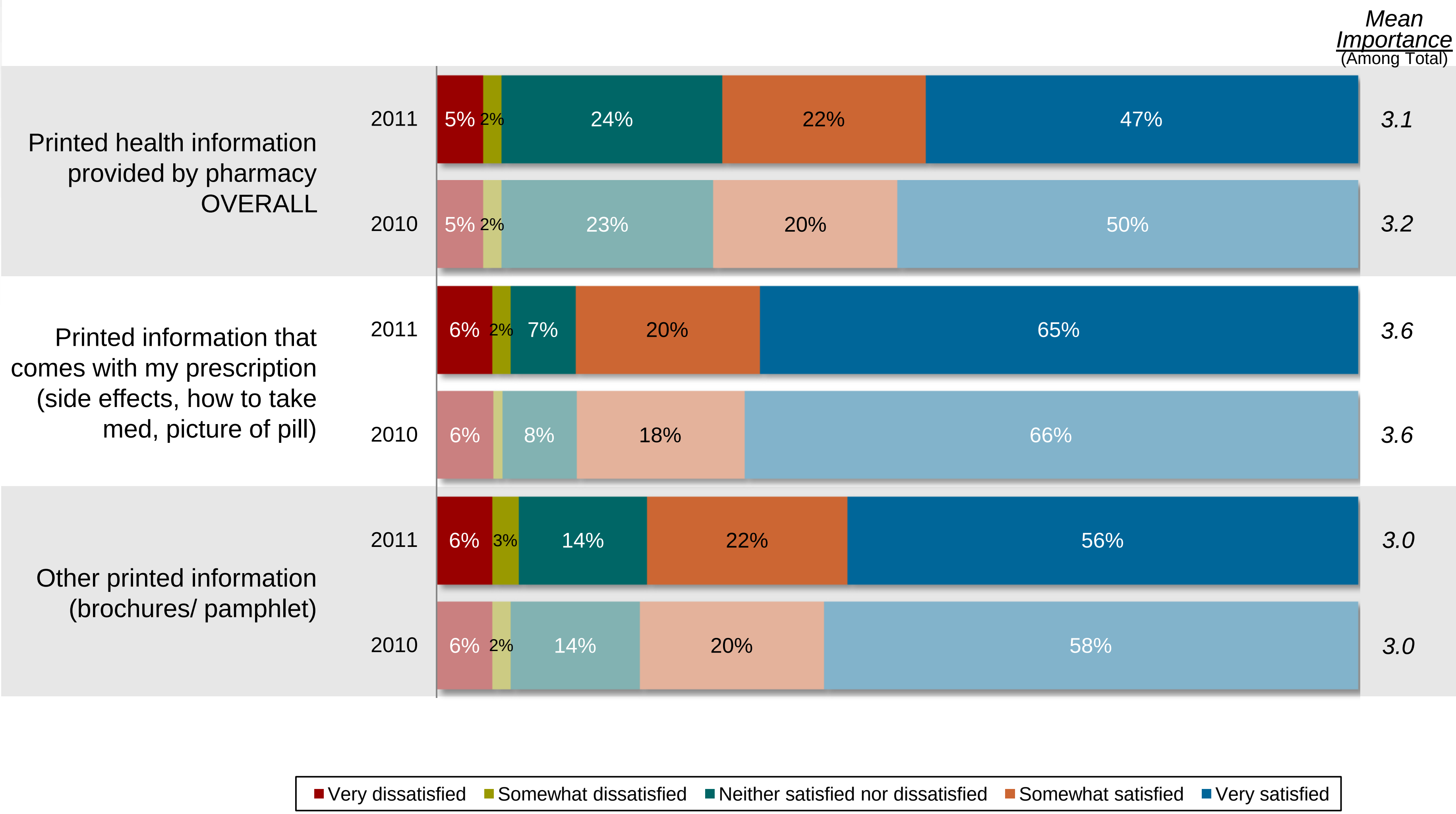
Satisfaction with most pharmacist attributes is consistent with 2010. The ability to address concerns, coordination with other HCPs and using appropriate language has declined somewhat in 2011.



Base: Chain Pharmacy Users who spoke with the pharmacist (2011 n=10,624, 2010 n=10,761)
Q16. With respect to the pharmacist and pharmacy staff, how would you rate your level of satisfaction with each of the following at [PHARMACY USED MOST OFTEN]?
Base: Chain Pharmacy Users (2011 n=12,454, 2010 n=12,467)
Q17. Please rate how important each aspect of the pharmacist and pharmacy staff is to you.

Printed Health Information: Satisfaction & Importance

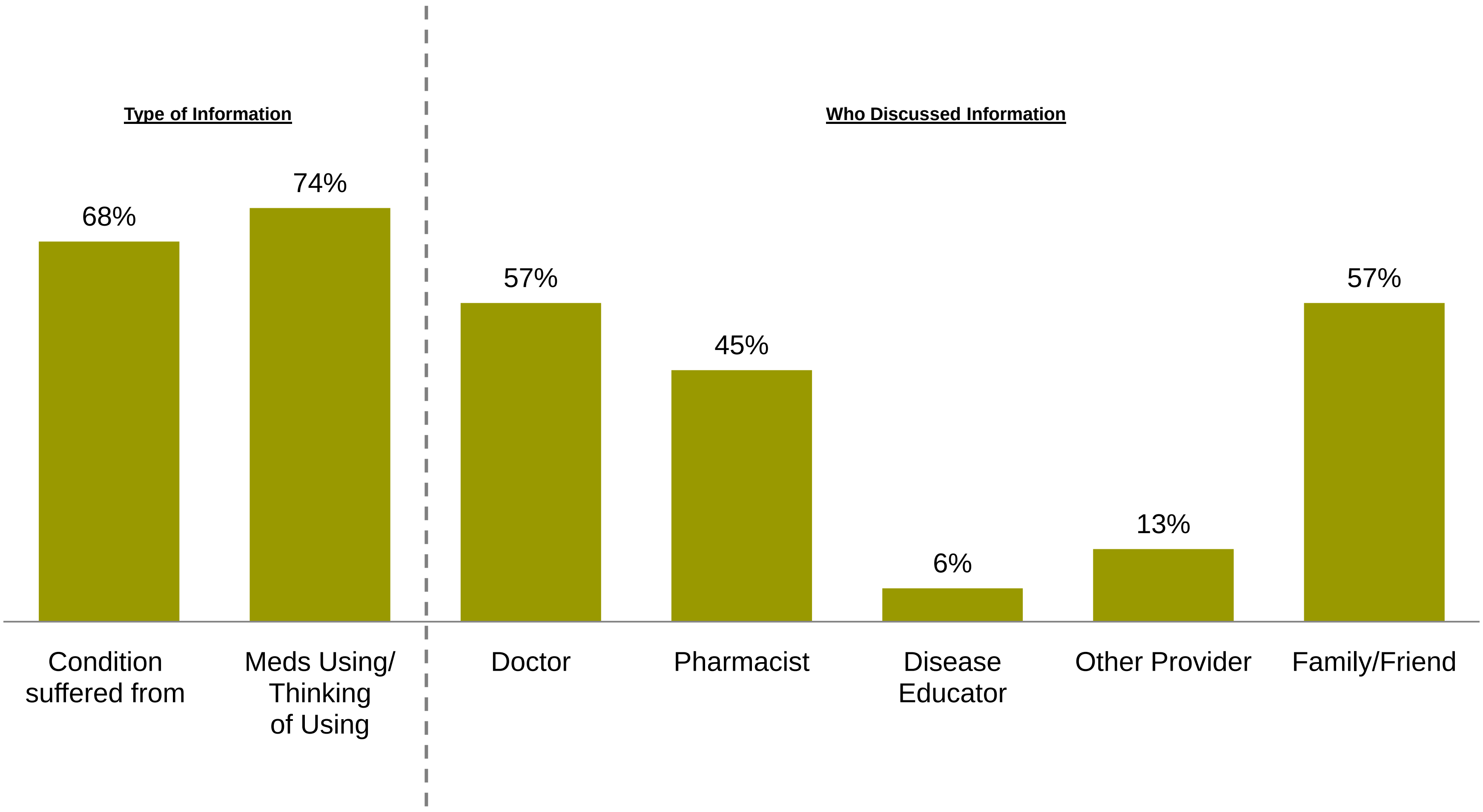
Although less important, improvements can be made to the health literature offered, including the brochures/pamphlets available.



Base: Chain Pharmacy Users who have used printed health information in past 12 months (2011 n=10,584, 2010 n=10,879)
Q12. With respect to printed information about your health, how would you rate your level of satisfaction with each of the following at [PHARMACY USED MOST OFTEN]?
Base: Chain Pharmacy Users (2011 n=12,454, 2010 n=12,467)
Q13. Please rate how important each printed health information offering from the pharmacy is to you.

Chain: Use of Printed Information *New for 2011*

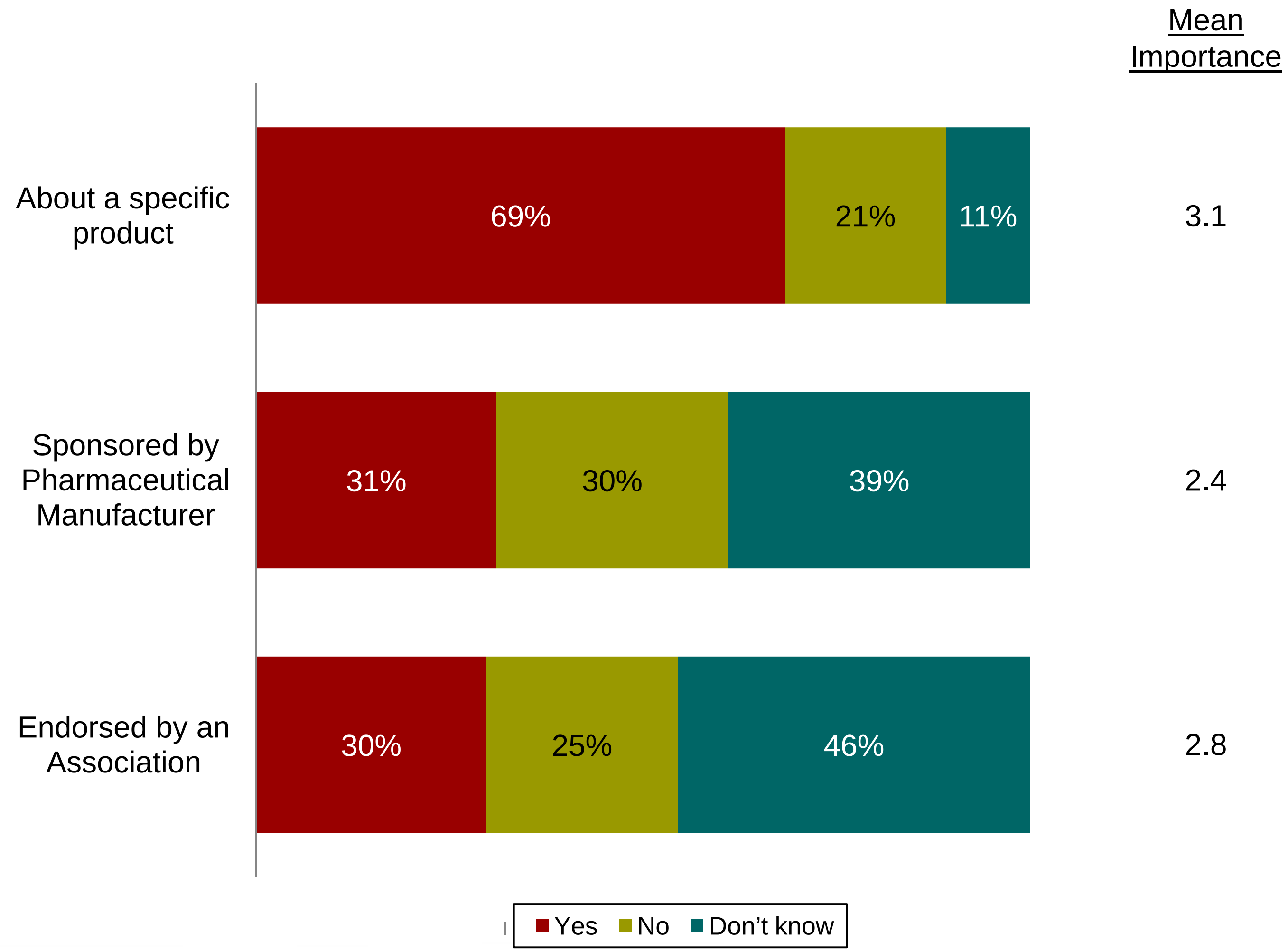
Most of the printed information customers receive is about their condition and/or Rx. Over 1/2 are using the materials to engage in discussion with doctors and/or family/friends, though just under 1/2 are using the information to guide discussions with pharmacists.



Base: Chain pharmacy customers who used other printed information offered by pharmacy in the past 12 month (n=4,532)
Q13aa. You mentioned that you have used 'other' printed information (e.g. brochures/pamphlets related to my medical condition(s) and/or health) offered by your pharmacy in the past 12 months. Was this information…?
Q13aaaa. Did you use the information to help discuss the medication or condition with your…?

Chain: Use of Printed Information *New for 2011*

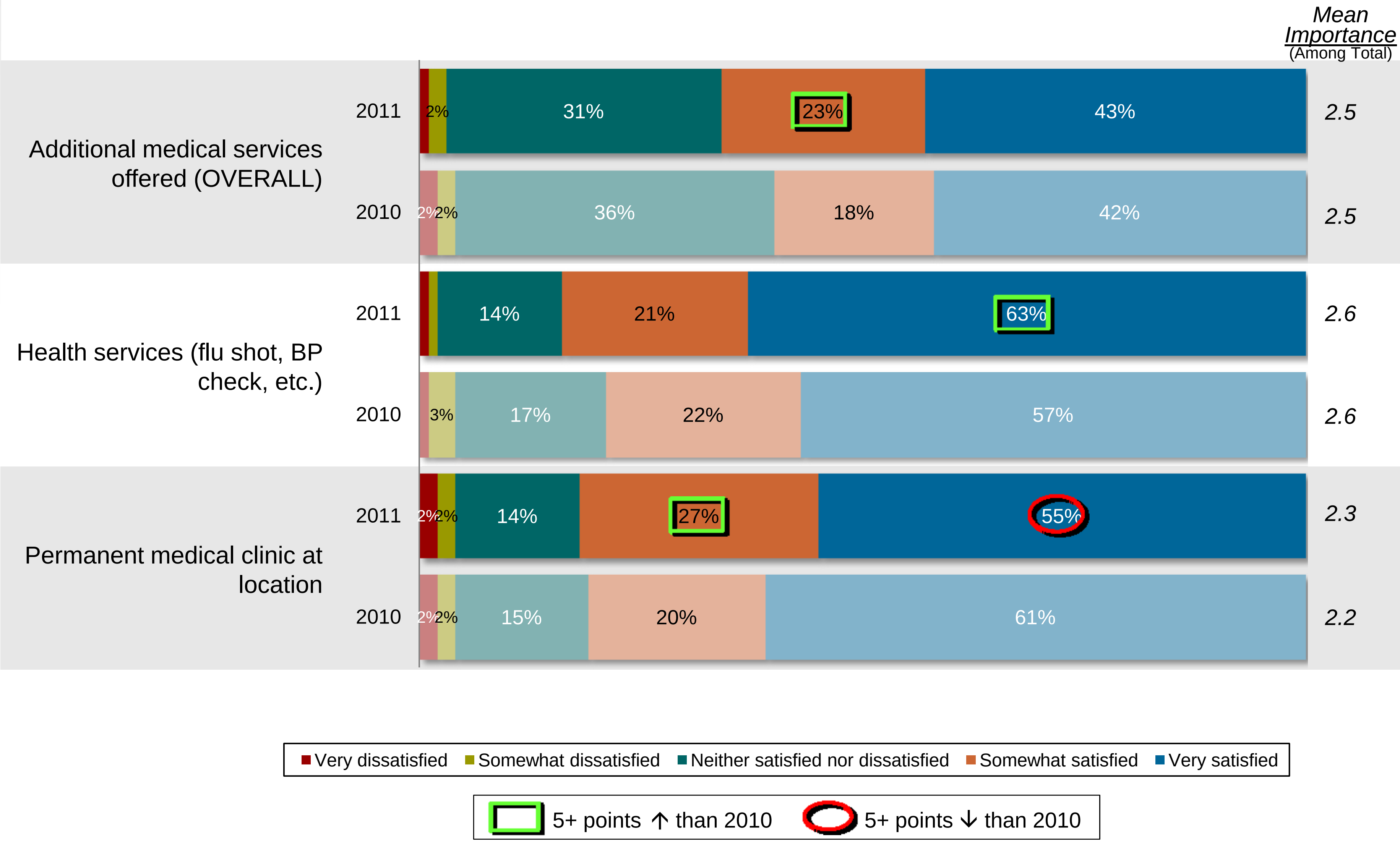
Similar to customers of other types, most Chain customers recall the information they received was about a specific product. Many are uncertain about third party sponsorship, and it is not important.



Base: Chain pharmacy customers who used other printed information offered by pharmacy in the past 12 month (n=4,532)
Q13aaa. You mentioned that you have used 'other' printed information (e.g. brochures/pamphlets related to my medical condition(s) and/or health) offered by your pharmacy in the past 12 months. Was this information…?
Q13a. How important is it that the 'other' printed information (e.g. brochures/pamphlets related to my medical condition(s) and/or health) offered by your pharmacy includes …?

Additional Medical Services: Satisfaction & Importance

Though satisfaction with health services has increased, there has been no change in the importance of health services; it remains relatively unimportant.

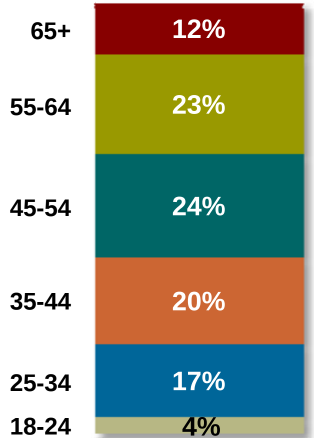


Base: Chain Pharmacy Users who have additional medical services offered in pharmacy (2011 n=2,267, 2010 n=2,588)
Q23. With respect to additional medical services offered, how would you rate your level of satisfaction with each of the following at [PHARMACY USED MOST OFTEN]?
Base: Chain Pharmacy Users (2011 n=12,454, 2010 n=12,467)
Q24. Please rate how important each additional medical service is to you.

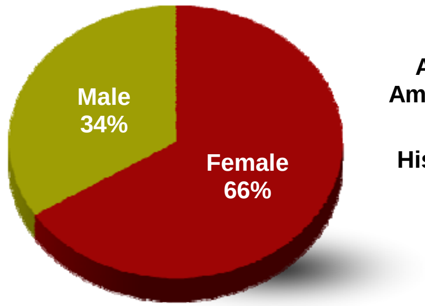
2011 Demographics–Chain Pharmacies

Age

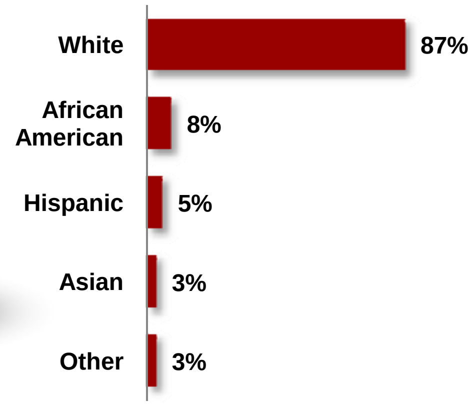
Mean: 48 years old



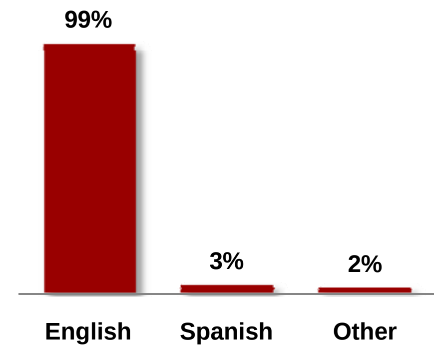
Gender



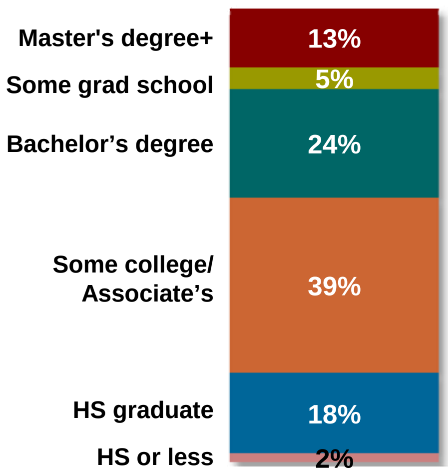
Ethnicity



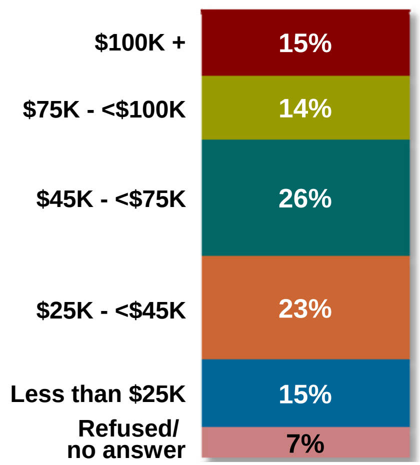
Languages Spoken At Home



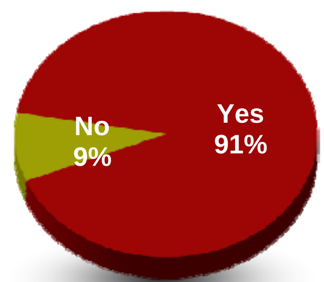
Education



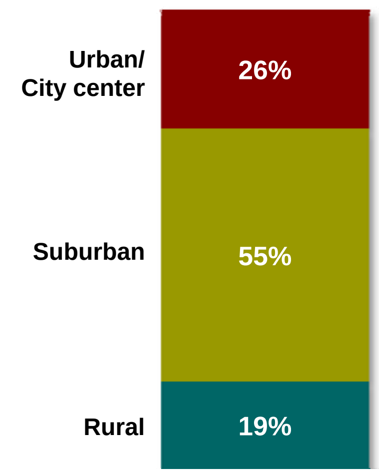
Household Income



Insured



Community Type



Base: Chain Pharmacy Users (n=12,454)
S2, S1, Q46a/b/c, Q47, Q50, Q11, Q48