

Boehringer Ingelheim Pharmaceuticals, Inc.'s Updated PharmacySatisfaction.com Provides More Resources: *New Look and Updated Information Add Value for Pharmacists*

Ridgefield, Conn. – [Boehringer Ingelheim Pharmaceuticals, Inc.](http://www.boehringer-ingelheim.com) has enhanced its [PharmacySatisfaction.com](http://www.pharmacysatisfaction.com) web site as part of an ongoing program to provide resources that facilitate the dialog between pharmacists and patients. With new navigation and updated information—such as links to printable patient materials and the latest treatment guidelines—the site is equipped to support the pharmacist's changing role in patient care.

"Today's pharmacists are being called upon by their patients to serve as healthcare liaisons, not just fillers of prescriptions," states Robert Belknap, executive director, Trade Sales and Operations, Boehringer Ingelheim. "The tools and resources available on PharmacySatisfaction.com have been selected to help pharmacists meet the challenges presented by this more complex role."

Created to help pharmacists identify emerging consumer trends and uncover opportunities to improve customer care and satisfaction, PharmacySatisfaction.com offers tools for pharmacy practice, including:

- **Updated links to drug information, patient compliance tools and more:** Pharmacists can link directly to important information such as patient prescription assistance, treatment guidelines, and clinical trial updates.
- **Practice Solutions:** From time management strategies to medication therapy management resources, Practice Solutions can point pharmacists to information related to the day-to-day concerns they face. The three-step process results in a variety of links to issue-specific content within the site or provided by trusted external sources.
- **Disease Management Resource Center:** Pharmacists can access condition-specific tools and patient information for use when educating patients about their condition, symptom management and available treatment options. In addition to patient materials, there are a number of pharmacist counselors available for download, as well as links to additional Boehringer Ingelheim resources and web sites.

About Boehringer Ingelheim Pharmaceuticals, Inc.

Boehringer Ingelheim Pharmaceuticals, Inc., based in Ridgefield, CT, is the largest U.S. subsidiary of Boehringer Ingelheim Corporation (Ridgefield, CT) and a member of the Boehringer Ingelheim group of companies.

The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, it operates globally with 135 affiliates in 47 countries and approximately 39,800 employees. Since it was founded in 1885, the family-owned company has been committed to researching, developing, manufacturing and marketing novel products of high therapeutic value for human and veterinary medicine.

For more information, please visit www.pharmacysatisfaction.com or <http://us.boehringer-ingelheim.com>.

CONTACT:

Mare Lynn Fitch
Associate Director, Pharmacy Development, Trade Sales and Operations
Boehringer Ingelheim Pharmaceuticals, Inc.
203-791-6622
mare-lynn.fitch@boehringer-ingelheim.com

