

AFib Pharmacy Customer Data

Available on PharmacySatisfaction.com

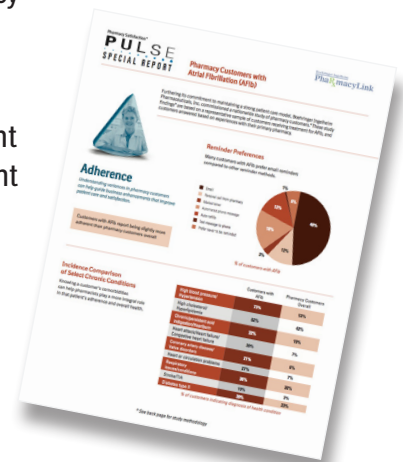
Ridgefield, CT—The Pharmacy Satisfaction™ PULSE Special Report on Pharmacy Customers with Atrial Fibrillation (AFib) is now available for download at PharmacySatisfaction.com.

The complimentary four-page report highlights areas of opportunity for patient care by outlining differences between pharmacy customers receiving treatment for AFib and pharmacy customers overall. Comparative measures include:

- Use of pharmacy services
- Refill reminder preferences
- Satisfaction ratings
- Future intentions

The findings are based on a nationwide household study conducted by Vision Critical on behalf Boehringer Ingelheim Pharmaceuticals, Inc.

The PharmacySatisfaction™ PULSE Program strives to help all pharmacy operators learn more about their customers, take steps to enhance customer service and maintain a strong patient care model. Pharmacies can get more information about the Pharmacy Satisfaction™ PULSE program by contacting their Boehringer Ingelheim National Account Director or visiting PharmacySatisfaction.com.



About Pharmacy Satisfaction™

The Boehringer Ingelheim Pharmacy Satisfaction™ Program supports the dialog between pharmacists and patients, helping pharmacists to be valuable resources for their patients and strengthening the pharmacist's role as a trusted and accessible healthcare provider.

No matter what your goals—improving patient counseling, strengthening clinical competencies, increasing patient compliance and adherence, and more—PharmacySatisfaction.com is designed to serve as a one-stop source for customer care and satisfaction.

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 in 58 countries with approximately 41,300 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
Boehringer Ingelheim Pharmaceuticals, Inc.
203-791-6622
mare-lynn.fitch@boehringer-ingelheim.com



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