

Pharmacy Satisfaction™ Program: A growing commitment to pharmacists, patients

Boehringer Ingelheim Pharmaceuticals, Inc. continues strengthening its commitment to enhancing patient care through its growing Pharmacy Satisfaction™ Program.

Focused on supporting the dialog between pharmacists and patients, the program allows pharmacists to be a better resource to their patients, and reinforces their role as a trusted and accessible healthcare provider.

“We want to give pharmacists the tools and information they need so they can look at their business and ask ‘How can we be a better resource to our patients?’” says Mare Lynn Fitch, Associate Director of Pharmacy Development, Trade Relations, Boehringer Ingelheim Pharmaceuticals, Inc. “We do this through our Pharmacy Satisfaction™ Program, which helps them realize the potential and value of their role in the healthcare marketplace.”

According to Ms. Fitch, Boehringer Ingelheim Pharmaceuticals, Inc. is advancing the Pharmacy Satisfaction™ Program this year with a number of upgrades, most notably to its PharmacySatisfaction.com Web site and through the commissioning of the 2009 Medication Adherence Study.

PharmacySatisfaction.com Web site

- **Updated links to drug information, patient compliance tools and more:** Pharmacists can link directly to more information, such as patient prescription assistance, treatment guidelines, and clinical trial updates. There is also an enhanced Tools & Tips Library.
- **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 now have access to tools and patient information to use when educating patients about their condition, symptom management and available treatment options. For example, pharmacists can download a variety of condition-specific materials directly from the site, such as “Staying Positive With COPD” and “Understanding Stroke/TIA.” Additionally, there are a number of pharmacist-specific tools to help with patient counseling and access to various drug therapies, as well as links to additional Boehringer Ingelheim Pharmaceuticals, Inc. resources and Web sites.
- **Patient Assistance Programs:** This new section provides pharmacists access to resources such as information on financial assistance programs for qualified patients.

2009 Boehringer Ingelheim Pharmacy Satisfaction™ 2009 Medication Adherence Report

- **2009 Medication Adherence Study:** Earlier this year, Boehringer Ingelheim Pharmaceuticals, Inc. commissioned a comprehensive study of patients to gain a better understanding of patient medication adherence and compliance. Data and results of the study will be used to provide a quantitative foundation for developing a tool that will assist pharmacists in administering patient-specific interventions to increase medication compliance. Plans are being made for implementation of a pilot program for the tool in targeted markets to further the research.
- **Availability of the Report:** The Boehringer Ingelheim Pharmacy Satisfaction™ 2009 Medication Adherence Report will be available late summer. Contact a Boehringer Ingelheim Pharmaceuticals, Inc. National Account Director to obtain a copy.

For more information on Boehringer Ingelheim Pharmaceuticals, Inc.'s growing commitment to pharmacists and patients, please visit www.pharmacysatisfaction.com.

