

## Pharmacy Satisfaction™ Program's New Leader Looks to the Future

Six months into her role as Associate Director of Pharmacy Development for Boehringer Ingelheim Pharmaceuticals, Inc., Mare Lynn Fitch has settled in and has her eye on the future. One of her main responsibilities is the company's Pharmacy Satisfaction™ Program.

1. What is Pharmacy Satisfaction, and what are the main goals/objectives of the program?

*Pharmacy Satisfaction is about facilitating the dialog between pharmacists and patients. We want to give pharmacists the tools and information they need so they can look at their businesses and say 'How can we be a better resource for our patients?'*

*Ultimately, Pharmacy Satisfaction isn't about us, and it isn't about our customers. It's about the patients, and making sure they are getting what they need. So our main objective is to enhance patient care, and we do this by helping pharmacists realize the potential and value of their role in the healthcare marketplace.*

2. What are your first priorities in this role?

*I want to take the program components that provide the most information to our customers and patients—for instance, patient-centered care activities, medication therapy management and counseling materials, and medication usage and compliance initiatives—and leverage those aspects to make the program even more valuable.*

3. Where do you want to take the program this year?

*I'd like the program to go beyond the expectations that have been set over the past five years. I want to explore the effects of Medication Therapy Management services on patient outcomes, and help enhance counseling to patients in emerging practice models. I want to delve into the factors that enhance patient compliance and adherence, and develop strategies for improving patient self-management.*

4. What program initiative(s) are you most excited about?

*We're currently reviewing the results of our 2009 adherence study, which has implications for everybody—from pharmaceutical companies to retailers to patients. Teaching patients about adherence, why they're being prescribed medication and why they should take it as prescribed, is going to help everyone across the board. This study has the potential to provide some new insights for pharmacists.*

5. What can you tell us about BI's new adherence study?

*Using an inventory of belief statements related to medication compliance and non-compliance, we hope to develop the foundations for a tool that can assist pharmacists in administering patient-specific interventions aimed at increasing medication compliance. We hope that the tool can be used both when medication is first prescribed and when pharmacists believe that compliance is low, or waning. Like the rest of the Pharmacy Satisfaction™ initiatives, our end goal is to provide pharmacists with resources for improving patient care, thereby strengthening the pharmacist's role as a trusted and accessible healthcare provider.*

**About Mare Lynn Fitch:** Mare leads the development of trade marketing strategies and tactics. She also serves as the lead corporate contact for Boehringer Ingelheim Pharmaceuticals, Inc.'s pharmacy association partners.

