

NEW!

2011 Pharmacy Satisfaction Topline Data

Available on PharmacySatisfaction.com

Ridgefield, CT—The Pharmacy Satisfaction™ PULSE Topline Report is now available for download at PharmacySatisfaction.com.

The 2011 Topline Report offers an overview of national customer satisfaction comparisons by pharmacy channel. Covering key topics ranging from convenience to customers' future intentions, the report also examines statistically significant year-to-year changes. A more in-depth analysis will be provided in the Pharmacy Satisfaction™ PULSE Full Report, available this spring.



Findings are based on a survey conducted between October and November 2010 by Vision Critical® on behalf of Boehringer Ingelheim Pharmaceuticals, Inc. The panel included individuals 18 years and older who had filled 6 or more prescriptions in the previous 12 months, providing a real, representative sample of the pharmacy customer.

The Pharmacy Satisfaction™ 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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