

Pharmacy Satisfaction™ Program: Providing resources to improve patient care

Mare Lynn Fitch, Associate Director of Pharmacy Development, Trade Relations, Boehringer Ingelheim Pharmaceuticals, Inc., took time to discuss the company's growing Pharmacy Satisfaction™ Program and how the program continues to support pharmacists, patients and the industry as a whole.

1. You've made several changes to the Pharmacy Satisfaction™ Program this year. Can you explain why and what's being done?

The Program is always evolving. We need to continue supporting the dialog between pharmacists and patients and making the Pharmacy Satisfaction™ Program a valuable resource to our customers. By doing this we allow pharmacists to be a better resource to their patients, and strengthens their role as a trusted and accessible healthcare provider.

The plan is to build tools that enable us to collaborate and identify opportunities with our customers to improve patient care. As a result of this approach, we're addressing critically important pharmacy issues, such as Adherence, MTM and Retail Clinics, and we're enhancing the program's Web site. We're building and providing more tools and information for pharmacists so they can look at their businesses and say 'How can we be a better resource for our patients?'

2. Speaking of the PharmacySatisfaction.com Web site, it continues to be a valuable tool to the industry. What are some of the enhancements being made?

Pharmacists can now link directly to more information such as patient prescription assistance, treatment guidelines, and a Practice Solutions section offering time management strategies and medication therapy management resources. We've enhanced the Tools & Tips Library and created a new Patient Assistance Programs segment providing pharmacists with access to resources such as information on patient financial assistance programs. And the Disease Management Resource Center is completely new and allows pharmacists access to condition-specific tools and patient information for use when educating patients about their condition, symptom management and available treatment options.

3. You've created quite a stir with the 2009 Medication Adherence Survey and resulting report. Can you tell us what's in the report and what's next in this initiative?

The report provides us with a better understanding of patient medication adherence and compliance. For example, the study reveals the opportunity for pharmacists to help improve compliance levels as well as adherence levels among patients, and it further illustrates the need for patient-specific interventions.

In terms of what's next, our end goal in this entire initiative is the development of a patient-specific approach to identifying and administering interventions. A strategy is being developed to implement a pilot program in targeted markets that will assess an adherence tool. The additional research and evaluation of this pilot will help further develop this "much needed" tool.

