

## **Retail Pharmacy Branded Pharmaceuticals EPPS General Sessions**

**Date:** Monday, January 07, 2008, 7:00 AM - 8:00 AM

**Presenter:** Jim Wilson, R.Ph, MBA - President, Wilson Health Information, LLC

**Topic:** Gaining and Retaining Customer Loyalty: A Consumer-centric Approach

**Description:** Customer loyalty is crucial for the success of any business, and attaining a high level of customer satisfaction is of paramount importance in achieving customer loyalty. Customers who are highly satisfied with pharmacy services will not only continue to patronize their pharmacy, they are likely to be more satisfied with their PBM and ultimately their health plan. A pharmacy that is poorly rated by its customers is at risk to lose twice the revenue or more as one that is highly rated.

There are many factors that influence a customers' perspective of a pharmacy. In order to attract and retain customers, many pharmacies have implemented value-added services. However, what impact did these services have on a customer's perspective of their pharmacy? What services and factors have the greatest impact on customer satisfaction?

This program will present results from the 2007 Boehringer Ingelheim Pharmacy Satisfaction Digest derived from the WilsonRx® Pharmacy Survey of over 33,500 households which:

- Identifies retail customers' perceptions of their pharmacy
- Determines satisfaction levels and importance perceptions with store services on more than 50 pharmacy related issues
- Evaluates satisfaction with health insurance plans and PBMs on issues significant to health care consumers
- Measures treatment satisfaction on more than 50 medical conditions