

Independent Pharmacies Rank Highest Nationally in Overall Customer Satisfaction [Blood Weekly]

Release Date: 10/16/2008

Blood Weekly via NewsEdge :

2008 OCT 23 - (NewsRx.com) -- American consumers rate independent pharmacists the most highly satisfied and most trusted healthcare advisors and customer-service practitioners in the retail pharmacy industry, according to the first Independent Pharmacy Satisfaction Report presented by Boehringer Ingelheim Pharmaceuticals, Inc. In fact, 69 percent of independent pharmacy customers in the United States are highly satisfied with their pharmacies and thirty percent satisfied. But despite the high marks, Americans still believe independents fall behind their chain competitors when it comes to offering services such as automated prescription refill systems, toll free 24 hour service lines, blood pressure testing and screening and retail medical clinics (see also Boehringer Ingelheim Pharmaceuticals, Inc.).

The report for independent pharmacists is based on findings from the nationwide WilsonRx(R) National Pharmacy Satisfaction Survey™ that is independently fielded and used as the basis for the 2008 Pharmacy Satisfaction Digest. Robert Belknap, executive director, Trade Sales and Operations, Boehringer Ingelheim, said the goal of the report is to provide independent pharmacists with additional tools to help with the success of their business.

"The Independent Pharmacy Satisfaction Report offers ideas and suggestions for pharmacy operators to consider implementing to possibly improve their shopper's experience and differentiate themselves from larger-scale competition," he said. "The report is a resource. It's up to each operator to determine what is best for their particular store and implement the most appropriate ideas to help drive more customers into stores, improve satisfaction levels, and help meet customer needs."

According to Jim Wilson, president, Wilson Health Information, LLC, which implements and analyzes the annual survey, the data included in the report offers explanations as to why customers are satisfied with their independent pharmacies and focuses on the unique strengths offered to independent pharmacy customers.

"Information from our research indicates that independent pharmacists succeed because they stick to the basics and provide superior one-on-one customer service as they have for most of this nation's history," he said. "They take the time to build personal relationships

with their patients, counsel them on their medication needs and go the extra mile to make sure those needs are served."

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