

# Insight

**And so can you. The WilsonRx™ Survey offers high-quality, insightful healthcare information from the industry's leading source for pharmacy customer research.**

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## Insight

is produced quarterly by  
Wilson Health Information, LLC.

Wilson Health Information, LLC is a privately held company based in New Hope, Pennsylvania. It is not affiliated with pharmacy chains, pharmacy benefit companies, health insurance companies or manufacturers of health and nutrition products.

Individual copies of *Insight* are available for \$10 each and an annual subscription is \$29.

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I recently moderated a presentation by Mr. Chris Caracci, a senior consultant for the Disney Institute, at the American Pharmacist's Association meeting in Orlando and had the opportunity to hear from several

### FROM THE PRESIDENT



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

pharmacists on how they service their customers. One thing that struck me was that the folks at Disney believe that they are in the business to create a "guest experience," not just perform a "task." How often do we as pharmacists believe we are in the business of dispensing prescriptions?

Are we really in this business just to "fill prescriptions" as Illinois Governor Rod Blagovovich would have us believe? He recently ordered pharma-

cists in the state of Illinois to "just fill" prescriptions even if the pharmacist morally objected. The sooner pharmacists move from a task oriented role of count, lick, stick and pour to one of creating a satisfying customer experience, the sooner the profession will move closer to what is truly meant to be.

What can we learn from Disney? Walt Disney's philosophy was simple: "Keep it clean ... Keep it friendly ... Make it a real fun place to be." Chris Caracci handed out a card that contained the "Guidelines for Guest Service," seven key tactics for providing excellent guest (customer) service. These tactics include:

- Make eye contact and smile at each customer
- Greet and welcome each and every customer
- Seek out customer contact
- Provide immediate service recovery in the event of a problem
- Display appropriate body language at all times
- Preserve the "magical" experience and thank each and every customer

Sounds simple, doesn't it? Even the Disney consultant admitted that it is not rocket science. However, we need to keep these simple customer service guidelines in front of us at all times.

I was intrigued with what Disney calls "Guestology: Knowing Your Guests"

and their commitment to Market Research – both Qualitative (listening posts, focus groups and secret shopper programs) and Quantitative (face-to-face surveys, telephone surveys, utilization studies, etc.) in addition to guest letters and Comment cards. These data are then used to understand the needs, wants, stereotypes and emotions of their customers and to develop a service theme that is appropriate for each business. Does your organization have the right mix of professional services; customer service, convenience and overall business offerings and services? How do you measure your service standards?

In this issue of *Insight*, we outline the many consumer measures reported in each of the WilsonRx™ Reports, including the Pharmacy, Pharmacy Benefit Manager (PBM), Health Insurance and Medical Treatment Satisfaction reports. You can gain the competitive edge when it comes to knowing your customers. The reports save you time and money and help you zero in on what is most important to your customers, and your competitor's customers. Contact me today for a free report quote, as always, your satisfaction is guaranteed.

# 2005 WilsonRx™ Survey Report Topics

## Pharmacy Satisfaction Report available by store type, chain and region

- AmeriSource
- Bergen
- Bartell Drugs
- Brooks
- CVS
- Discount Drug Mart
- Duane Reade
- Eckerd
- Kerr Drugs
- Longs
- Marc's Drug
- Medicine Shoppe
- Rite Aid
- Snyders
- Walgreens
- Albertsons
- Ahold
- Cub Pharmacy
- Giant Eagle
- Harris Teeter
- H-E-B
- Kroger
- Pathmark
- Publix
- Safeway
- ShopRite
- Winn Dixie
- Costco
- Kmart
- Target
- Wal-Mart
- Caremark
- Express Scripts
- Medco
- PrecisionRx
- Government Clinic
- Military Treatment Facility
- Hospital Clinic
- HMO Clinic
- Independent Community Pharmacy/Drug Store/Apothecary

## Pharmacy Attributes (importance and satisfaction)

### Overall convenience

- 24 hour pharmacy access
- Ability to call ahead to have prescription(s) ready for me
- Ability to easily view/retrieve prescription records
- Ability to get prescriptions filled at any store in chain
- Comfortable pharmacy waiting area
- Drive-thru/pick-up pharmacy window
- Home delivery of prescriptions
- Pharmacy is conveniently located and easily accessible within store
- Pharmacy provides reminders to refill prescriptions
- Prescriptions are ready when expected
- Store has adequate parking
- Store hours are convenient for me

### Overall web site

- Pharmacy has a web site that helps me manage my prescriptions online
- Pharmacy has a web site that is easy to use
- Pharmacy has a useful web site for drug/health information
- Pharmacy has a useful web site to order refills

### Preventive/wellness services (e.g., tests, screening, counseling)

- Bone density (osteoporosis) testing and screening
- Breathing problems (e.g., Asthma/COPD) screening and treatment counseling
- Cholesterol testing and screening
- Diabetes treatment counseling and training
- Flu/pneumonia shots
- In-store blood pressure testing and screening

### Overall pricing and insurance issues

- Pharmacy accepts my insurance card with no problem
- Pharmacy helps with insurance problems
- Prescription drug prices
- Prices for non-pharmacy products I purchase

### Overall professional services

- Ability to get information about my medication/avoid side effects
- Ability to speak to pharmacist with questions or concerns
- Getting the brand, dose and amount of drug I expected
- Pharmacists are friendly and courteous
- Pharmacists coordinate my care with my doctor/others
- Pharmacists give advice on non-prescription/herbal products
- Pharmacists give clear instructions about my prescriptions
- Pharmacy has my prescriptions in stock when I need them
- Pharmacy protects the privacy of your health information
- Pharmacy provides information on health conditions
- Prescriptions are clearly labeled and easy to read and understand
- Prescriptions are accurately filled to improve safety

### Overall store services

- Beauty, cosmetic and personal care product selection and availability
- Feeling safe and secure while shopping and filling prescriptions
- Film and film developing
- Food/grocery product selection and availability
- Greeting card and stationery selection and availability
- Non-prescription/OTC healthcare product selection and availability
- Store employees answer questions and solve problems
- Store employees are courteous and helpful

### Overall satisfaction, intent to return and recommend pharmacy to fill prescriptions

## Health Insurance Satisfaction Report

available by type of insurance, MCO and region

- AARP
- Aetna
- AmeriHealth
- AultCare
- AvMed
- BlueCross/BlueShield
- CIGNA
- Coventry
- Fallon Community Health
- Federal Employee/FEHBP
- Great West
- Group Health Inc.
- Group Health Cooperative
- Harvard Pilgrim
- Health Alliance Plan
- Health Net
- HealthPartners
- HIP
- Humana
- Kaiser Permanente
- MAMSI
- Massachusetts Health
- Medica
- Medical Mutual
- Medicare
- Medicaid/MediCal
- Military/TRICARE
- Oxford Health
- PacifiCare
- Partners Health Plan of NC
- Preferred One
- QualChoice
- Sierra
- Tufts
- Uninsured
- United Healthcare
- Vista

## Health Insurance Issues (importance and satisfaction)

- Access and coverage of referrals to specialists
- Annual increase in insurance premiums/costs
- Choice and coverage of hospital care
- Choice and coverage of primary care doctor visits
- Claims paid in a timely and hassle-free manner
- Co-pays and deductibles
- Courteous and helpful plan representatives
- Coverage and availability of diagnostic tests and services
- Coverage and availability of medical treatment(s)
- Coverage of preventive care and immunizations
- Dental care coverage
- Easy to understand plan coverage
- Eye exams and vision care coverage
- Out-of-pocket cost for healthcare
- Overall ease and convenience of using the plan
- Overall quality of healthcare providers
- Overall quality of the medical care received
- Plan representatives answer questions and solve problems
- Prescription Drug Benefit Coverage

### Overall satisfaction, loyalty and recommendation intentions

## Pharmacy Benefit Satisfaction Report

by Pharmacy Benefit Manager (PBM)

- Aetna
- Anthem Prescription Management
- Caremark/AdvancePCS
- Eckerd Health Services
- Express Scripts/NPA
- Humana
- Kaiser Permanente
- Medco
- PharmaCare (CVS)
- Prescription Solutions
- RxPRIME (CIGNA)
- United Pharmacy Management
- Walgreens Health Initiatives
- WellPoint Pharmacy Management

## PBM Issues (importance and satisfaction)

- Ability of PBM representatives to answer questions and solve problems
- Ability to get the prescribed medication you expected
- Availability of participating pharmacies
- Coordination of care between the plan, pharmacy and my doctor
- Easy to understand benefit and coverage information
- Information provided to me about condition/illness
- Information provided to me about my medication(s)
- Internet site for accessing records and ordering refills
- Notification of changes to plan and drug coverage
- Out-of-pocket costs for prescription drugs
- Overall coverage for generic prescriptions
- Overall coverage of brand name medications
- Overall coverage of mailed/home delivery prescriptions
- Overall coverage of retail pharmacy prescriptions
- The ease and ability of getting prescriptions filled and refilled
- Timeliness of receiving plan materials (i.e., drug card, brochures)

**Overall satisfaction, loyalty, and recommendations**

## Treatment Satisfaction Report

by patient, spouse, elderly dependent and type of treatment

- Acne
- Acute Bronchitis/Respiratory
- Infection/Pneumonia
- Allergies/Allergic Rhinitis/Sinusitis
- Alzheimer's Disease/Dementia
- Anemia/Fatigue
- Anxiety/Panic Disorder/Social Phobia
- Arthritis Pain – Osteo-Arthritis/Joint Pain
- Rheumatoid Arthritis
- Asthma
- Attention Deficit Disorder/Hyperactivity
- Birth Control/Contraception
- Cancer
- Chronic Bronchitis/Emphysema/COPD
- Cough and Cold Symptoms
- Depression/Psychotic Disorder
- Diabetes Type I (Insulin Dependent)
- Diabetes Type II (Insulin Using)
- Diabetes Type II (Non Insulin Using)
- Eczema/Psoriasis/Seborrhea/ Dermatitis
- Enlarged Prostate/Benign Prostatic Hypertrophy
- Epilepsy/Seizures
- Erectile Dysfunction/Impotence
- Esophageal Disorders: Heartburn/Ulcers/Reflux Disease/GERD
- Female Sexual Dysfunction/Low Sexual Desire
- Glaucoma/Eye Problems
- Heart Conditions: Heart Attacks, Failure, Coronary Disease/Valve Disorders
- High Blood Pressure
- High Cholesterol/Hypercholesterolemia
- HIV/AIDS
- Incontinence/Overactive Bladder
- Influenza/Flu
- Irritable Bowel/Crohn's Disease
- Low Back Pain
- Lupus and Connective Tissue Disorders
- Menopause Symptoms/Hot Flashes
- Migraine Headache
- Nail Fungus/Athletes Foot
- Osteoporosis/Bone Loss
- Pain – Other than Arthritis, Back or Migraine
- Parkinson's Disease
- Pre-Menstrual Syndrome/Discomfort
- Rosacea
- Sleep Problems/Insomnia
- Thyroid Disorders/Replacement
- Weight Loss/Obesity



## WilsonRx™ Reports

We are pleased to introduce several new WilsonRx Reports™ — independent, objective consumer research reports published by Wilson Health Information that focus on timely topics of interest to pharmacy managers, business, and health-care executives.

### Special WilsonRx™ Reports

- Age Segmentation Report
- Discount Drug Cards
- Generic Drugs
- Men's Health Report
- Multi-Cultural/Ethnic Markets
- Pharmacy Automation
- Pharmacy Satisfaction Report
- Wholesaler Satisfaction
- Women's Health Report
- Pharmaceutical Manufacturer Trust Report (NEW)

**Regions:** Atlanta, Baltimore, Boston, Chicago, Cleveland, Detroit, Dallas, District of Columbia, Houston, Los Angeles, Miami, Minneapolis, New York, Philadelphia, Phoenix, and San Francisco. **New in 2005 — North Carolina, Kansas City, Denver and Seattle**



Please visit [www.wilsonrx.com](http://www.wilsonrx.com) to purchase your report, sign up for the new WilsonRx Insight Newsletter Series — a new quarterly free newsletter subscription service, and to request additional information.

**CALL TODAY FOR A FREE QUOTE**

## WilsonRx News

### New clients in 2004/2005

- AultCare (Canton, OH)
- Humana (Louisville, KY)
- Cub Pharmacy (Twin Cities, MN)
- Merck Schering-Plough (West Point, PA)
- Eisai (Teaneck, NJ)
- Diebold Incorporated (Canton, OH)
- Cardinal Health (Dublin, OH)
- McKesson Automation (Cincinnati, OH)

### Meetings & Presentations:

American Pharmacists Association (Orlando 3/31 - 4/05); Academy of Managed Care Pharmacy (Denver - 4/20 - 4/23); McKesson Annual Trade Show (Washington DC - 7/09); AmeriSourceBergen Annual Trade Show (Las Vegas - 7/16).

### The 2005 WilsonRx

**Survey**...shows a 26% increase in the number of anticipated respondents with expanded coverage of four new markets — North Carolina, Kansas City, Denver and Seattle.



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**This is your  
customer.**

**DO YOU  
KNOW WHAT  
SHE NEEDS?**

**We do.**

