

# Retail Pharmacy Case Study



## Client

Top Retail Pharmacy Chain

## Challenge

- Promote medication adherence, improve refill volume, and optimize pharmacist resources

## Solution

Contact patients and initiate dialogue using Varolii's Interact Patient Outreach application.

## Results

- 20 – 40% increase in refill efficiency for treated therapeutic classes (and more than 100% in some classes)
- Prescription refill rates doubled among enrolled patients in refill program (compared to those not contacted)
- Significant decrease (from 3 – .03%) in return to stock rate
- 18% of patients enrolled in auto-fill program
- <2% of patients opt-out of the program

## Improve Refill Compliance and Promote Wellness with Interactive Patient Communications

Leading retail pharmacy chain uses Varolii's Healthcare application to drive revenue and increase customer loyalty through efficient patient outreach.

### Prescription for Change

Few industries are experiencing the pressures currently affecting the retail pharmacy industry. Prescription fulfillment costs are on the rise and pharmacies are losing revenue due to a highly competitive marketplace and medication non-compliance. Constrained resources are further affected by current market trends. For example, the volume of prescriptions is projected to rise 27% in the next seven years, while the number of pharmacists will only increase by 7.8%.

Adding to this growth in prescriptions is Medicare Part D, which now provides prescription drug benefit coverage for 40 million people previously not covered.

These changes alone are forcing pharmacies to implement new, cost-effective strategies for communicating with patients that promote customer loyalty, yet support continued growth.

### Proactive Response

Responding to these forces, a top 10 US retail pharmacy knew that in order to stay competitive it had to find a method that could improve the pharmacist/patient dialogue but also drive down operational costs. With more than 250 stores throughout the Northeast, the organization also knew that improved and more frequent communication with patients was a critical factor for boosting medication adherence and refill efficiency.

### Leveraging Technology for Effective Solutions

Prior to implementing Varolii, the pharmacy used internal resources to generate a prescription refill reminder list. Combined with a will-call bin management list, the refill reminder list was delivered to pharmacists with the expectation that they would call patients in their spare time. Unfortunately, resource constraints prohibited many calls from being made.

“We can communicate important prescription information, without keeping the pharmacists on the phone and away from in-store patients who expect and deserve a high touch experience.”

Senior VP of Operations

### Results that Make a Difference

During its initial pilot with Varolii, the pharmacy saw an increase of 20 – 40% in refill efficiency in most treated therapeutic classes, and more than 100% in some classes (maintenance medications used to treat chronic conditions). Further, this increase in refills led to a 2% increase in enterprise-wide Rx volume, which equates to \$1.3M in revenue per 1M Rxs at a typical retail chain.

Other immediate benefits include:

- **High Enrollment Rate.** The pharmacy enrolled more patients in the auto-fill (18% enrollment rate) program in a small pilot group of stores than pharmacists had enrolled in the entire chain in the previous two years.
- **Positive Response.** Less than 2% of patients opted out of the program and response to a post-contact customer survey has yielded an 89% positive response rate.
- **Successful Interaction.** Of patients who may not have responded to the automated communication (i.e. did not listen through the entire message or immediately act), 50% still refilled and picked up their prescriptions.

“It’s apparent that automated communications are effective throughout the prescription lifecycle,” says the company’s VP of Operations.

As an added benefit, the organization was able to maximize its central fill efficiency and more effectively manage medication inventory for greater customer service and satisfaction. They also gained significant insight into non-compliance issues by surveying patients that choose not to fill via the automated contact.



#### About Varolii

Varolii provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction. [www.Varolii.com](http://www.Varolii.com)

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