

U.S. Pharmacy Satisfaction Study



The **J.D. Power U.S. Pharmacy Satisfaction StudySM** provides both retail and mail-order pharmacy executives with the information necessary to achieve better business outcomes by improving customer satisfaction. You'll be empowered to make data-driven decisions based on feedback from real customers about :

- Experiences with pharmacist and non-pharmacist staff
- Pharmacy location and environment
- Shopping behavior, cross-purchasing, and purchase experience
- Impact of new service models on satisfaction
- Experience with prescription ordering and pick-up/delivery in retail, as well as ordering via mail
- Loyalty and purchase behavior dynamics, including integrated delivery systems
- Out-of-pocket price sensitivity and perceived value of prescription drugs
- Demographics, disease state, and customer profiles
- More

“ U.S. PHARMACIES HAVE RAISED THE BAR FOR CUSTOMER SATISFACTION, SETTING THE STAGE FOR FIERCE COMPETITION IN THE DIGITAL AND MAIL ORDER MARKETS. ”

Greg Truex
Managing Director,
Healthcare at J.D. Power

Deliverables:

- Customized executive presentation and strategy session that gives you data-driven, actionable recommendations for achieving your strategic business goals
- Executive briefing document highlighting key trends and insights across the industry
- Scorecard benchmarking your company's performance compared with the industry across key drivers of satisfaction, loyalty and advocacy metrics
- Competitive survey data and industry reports including information on customer segments
- Data and analytical tools for performance insights and competitive comparisons with your peers
- Access to VoX Platform—J.D. Power's proprietary interactive reporting interface
- The complete study data file with consumer survey responses
- Net Promoter Score®—This study includes Bain Certified NPS® by J.D. Power; presentation slides with NPS Rank Chart and industry summary plus VoX access to NPS rank chart(s), verbatims and text analytics. Learn more at jdpower.com/nps