

Study: Independent pharmacies earn high customer satisfaction scores

By Allison Cerra

ALEXANDRIA, Va. (Sept. 22) Independent pharmacies have garnered the highest customer satisfaction scores among its competitors, according to results of a J.D. Power and Associates study.

The J.D. Power and Associates 2010 national pharmacy study found that Good Neighbor Pharmacy, Health Mart and the Medicine Shoppe Pharmacy — networks of independently owned, locally operated pharmacies — rated at 869, 856 and 851, respectively, on a 1,000 point scale, while patients said they were dissatisfied with publicly traded pharmacy chains and some mail-order pharmacies.

The National Community Pharmacists Association praised the study results, stating that “independent community pharmacies rely on a business model of answering questions and offering advice to ensure medication adherence is maximized.”

“This survey should encourage all patients and health plan sponsors to give independent community pharmacies another look. We offer superlative customer service, and we’re competitive on price,” said Joseph Harmison, NCPA president and pharmacy owner. “It’s also a reminder that policies that deny patients access to independent pharmacies, such as by mandating the use of mail-order pharmacies, not only eliminate choice but also the vital face-to-face interaction with clinically trained pharmacists.”