

2009 National Pharmacy Study



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Agenda



- About J.D. Power and Associates Studies
- About the Study
- Updated Companies Profiled
- Updated Analysis Approach
- Deliverables
- Industry Input and Important Dates
- J.D. Power and Associates Name Use Guidelines
- Questions and Answers

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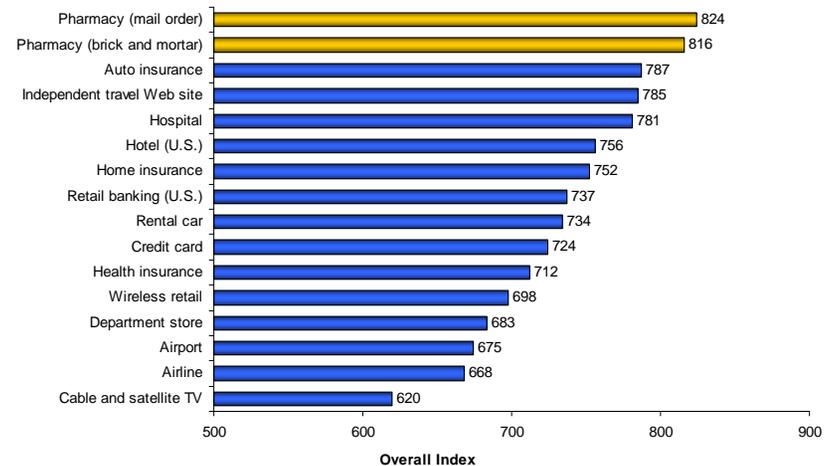
What is a J.D. Power and Associates Syndicated Study?

- **Independently** funded by J.D. Power and Associates
- Both subscribers and non-subscribers are included based upon **consumer name recognition** for a complete competitive benchmark
- **Public disclosure of rankings** utilizing press releases, media inquiries, and Internet drives strong media coverage and consumer awareness
- Ability for award recipient to license J.D. Power and Associates name in advertising claims

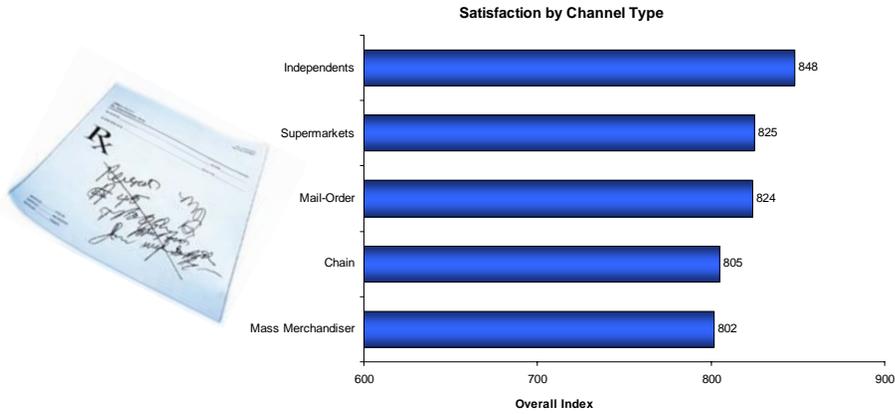


Highest Service Industry in 2008

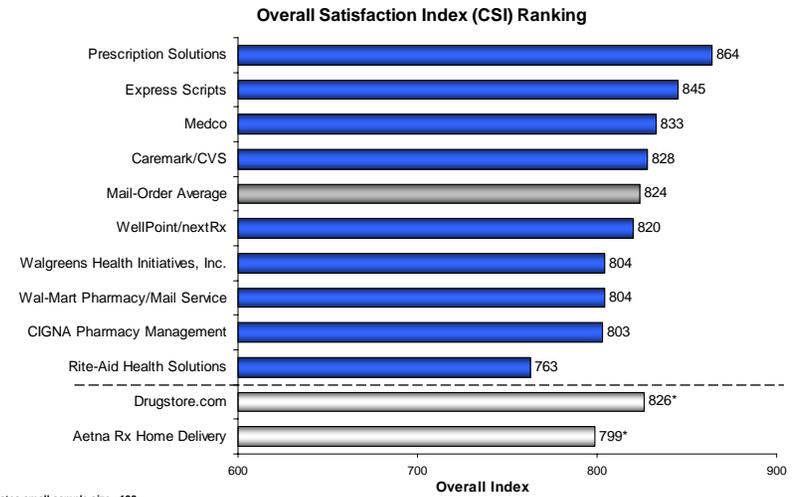
Satisfaction across Industries



Highest Satisfaction Industry in 2008

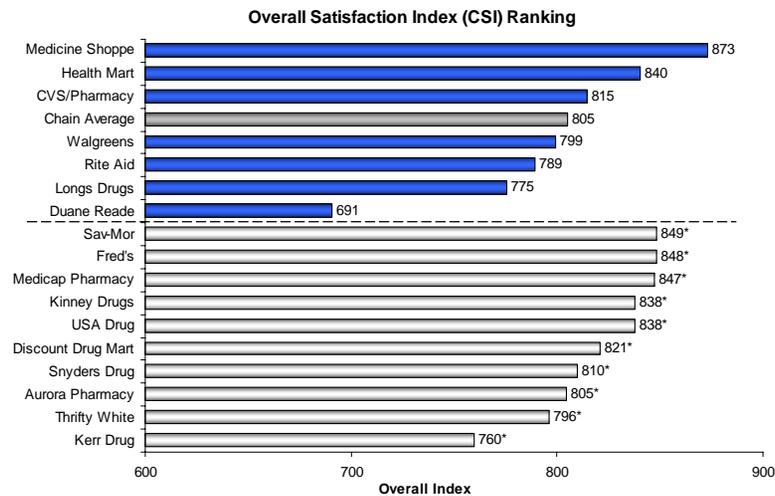


2008 Satisfaction Ranking: Mail-Order



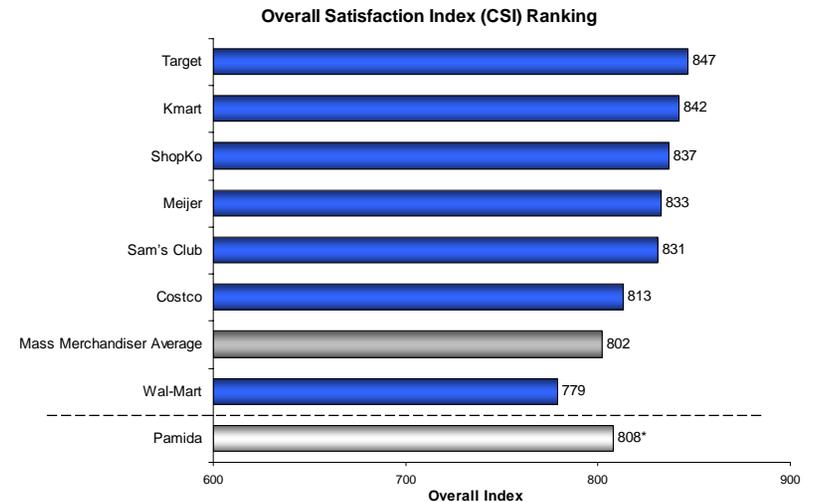
* Indicates small sample size <100

2008 Satisfaction Ranking: Chain Drug Stores



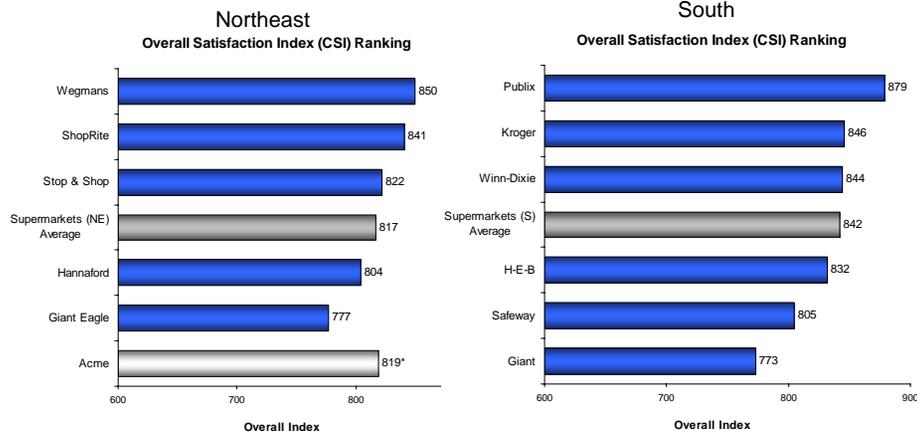
* Indicates small sample size <100

2008 Satisfaction Ranking: Mass Merchandiser



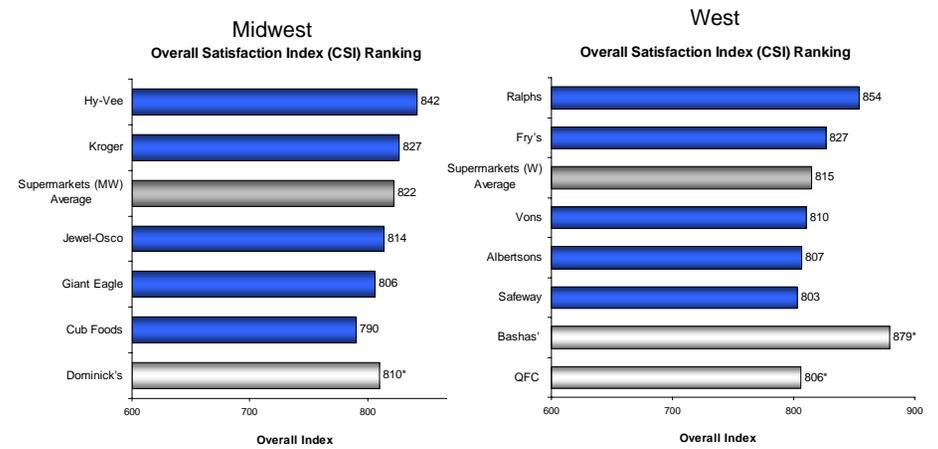
* Indicates small sample size <100

2008 Satisfaction Ranking: Supermarket



* Indicates small sample size <100

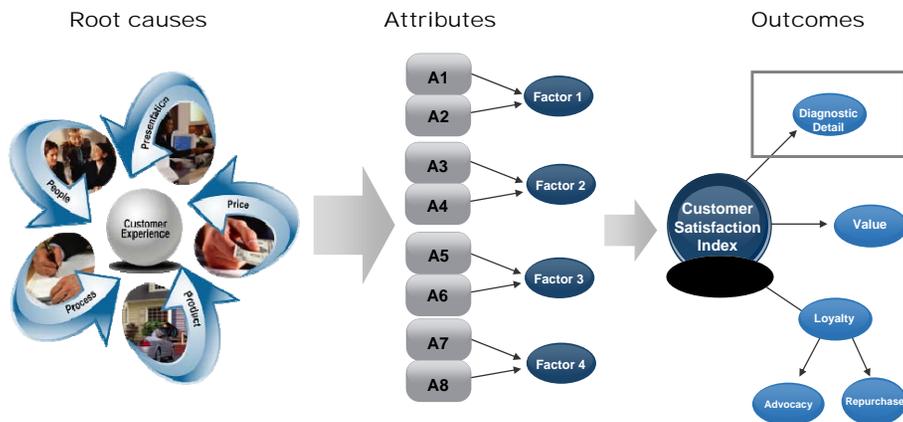
2008 Satisfaction Ranking: Supermarket



* Indicates small sample size <100

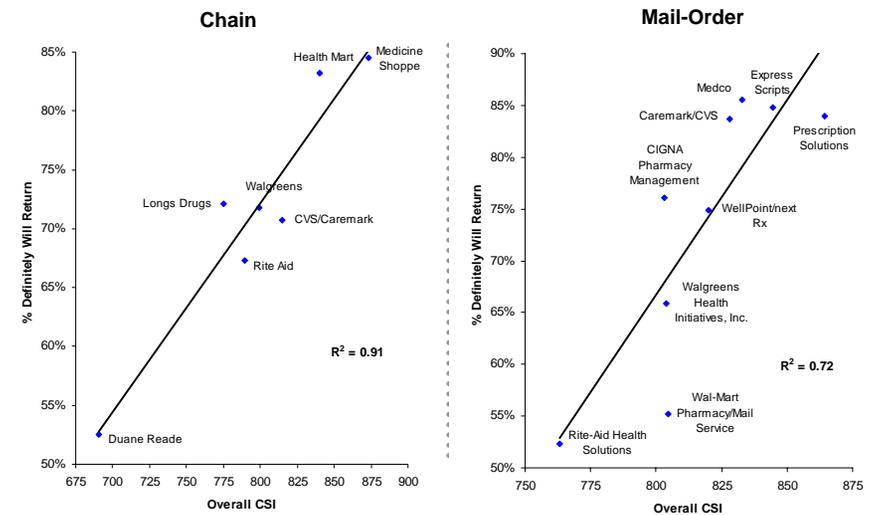
Customer Experience Yields Comparative Performance Index

Measure experience and demonstrate why it matters



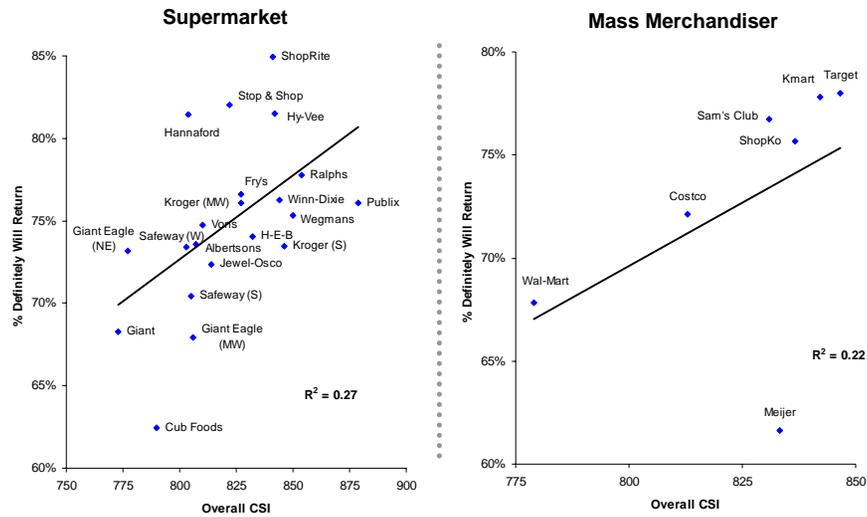
Financial Value of Member Satisfaction

Satisfaction with Pharmacy Yields Strong Return Intent



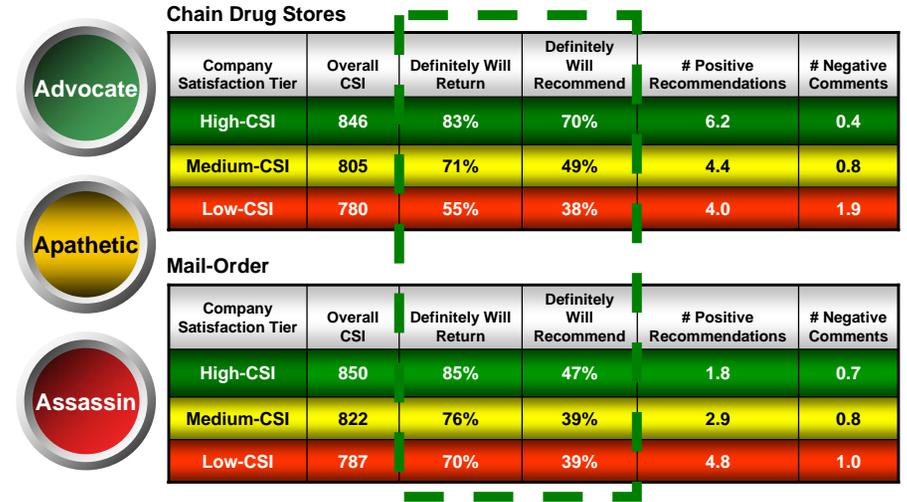
Financial Value of Member Satisfaction

Satisfaction with Pharmacy Yields Strong Return Intent

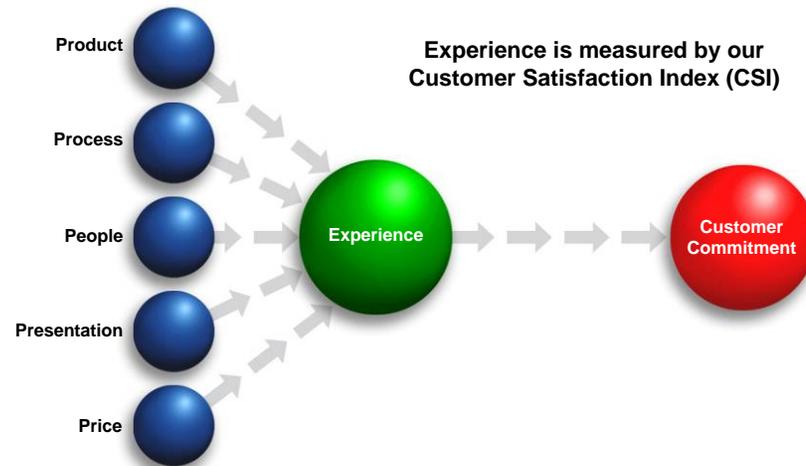


Financial Value of Member Satisfaction

Pharmacies in the High Satisfaction Tier Reap Significant Benefits



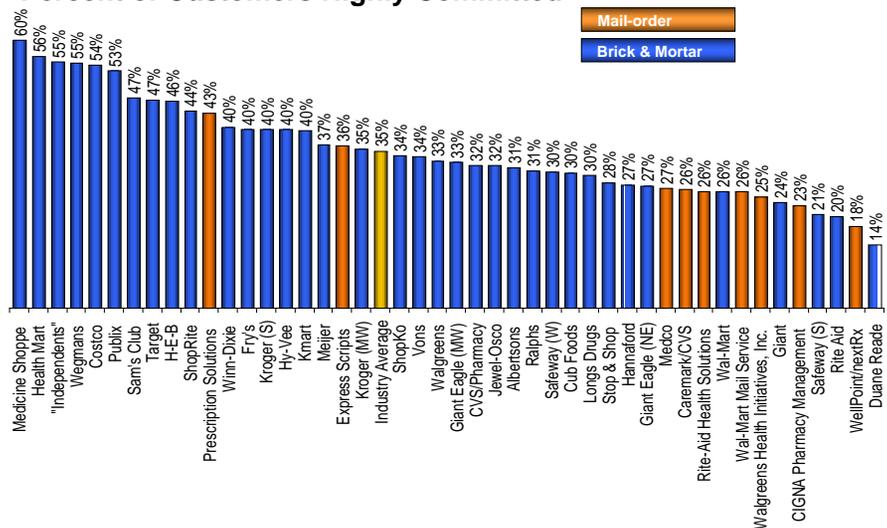
Beyond Satisfaction - Customer Commitment



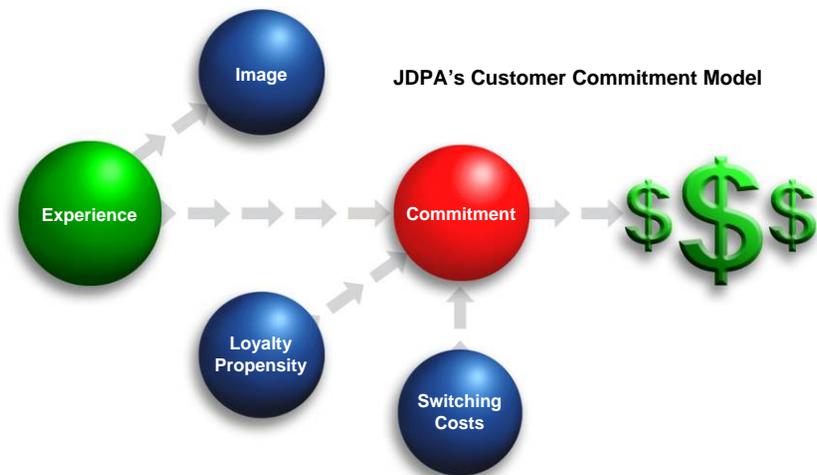
Customer Commitment



Commitment by Pharmacy Brand Percent of Customers Highly Committed



Additional for 2009 – “Stickiness”



Analysis Approach

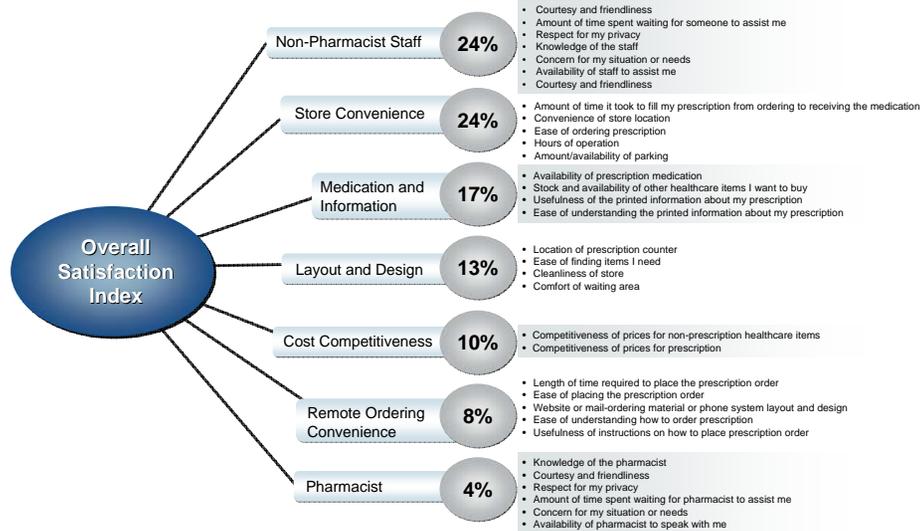
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2009 National Pharmacy Study – Approach

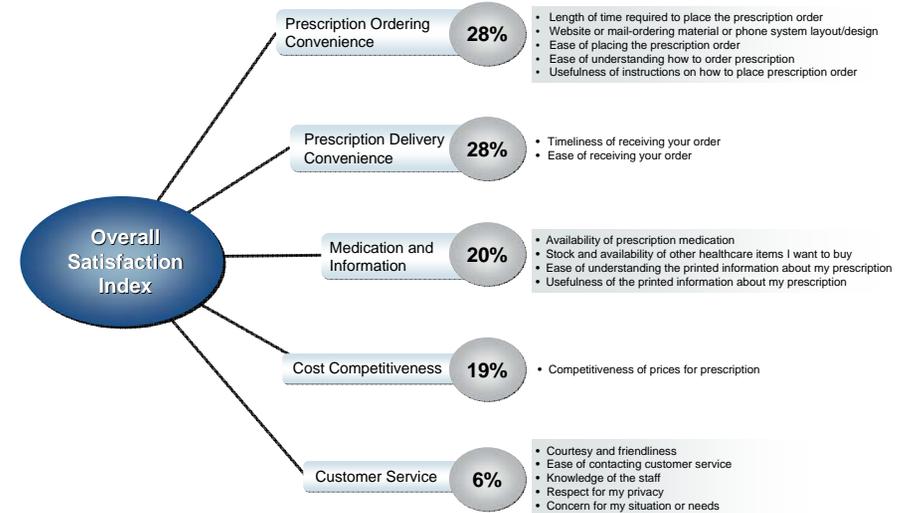


- Multiple national internet panels
 - Census balanced
 - Membership validated, maintained, tracked
- Focus on consumer experience with prescription process at delivery
- Comparisons across major national:
 - Chain drug stores
 - Mass merchandiser pharmacies
 - Supermarket pharmacies (National)
 - Mail-order pharmacies
- Channel level awards (National)

Brick and Mortar - 2008 index



Mail-Order - 2008 index



Detailed Diagnostic Information: 23-Minute Survey

- Screener**
 - Gender/Age
 - Med D Enrollment
 - Previous 3 months Rx Experience
 - Pharmacy Channel (Order and Pickup)
 - Name of pharmacy
 - Name of Rx Drug Plan
 - Type of Rx (new/refill/both)
 - Rx for Self/Child/Parent
 - Method of ordering
 - Method of payment
- Self Reported History:**
 - Number of new Rx filled in one year
 - Number of Rx currently taken
 - Number of generic/brand Rx
 - Reasons for Rx
 - Past Use of Rx
 - # different Rx filled last visit
 - Quantity Limits
 - Generics discussed with pharmacist
 - Pharmacist advised of generic substitute
 - Reason for choosing brand name
- Health Testing:**
 - Pharmacy provides health testing
 - Health testing services provided
 - Use of in-store clinics
- Shopping Behavior:**
 - Shopped for other items while waiting
 - Amount spent on non-Rx items
 - Shopping at store if not filling Rx
 - Willingness to use OTC
 - Purchase of OTC health products \$ spent
- In-Person Orders**
 - Wait time
 - Availability of pharmacy staff to assist
- Mail/FAX Ordering:**
 - Form and process ease of use
 - Availability of assistance number
- Telephone Orders:**
 - Live and automated systems
 - Hold, wait, and complete times
 - Ability to complete automated order
 - Available help
- Online Orders:**
 - Ease of registration
 - Ease of navigating refill order system
 - Ability to complete order online
 - Availability of phone number for assistance
 - Complete time
- Loyalty:**
 - Tenure using pharmacy
 - Consideration of other pharmacy
 - Customer Commitment
 - Reason for considering/ choosing pharmacy
 - Participation in loyalty program
 - Likelihood of returning
 - Recommending method of ordering
 - Recommending method of receiving
 - Number of positive recommendations
 - Number of negative recommendations
 - Other Pharmacy Used/Shopped
 - Reason for Use/Shopping
- In-Person Pick Up:**
 - Wait time to fill
 - Spoke to pharmacist
 - Reason did not speak to pharmacist
 - Pharmacist discussion points
 - Wait time to speak to pharmacist
 - Private area to speak to pharmacist
- Mail/Online/Phone Delivery:**
 - Options available to communicate with pharmacist
 - Spoke to pharmacist
 - Reason did not speak to pharmacist
 - Reason for speaking to pharmacist
 - Method of communicating with pharmacist
 - Comfort over online or phone about medical issues
 - Prescription ready when promised
 - Side-effect information provided, content and form
 - Problems experienced while filling
- Costs:**
 - Out-of-pocket cost / Co-Pays
 - Number of prescriptions
 - Has health insurance/ FSA use
 - Name of pharmacy plan
 - Use of prescription discount card
 - Explained generic savings/discounts
- Problems encountered**
 - Wrong dosage
 - Wrong medication
 - Wrong Quantity

Detailed Diagnostic Information: Additions

- Screener**
 - Economic condition
 - Zip Code
 - Dwelling
 - Private Home/ Apartment
- Self Reported History:**
 - Compliance
 - Did you pick up the prescription
 - Pill Splitting
- Health Testing:**
 - MTM (Is this even worth it yet?)
- In-Person Orders**
 - Counter area design
 - Waiting area
 - Signage
- Mail/Online/Phone Delivery:**
 - Overnight delivery
 - Shipping costs
- Problems encountered**
 - Plan generated generic switching
 - Changes in tiers
 - Inventory and availability of Rx
- Shopping Behavior:**
 - Customer commitment -stickiness
 - "Must Mail" programs
 - Limitations on mail/retail links
 - Must use specific retail or mail outlets

2009 Mail-Order Channel/Companies Targeted

Profiled Mail Order Pharmacies



"Other" includes



- One National Award
- 180-600 per brand
- Minimum 100 completes required for ranking
- Based on consumer brand recognition
- Targeting 200 total "other" brands

2009 Mass Merchandiser Pharmacies Targeted

Mass Merchandiser Pharmacies



"Other" includes

- One National Award
- 180-600 per brand
- Minimum 100 completes required for ranking
- Based on consumer brand recognition
- Targeting 200 total "other" brands

2009 Chain Drug Stores Included

Chain Drug Stores



"Other" includes



- One National Award
- Targeting 150-600 per brand
- Minimum 100 completes per brand required for ranking
- Based on consumer brand recognition
- Targeting 200 total "other" brands
- Additional 300 total interviews with "independent" pharmacy customers. Individual stores are not ranked

2009 Supermarket Channel/ Companies targeted

- One National Award



- Targeting 150 per brand
- Minimum 100 completes required for ranking
- Based on consumer brand recognition
- Targeting 200 total "other" brands

Oversampling available

- Proprietary and oversample
 - Your sample – our instrument - results reported only to you
 - Additional questions – proprietary results
 - Additional sample – geographic – demographic
- Responses not included in public index
- Results delivered online
- Results delivered 2 weeks post publication

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Complete Study Delivered Online via J.D. Power and Associates Business Center

This online method of delivery allows easy navigation through data and reports that include a number of features and benefits, such as:

- Web portal delivery with a single log in
- User-friendly layout and navigation
- Detailed data and robust online tools
- Gap point analysis
- Ability to capture your analyses for download
- Numerous reports in PDF format that are downloadable and printable
- Access to a complete online data set



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Executive Presentation for HQ or Store Leadership

- Customized presentation of findings in a live workshop
- Brand-level custom analysis
- Additional custom analysis available linked to Mystery Shopping or Social Media*
- Follow on presentations for additional locations via webinar*
- Implementation solutions and products*



*Additional cost

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Dissemination

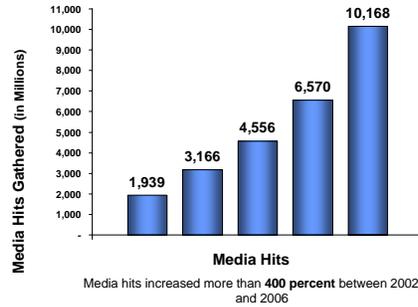
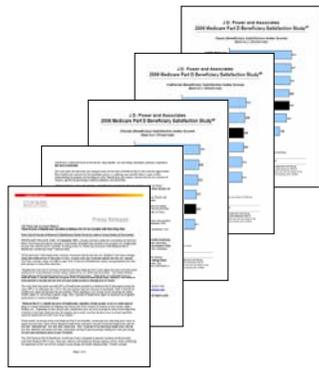
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Pervasive US Media Coverage Builds Awareness



Power Circle Ratings: Pharmacy

Pharmacy Ratings (Brick and Mortar)
Home > Healthcare > Pharmacy Ratings (Brick and Mortar) > Mass Merchandiser

2008 Pharmacy Satisfaction Study
Mass Merchandiser

Award Recipient
Target

Company	Ratings Factors	Displaying Factors 1-4 of 8	More >
	Overall Experience	Non-Pharmacist Staff	Store Convenience
			Medication Availability and Information
Sort: Control	Smart	Meijer	Sam's Club
	Shopko	Target	Wal-Mart

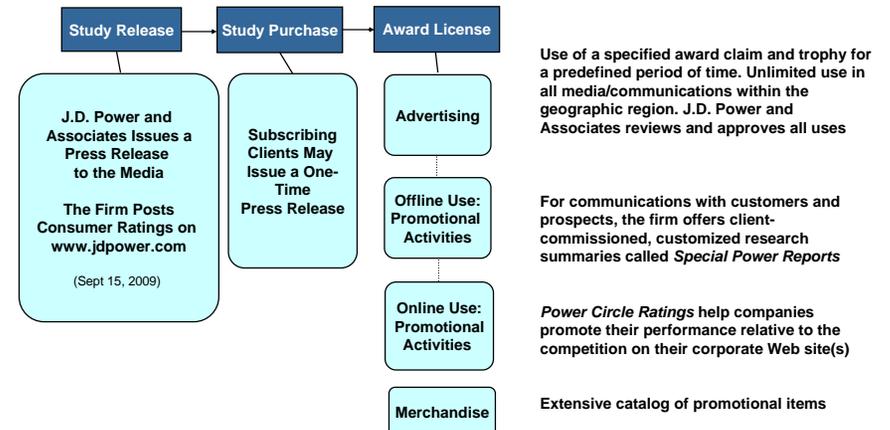
Scoring Legend
 ●●●●● Among the best
 ●●●●○ Better than most
 ●●●○○ About average
 ●○○○○ The rest

J.D. Power and Associates Overview of Name Use Guidelines

- Subscriber press releases
- J.D. Power press releases
- Awards in advertising
- Other opportunities

J.D. Power and Associates Name Use - Overview

Process and Options Offered:



Other Uses for Award Claims

- Advertising and Communications
 - National/Regional Advertising (for award recipients)
 - Direct Mail, online marketing, and e-mail marketing
 - Letterhead and business cards
 - Billing Statements/Invoices/Inserts
 - Web sites/Intranets, in-store signage
 - E-mail signatures, on-hold messages in call centers
 - Recruiting material and job fairs
 - Trade shows, event marketing
 - Internal and external newsletters
- Media use and investor relations
 - press release “boilerplates” and media interviews
 - Media kits, media conferences, media Web sites
 - Executive speeches and presentations
 - Annual reports, (in Chairman’s letter and operations review)
 - Investor relations materials and activities
 - Financial analyst meetings/presentations
 - New product introductions

Special Power Reports*: customized, client-commissioned research summaries for point-of-purchase distribution

- Customized report designed to communicate company strengths, noteworthy syndicated study results, or the significance of an award
- J.D. Power and Associates:
 - Writes and formats the report and approves final copy and graphics
- Benefits
 - Helps customers and prospects make more informed decisions
 - Informs customers and prospects about customer satisfaction
 - Builds employee morale
 - Promotional tool where awards are not available
 - Reinforces award by providing details on top performance



* Usage Restrictions Apply

Power Circle Ratings: Online Ratings for Company and Retail Web site(s)

Company	Ratings Factors	Overall Experience	Non-Pharmacist Staff	Store Convenience	Medications Availability and Information
Costco	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Emart	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Meijer	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Sam's Club	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Shopko	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Target	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Wal-Mart	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★

Corporate Communications and Licensing Contact

For more information regarding client press releases, award claim use, Special Reports, or Power Ratings, please contact:

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2009 National Pharmacy Study – Timeline

- “Webinar” review with industry representation
- Industry input time frame – Through May 1, 2009
- Final questionnaire available – May 11, 2009
- Fielding – May/June 2009
- Pre-publication discount deadline – June 15, 2009
- Subscriber release – September 15, 2009
- Public release – September 17, 2009
- Industry meetings scheduled soon after

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Subscription Investment

2008 Price	Ranked Pharmacy Brand	2009 Pre-publication Order Received by Jun 15	2009 Post-publication Order received after Aug 15	Two-Year Subscription* No Increase in 2nd Year
\$57,500	First Channel	\$52,000	\$57,500	5% off in each year
\$25,000	Second Channel	\$20,000	\$25,000	5% off in each year

Includes 10 seats to business center, 5 seats to m-tab tool

* 2nd year not billed until publication in 2010

Bundling available with other healthcare studies

- Proprietary oversampling
- 2009 Health Insurance Plan Study
- J.D. Power Call Center Assessment and Certification
- J.D. Power and Associates Mystery Shopping
- J.D. Power and Associates Social Media Monitoring
- J.D. Power and Associates Consulting

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Research or Subscription Questions?



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