

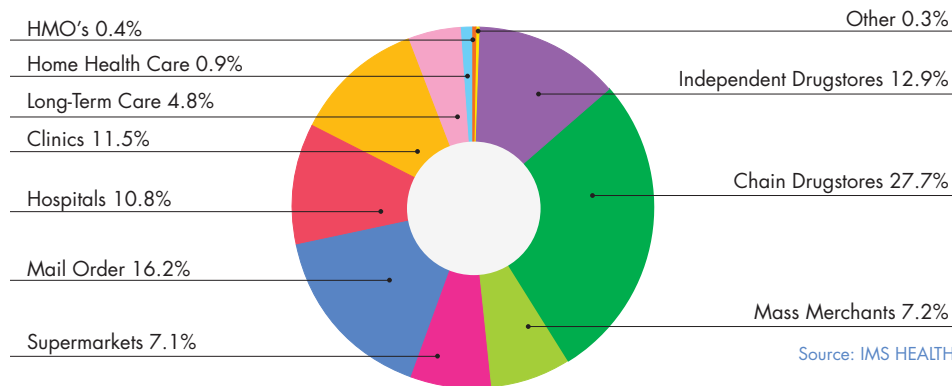
Chain pharmacy: Essential to the healthcare delivery system

The National Association of Chain Drug Stores (NACDS) recently published its annual edition of the **Chain Pharmacy Industry Profile**. The publication provides information on the chain pharmacy industry as well as on community pharmacy in general. The Profile includes industry trends, financial performance data, results from consumer surveys, and operational characteristics.

Community pharmacy continues to play a large role in the health and well-being of Americans. Pharmacies are a convenient destination whenever health concerns are top of mind and remedies are being sought. A distinct advantage to consumers is the fact that a licensed pharmacist is on hand to answer questions and provide guidance on the usage of over-the-counter and prescription drugs.

Manufacturer Sales of Prescription Drugs

2008 sales of prescription drugs totaled \$285.3 billion, a 1.7% increase from 2007. Community retail pharmacies accounted for the majority of prescription drug sales.



Prescriptions Dispensed Tops 3.5 Billion

Of the more than 3.5 billion prescriptions dispensed in 2008, more than 2.5 billion – or almost 72% – were dispensed by chain pharmacies of all types (Traditional, Mass and Supermarket).

PRESCRIPTIONS (MILLIONS)	2004	2005	2006	2007	2008
Total	3,274	3,279	3,420	3,515	3,536
Drug Stores	2,238	2,232	2,337	2,405	2,416
Traditional Chain	1,500	1,518	1,605	1,660	1,684
Independent	738	714	732	745	732
Mass Merchant	353	359	375	390	400
Supermarket	470	465	476	478	481
Mail Order	214	223	232	242	238

Source: IMS HEALTH and NACDS Economics Department

Methods of Filling Prescriptions

Consumers use a variety of methods to fill new prescriptions. 44% of new prescriptions were dropped off at the pharmacy and the customers returned to pick up their medications later. Behavior regarding refill prescriptions is different, with most refills called in

using an automated phone system. Despite the availability of drive-through services, only 1% of new prescriptions and 2% of refills were filled at a drive-through pharmacy. **Consumers are continuing to visit the stores—a testament to the pharmacy’s literal role as a “healthcare destination”.**

Methods of Filling New and Refill Prescriptions, 2008

	PERCENT OF NEW PRESCRIPTIONS	PERCENT OF REFILL PRESCRIPTIONS
Took prescription to pharmacy and waited while it was filled	44	13
Dropped off prescription and returned later to pick it up	21	9
Doctor’s office called pharmacy and patient picked up at store	10	4
Mailed prescription to pharmacy and received by mail	8	8
Doctor sent electronically and patient picked up at store	6	1
Called pharmacy system and picked up at store	3	34
Doctor sent electronically and received by mail	3	2
Ordered online and received by mail	2	9
Called pharmacy system and received by mail	2	8
Used drive-through pharmacy	1	2
Called pharmacy personnel and picked up at store	1	7
Ordered online and picked up at pharmacy	0	3

Source: WlisonRx® Pharmacy Satisfaction Survey. ©2008 Wilson Health Information, LLC, New Hope, PA.

Honesty and Ethical Ratings of People in Different Professions

Pharmacists are Trusted Healthcare Resources

In measures of professional honesty and ethics, pharmacists have been judged as very high or high by more than 60% of Gallup poll respondents since 1983. In the 2008 poll, pharmacists ranked second as the most trusted professionals.

According to the Bureau of Census estimates, there are more than 175,000 total pharmacists employed in the community pharmacy sector and 208,000 pharmacy technicians.

	% VERY HIGH/HIGH	% AVERAGE	% LOW/VERY LOW
Nurses	84	14	1
Druggists or pharmacists	70	27	4
High school teachers	65	30	5
Medical doctors	64	30	6
Policemen	56	35	9
Clergy	56	33	8
Funeral directors	47	40	8
Accountants	38	51	8
Journalists	25	44	31
Bankers	23	53	23
Building contractors	22	55	20
Lawyers	18	45	37
Labor union leaders	16	45	35
Stockbrokers	12	40	45
Congressmen	12	40	46
Business executives	12	49	37
Advertising practitioners	10	49	38
Car salesmen	7	39	54
Telmarketers	5	33	60
Lobbyist	5	27	64

Source: 2008 Gallup Poll

Unlock the power of retail pharmacy marketing

In its preface to the annual Chain Pharmacy Industry Profile, NACDS said this about community pharmacy: “Its convenience, pharmacist consultations, and ability to help patients take their medications as prescribed and prevent other health problems deliver remarkable value. For most Americans, the community pharmacy is their community health resource center, offering easy, convenient access to a trusted health professional.”

Placing actionable information in the pharmacy can help current and prospective patients better understand their symptoms and move knowledgeably through the awareness-to-treatment experience. The Rx EDGE team knows the retail pharmacy, and we can put our unique solutions to work for you to help you achieve your goals.

For more information, visit rx-edge.com
866.697.9334 - info@rx-edge.com