

Independent Pharmacy Increases Prescription Volume After Installing an IVR System

Case Study

Orem Family Pharmacy has been in business and serving the needs of patients in the Orem, UT area for three years. Their average prescription count is around 250 prescriptions per day. With the prescription volume and current staffing, Dan Webster decided that to avoid having to add staff and prepare for his next stage of growth, which includes the addition of adherence programs, it was time for him to take advantage of IVR technology. Dan chose the Smart Solutions SmartCall Essential IVR system which was feature rich and offers support for adherence messaging programs at a very affordable price per patient.

Immediate Pharmacy Benefits

"I've heard several other pharmacists say, I'm staying away from IVR, as I'd like to maintain the personal touch. After installing the IVR and seeing the benefit, my advice is this; if you enjoy talking about refills, then an IVR is not for you. However, if you want to make that personal touch more meaningful, then instead of writing down numbers, talk to patients about drug therapy, clinical issues, and help solve their problems," says Dan. The benefits Orem Family Pharmacy has seen after installing the IVR have far exceeded his expectations. Stated benefits include:

- Increase in prescription volume
- In the morning when I come in, patients who called while I was closed, entered their prescriptions through the IVR and had their prescriptions in the queue ready for processing.
- The IVR is quicker to gather information and prepare it for processing. Patients can enter their refill information and it is posted to the



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SOLUTIONS

Customer: Orem Family Pharmacy
<http://oremrx.com/>

Challenge: Reduce time spent on the phone and increase personal touch with Customers.

Solution: Install a SmartCall Essential IVR System with the optional Speech Recognition module.

Benefits: Increased prescription volume, among many others (listed below).

- pharmacy management system queue ready for processing.
- If the patient is out of refills, the doctor is automatically notified and we receive authorization without us having to get involved in the process.
- Doctors and Patients have admitted they actually prefer leaving information through the IVR rather than waiting on hold and having to speak to someone. This way they know the order is placed and confirmed.
- Filling errors have decreased since technicians now have more time.
- I can simply click on an icon at my work station and listen to my voice messages, rather than having to go to a phone to listen to them.
- The few calls that we do take, we can very quickly offer assistance to the patients, rather than taking 2-3 minutes to figure out the problem since the IVR has already done most of the work.
- 50-60% of our time we were spending on the phone is now spent with Customers or performing other tasks.

When asked about any complaints Dan received about the new IVR system, Dan commented, "You will always have people that complain about something. The good thing is, the people that love the system far outweigh the few that complain. Doctors prefer it. It adds professionalism to our business and the system was simple to install and interface to our Pharmacy Management System. Customers know we are investing in services so we will be around for a long time." Dan explained, "out of 100 calls, only a handful press 0 to speak to someone."

Orem Family Pharmacy opted to install the speech recognition version of the SmartCall Essential IVR. They wanted to take advantage of the most current technology rather than having to upgrade later. With the revolution of cell phone use, it becomes much easier to speak your commands versus having to key them in.

Orem Family Pharmacy plans to add the Smart Contact Package to his pharmacy. The Smart Contact Messaging package delivers refill reminder calls, new Patient welcome calls, Happy Birthday calls, will call reminders and notifies patients of quarterly events all at an unbeatable price per patient.

About Smart Solutions & the SmartCall Essential IVR

Smart Solutions, Inc. is an aggressive, results oriented company located in Salt Lake City, Utah. Our corporate philosophy is one of providing quality products with real value and reliability that can be counted on to provide customer satisfaction for years. Our service philosophy is one of providing free software upgrades and 24 hour service support, 7 days per week. We are not satisfied unless our customers are satisfied. Our customers range from some of the largest chain stores and some of the most recognized hospital institutions in the healthcare industry to mail order and independent pharmacy owners.

Smart has vast experience in the pharmacy environment with over 4,000 SmartCall IVR systems and over 3,000 SmartCheck "workflow" systems in North America and Canada. Smart also provides Internet refills to enable high tech users to order refills over the pharmacy Internet.

Key Features of the SmartCall Essential IVR Include

- Caller Bypass – Recognizes your "special" callers via Caller ID, and allows them to bypass the IVR and speak to someone directly
- Visual Voice Mail – Listen to your voice messages by clicking an icon on your computer
- Free Software Upgrades
- Free Status Check
- Pre-Programmed Holidays which change year to year
- 24 X 7 support
- 5 year 100% warranty
- System reports
- VOIP & Virtual Machine Support
- Flexible Prescription Pick up Scheduling
- 3 months of free support
- Ask us about our mobile app & our adherence messaging programs

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