



Independent Pharmacy Decreases Monthly Bill for Adherence Outbound Calls by Switching to Smart Solutions

Case Study

Santaquin Pharmacy & Diabetes Center in Santaquin Utah believes in providing more than just medicines. They take a patient centered approach providing educational materials, and other special services to meet unique needs. That's why making unique patient specific phone calls made so much sense. "We want to reach out to people who are not sticking to their regime and help them stay compliant on their medication," says Kevin Marchant, manager for Santaquin Pharmacy. "We have had a great response." Santaquin has had Customers call or come in and thank them for the calls they are receiving. "Only a few have asked us to opt them out," says Kevin, "which is very simple to do with the Smart Solutions interface."

Prior to beginning automated call campaigns, Kevin was making all the calls himself. Now, his life is simpler and he can spend more time personally with folks at the counter. Not only did Santaquin's prescription volume go up with the refill reminder calls, but their return to stock levels also went down with pick up reminder calls. Kevin commented, "we started our calling campaigns with another major vendor that had a lot of bells and whistles with their interface, many of which we were not using. After shopping around we found Smart Solutions and were able to significantly lower our monthly costs and maintain our same call types." Smart delivers many different call types including:

- **Ready for Pickup**
- **First, Second & Third Reminders**
- **Auto-Fill (Pre), Auto-Fill (Post) Notifications**
- **Refill Reminders**
- **Shipment Notifications**
- **Happy Birthday**
- **New Patient Welcome**

Other interactive calling types are available.

Smart Solutions, Inc.

Customer: Santaquin Pharmacy

www.santaquinrx.com

Challenge: Decrease monthly cost to make adherence calls

Solution: Switch to Smart Solutions to lower outbound dialing costs

Benefits: Reduced monthly outbound calling bill, improved Customer Service, eliminated need to input phone numbers manually for pick up reminder calls.

Smart Solutions Outbound Calling Differences vs. Others

Santaquin reported key difference with Smart Solutions:

- Lower Monthly Cost
- No calls to deceased patients like before
- No calls for orders that were already picked up, expired, or discontinued like before
- Will call bin calls are automated
- Able to see a longer history of phone calls
- Days/times calls are made is determined by you
- Superior support with very fast response times
- Data is generated automatically without anyone having to run a report

About Smart Solutions & the SmartCloud 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 and Mobile Apps to enable high tech users to order refills through the pharmacy website or their smartphone.

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Key Features of the SmartCall Patient Messaging

Include:

- Hosted dialing from the Cloud or your location depending on whether or not our IVR is installed
- Voice calls, email, or texts available based on your pharmacy software vendor
- Spanish language messages are available
- Interactive texts available for orders, refills, flu shots, and call requests

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