

>> innovation

Pharmacists & Digital

Research Highlights:
Study with US Pharmacists on the
Sermo RealTime Network (Feb 2024)

Powered by...
sermo



Patients Trust Their (Local) Pharmacist

85%

*of consumers surveyed value
the pharmacist as a health
source (very much/somewhat)*

Source: MARS Consumer Health 2023

They Want Education at the Point of Care (Pharmacy)

61%

of consumers surveyed value health content they can take with them from a pharmacy (very much/somewhat)

Source: MARS Consumer Health 2023

Almost All Pharmacists Are Using Digital Tools with Patients




Digital First User



Patient First Mindset



**The Technology Infrastructure
(Pharmacist to Patient) is
Already in Place for Most**



89%
are actively using digital
with patients

Source: DHCG/Sermo 2024

Digital Tools Used with Patients

82%

Use **SMS** with top use cases of ... fulfillment reminders and adherence education

71%

Use **Email** with top use cases of ... fulfillment reminders and adherence education

24%

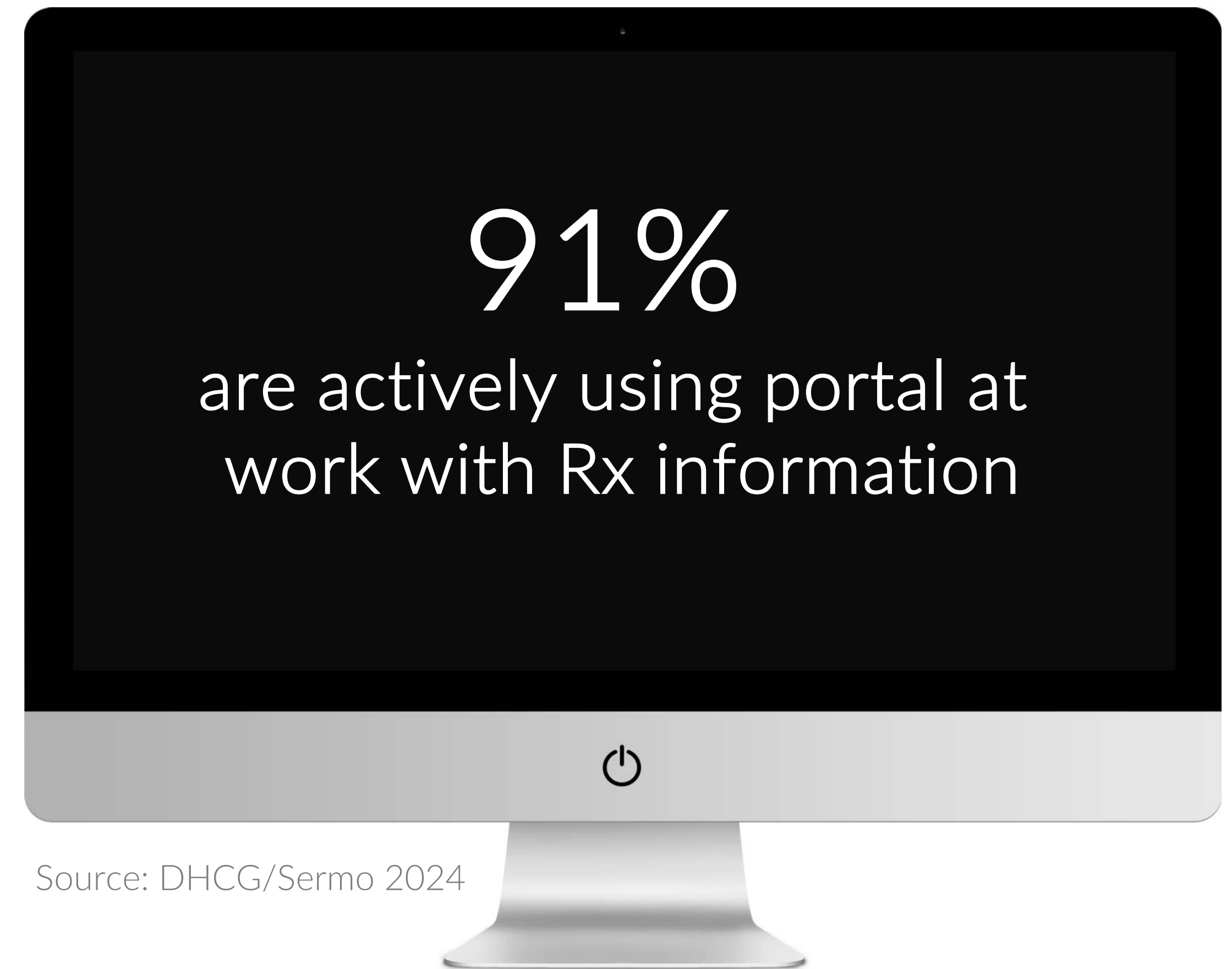
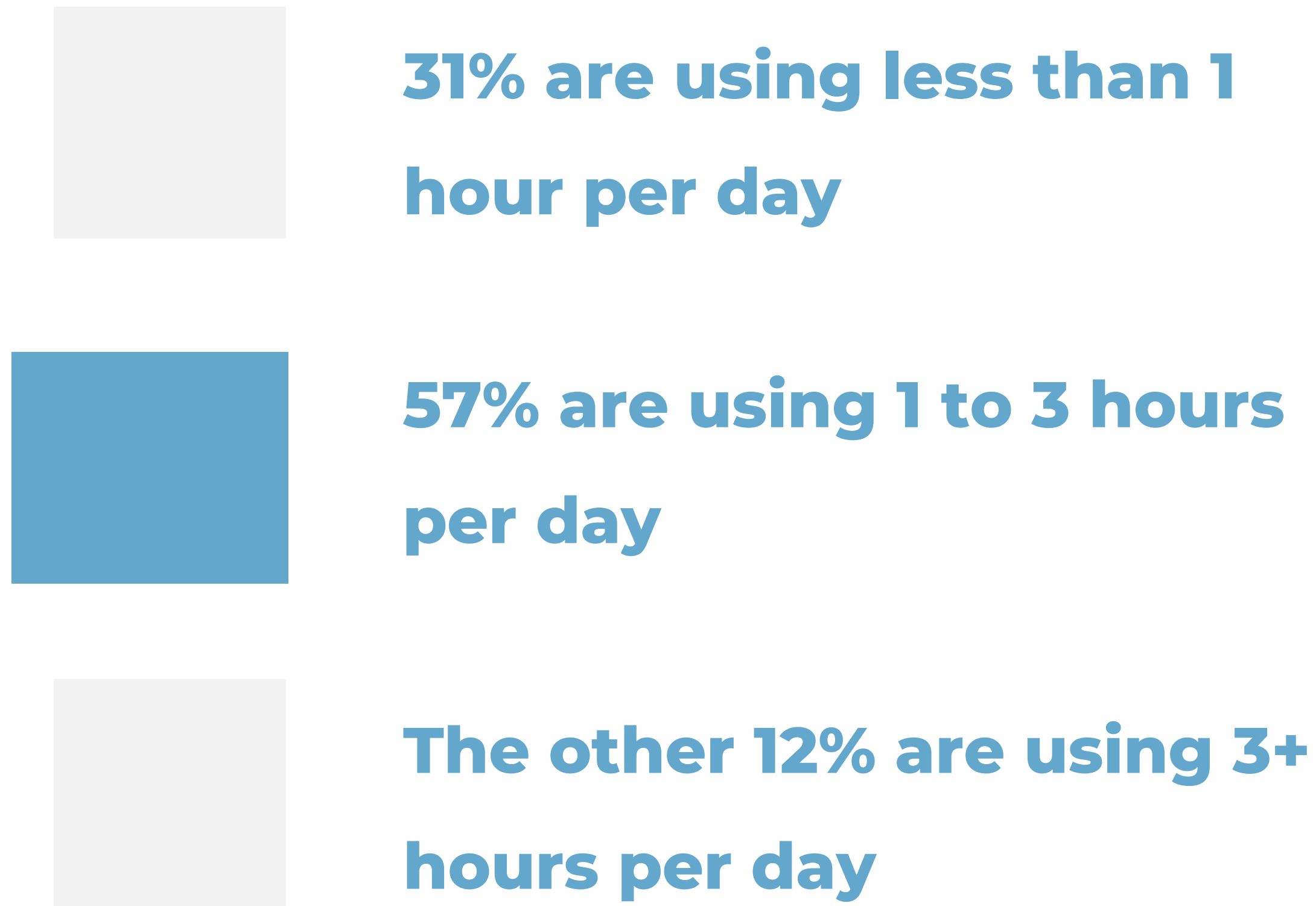
Use **QR codes** with top use cases of ... screening info and adherence education

21%

Use **chatbot/AI** tools with top use cases of ... wellness info and adherence education

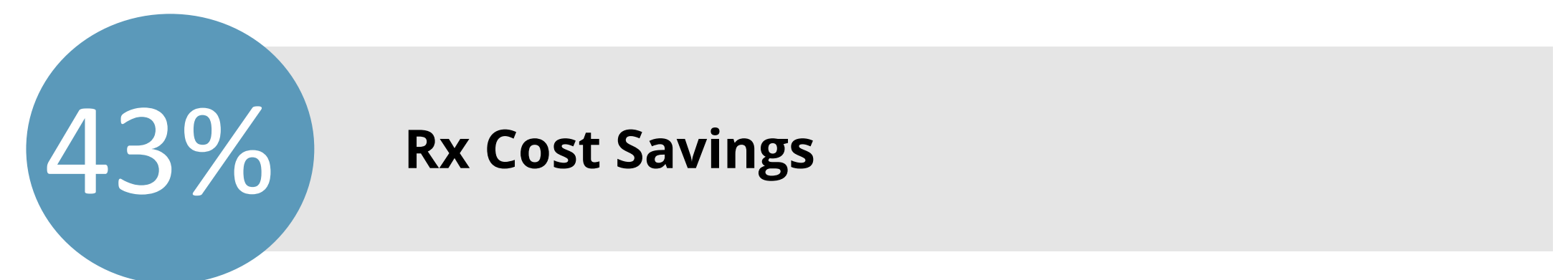
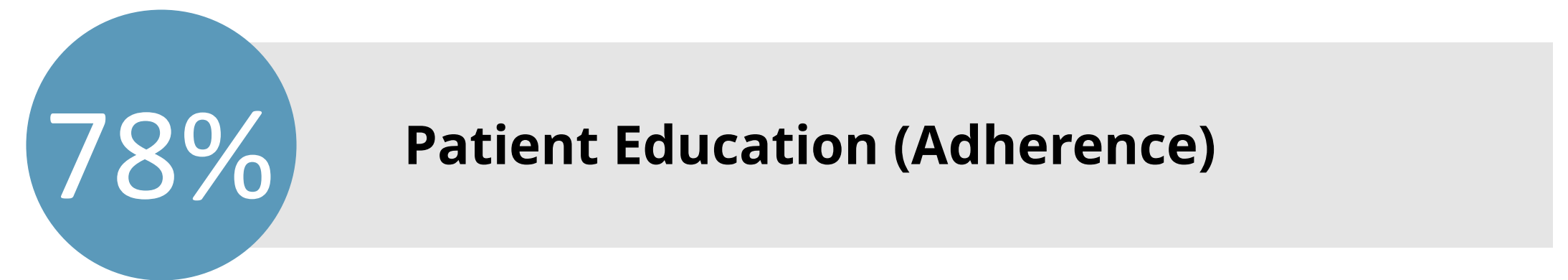
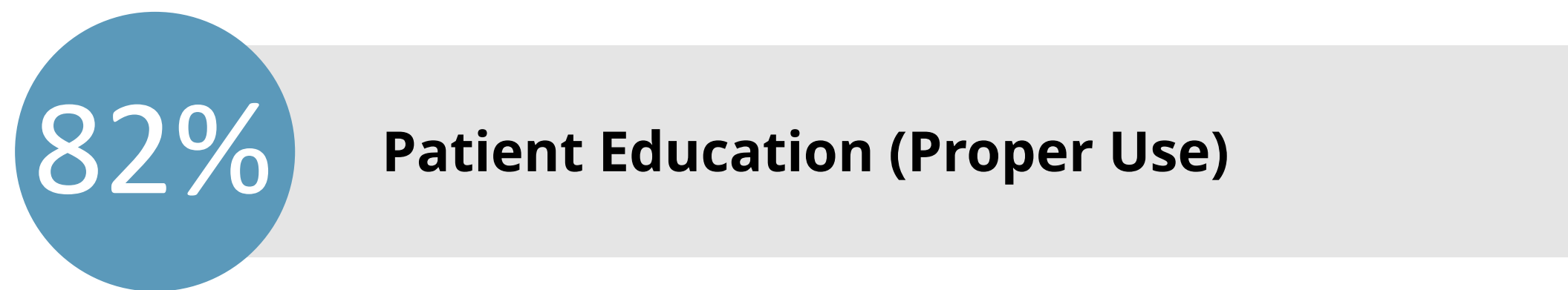
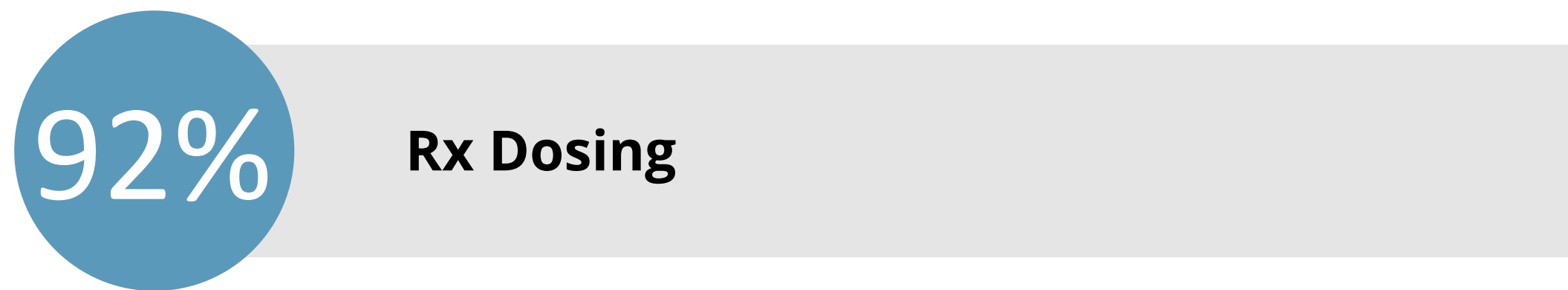
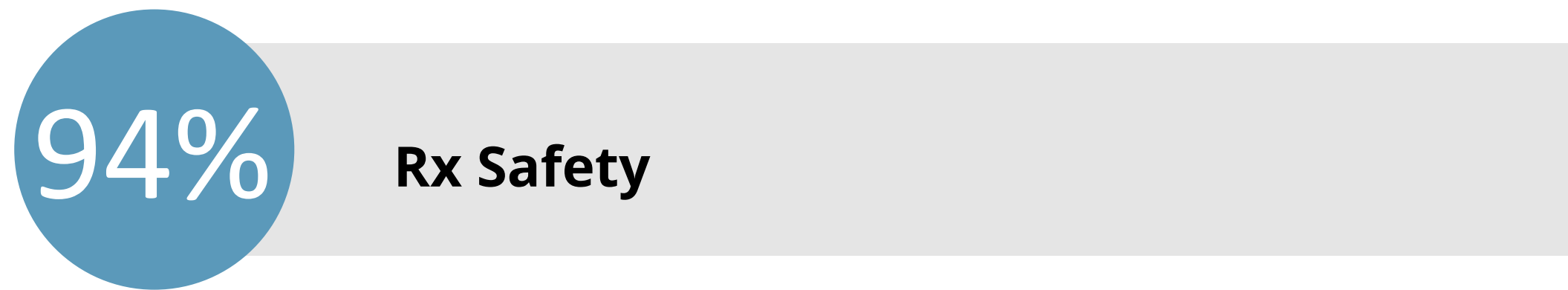


Almost All Pharmacists Are Using Portals in Workflow



Source: DHCG/Sermo 2024

Features Used in Pharmacy Portals



Source: DHCG/Sermo 2024

How Significant is Cost to Patients Filling an Rx?

Very Significant

43%

Source: DHCG/Sermo 2024

Significant

36%

Not...

21%

... Fully 79% Cite Cost As a Key Issue

High Use and Frequency to Access Price and Co-Pay Information Within Workflow for Patients



**25% research for patients
very often**

**52% research for patients
somewhat often**

**22% research for patients
not very often**



Source: DHCG/Sermo 2024

Do You See A Role for Pharma to Offer Patient Education via Pharmacy?

54%

Yes, and I use it now

Source: DHCG/Sermo 2024

39%

**Yes, but not available
or happening at my
pharmacy today**

7%

No

Do You See A Role for Pharma to Offer Professional Education via Pharmacy?

66%

Yes, and I use it now

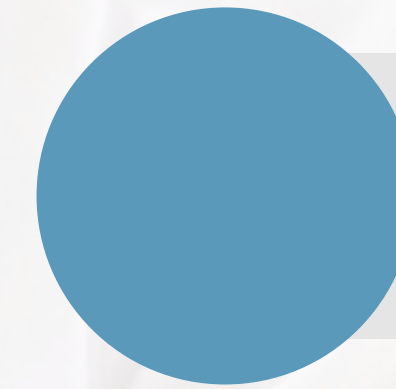
Source: DHCG/Sermo 2024

32%

**Yes, but not available
or happening at my
pharmacy today**

2%

No

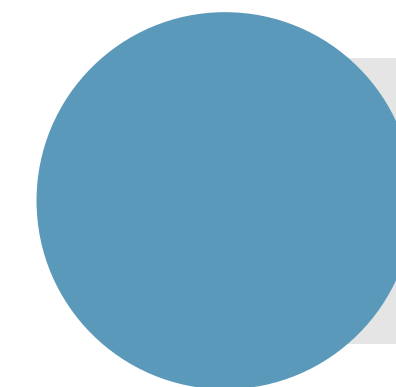


A kiosk they can use with patient education prior to filling their Rx so they can ask intelligent questions when they fill.

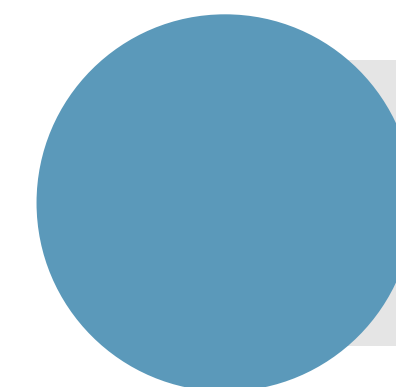


Provide their out-of-pocket cost information before they show up at the pharmacy.

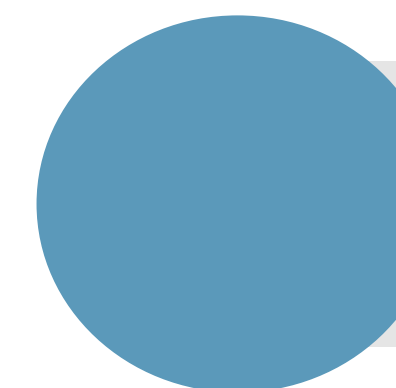
Improving the Patient Experience at the Pharmacy




Better communication tools and platforms to link payer, pharmacy, and physician.



Rethink – or eliminate – Prior Authorization.



Review the order, patient education, complete payment, and submit questions ahead of time. The technology already exists.



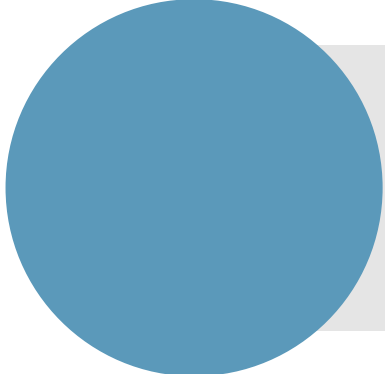
Professional education and support. It's like we don't matter to pharma anymore.

They should put all their resources into improving the PA process

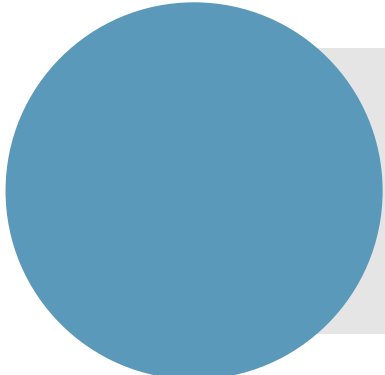
Resources from Pharma?



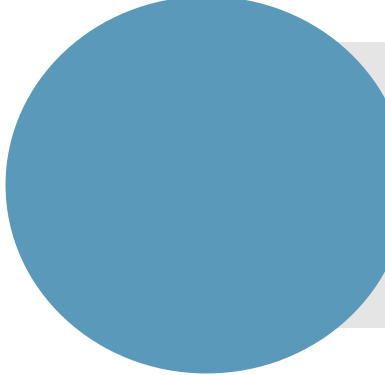
Faster and more efficient access to co-pay, discount and patient support programs



Online on-demand professional education modules specific to individual drugs



Make it easier for us to contact you with medical questions



More resources for non-English speaking patients in the pharmacy

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