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Higher Rx fill rates connected with waiting room TV programs

By From staff reports

The number of filled prescriptions increases when televised health education programs playing in physicians' waiting rooms feature a retail pharmacy locator service.

AccentHealth, a health education media network in New York City, found that more than 60% of patients who watch AccentHealth's programming in 12,300 large physicians' offices nationwide leave the offices with a prescription and fill it at a local pharmacy.

"Eighty-one percent leave to go shopping at a drug store or go grocery shopping. Reaching the patient with health education right before they talk to the doctor allows them to have more educated discussions with their doctors," said Daniel A. Stone, CEO of AccentHealth.

AccentHealth's programming includes advertising from 3 of the largest drug chains in the United States, along with ads from pharmaceutical manufacturers, OTC product companies, and healthy consumer product makers. In addition, AccentHealth recently added a "Retail Locator" service; at the end of retail pharmacy ads, the media company lists the stores closest to that doctor's office.

"It's a challenge for the pharmacy industry to ensure compliance once patients have the prescription. Anything we can do to make the trip to the pharmacy easier once they leave the office should have an impact on compliance," Stone said. Soon, AccentHealth will have the capability to send the retail pharmacy's location as well as coupons to the patient's cell phone through text messaging or Quick Response codes.

AccentHealth also recently added 9 condition-specific TV networks: Diabetes Health, Heart Health, Men's Health, Mental Health, Senior Women's Health, Rheumatology, Allergies, Asthma, and Gastroesophageal Reflux Disease, in addition to its 4 original networks.



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