

# Exploring relationships among pharmacy service use, patronage motives, and patient satisfaction

Brandon J. Patterson, William R. Doucette, Julie M. Urmie, and Randal P. McDonough

## Abstract

**Objectives:** To describe and identify significant relationships among pharmacy service use, general and service-specific patient satisfaction, pharmacy patronage motives, and marketing awareness in a service-oriented, independent community pharmacy.

**Design:** Cross-sectional study.

**Setting:** Midwest United States during May through July 2011.

**Participants:** Stratified random sample of 500 participants.

**Intervention:** Self-reported questionnaire mailed to participants.

**Main outcome measures:** Patient satisfaction, pharmacy service use, patronage motives, marketing awareness, and demographics.

**Results:** Study participants were mostly satisfied with the pharmacy services on global and service-specific measures. Patronage motives of relationships, pharmacy atmosphere, and quality previous experience were associated with increased pharmacy service use at the study pharmacy, while a unique service patronage motivation was associated with decreased pharmacy service use at the study pharmacy. Participants citing pharmacy atmosphere and personnel competency as patronage motives did not use pharmacies other than the study pharmacy more often, whereas participants citing unique services as a patronage motive used pharmacies other than the study pharmacy more often. Direct marketing awareness increased pharmacy service awareness but not use.

**Conclusion:** Offering unique services may not be enough to bring in patients loyal to all services provided in a pharmacy. Pharmacists should focus on developing strong relationships with patients and conveying competence when delivering appropriate, quality pharmacy services in a professional pharmacy atmosphere.

**Keywords:** Pharmacy services, patient satisfaction, patronage motives, patron loyalty, community pharmacy.

Received May 15, 2012, and in revised form September 25, 2012. Accepted for publication October 31, 2012.

**Brandon J. Patterson, PharmD**, is a PhD candidate; **William R. Doucette, PhD**, is Professor and Division Head; and **Julie M. Urmie, PhD**, is Associate Professor, College of Pharmacy, University of Iowa, Iowa City. **Randal P. McDonough, PharmD, MS**, is Director of Clinical Services and Co-owner, Towncrest Pharmacy, Iowa City.

**Correspondence:** Brandon J. Patterson, PharmD, College of Pharmacy, University of Iowa, S532 PHAR, Iowa City, IA 52242. Fax: 319-353-5646. E-mail: brandonjpatterson@gmail.com

**Disclosure:** The authors declare no conflicts of interest or financial interests in any product or service mentioned in this article, including grants, employment, gifts, stock holdings, or honoraria.

**Acknowledgments:** To Zainab M. Khan, Megan M. Mormann, and Renata Vaschevici for assistance in data collection and coding.

**Funding:** Community Pharmacy Foundation.

**Previous presentation:** American Pharmacists Association Annual Meeting & Exposition, March 9–12, 2012, New Orleans, LA.

*J Am Pharm Assoc.* 2013;53:382–389.  
doi: 10.1331/JAPhA.2013.12100

Growing numbers of pharmacists are offering pharmacy services, including immunizations, chronic disease management, adherence packaging, durable medical equipment, and other forms of medication therapy management (MTM).<sup>1-5</sup> Increased clinical service provision by pharmacists, such as MTM, has been shown to improve health outcomes and reduce costs.<sup>1-5</sup> However, patient adoption of a clinical service-oriented pharmacy model has been slow and warrants investigation.<sup>6</sup>

Classic approaches to studying patient/consumer behavior in pharmacy include patronage motives and patient satisfaction.<sup>7,8</sup> Reasons for selecting a particular pharmacy have been described as pharmacy patronage motives.<sup>9</sup> Pharmacy patronage motives have been studied to identify salient factors patients use in selecting pharmacies.<sup>9-12</sup> Most literature has been conducted with a focus on dispensing services and has identified convenience and price as important patronage motives. Patient satisfaction with pharmacy services reflects patient beliefs about the extent to which pharmacy services meet or exceed expectation, conform to performance standards, appeal to patients' emotions, or are equitable in resources exchanged.<sup>13,14</sup> Patient satisfaction is a mul-

tidimensional construct that has been measured in pharmacy literature using validated scales.<sup>15,16</sup> Studies have assessed overall patient satisfaction and identified pharmacy patrons as being mostly satisfied.<sup>8,17,18</sup>

These previous studies have explored relationships across pharmacy patient behavior variables.<sup>8</sup> Patronage motives are believed to mediate the association between type of pharmacy chosen (e.g., community independent, community chain) with satisfaction and loyalty.<sup>19</sup> Although convenience and price were among the most cited patronage motives, they were less associated with patron loyalty or extensive use of a particular pharmacy for services than with relationship motives such as perceived trust and friendliness of the pharmacist.<sup>17,20</sup> Socio-economic factors also play a role in patronage motives and pharmacy loyalty. Gender differences have been found in the reporting of patronage motives.<sup>21</sup> In addition, education and income have positive associations with patron loyalty.<sup>22</sup> As previous studies have focused on dispensing, evaluation of patient behavior variables in the context of a service-oriented pharmacy setting is warranted.

Our knowledge of patient behavior in the adoption of newer pharmacy services, including MTM, immunizations, health screenings, and technologically assisted adherence monitoring is deficient. Newer research has created measures of patient satisfaction rooted in pharmaceutical care activities.<sup>23,24</sup> Service-specific measurements also have been explored in the management of asthma.<sup>25</sup> These newer developments in the patient satisfaction literature seek to expand our knowledge of the relationship between pharmaceutical care and patient satisfaction.

The current study advances existing knowledge in three ways. First, it examines patient satisfaction using a service-oriented, independent community pharmacy with experience offering a cadre of pharmacy services. This is important given that patient satisfaction, service use, and patron motivations have been shown to be influenced by expectations. Second, this study explores relationships of patronage motives with pharmacy service use with an emphasis on pharmacy services. Previous patronage motive literature has focused predominately on dispensing. Finally, this study explores direct marketing influences on pharmacy service awareness and use. This is an exploratory study examining relationships across the variables of patient behavior using new service contexts, and hypotheses were not formed.

## Objective

We sought to describe and identify significant relationships among pharmacy service use, general and service-specific patient satisfaction, pharmacy patronage motives, and marketing awareness in a service-oriented, independent community pharmacy.

### At a Glance

**Synopsis:** A survey of independent community pharmacy patients revealed that offering unique services may not be enough to bring in patients who are loyal to a pharmacy's complete set of services. Study participants were mostly satisfied with the pharmacy services on global and service-specific measures. Patronage motivation related to quality previous experience was associated with increased pharmacy service use at the study pharmacy, while motivation related to a unique service was associated with decreased pharmacy service use at the study pharmacy. Participants citing pharmacy atmosphere and personnel competency as patronage motives did not use pharmacies other than the study pharmacy more often, while those citing unique services as a motive used pharmacies other than the study pharmacy more often.

**Analysis:** This study suggests that pharmacy patrons shop around for pharmacy services and will use a unique service at a particular pharmacy when offered but may not transfer their entire business. The study also showed that although direct marketing efforts, such as via radio, television, and print, raise awareness of pharmacy services, they do not necessarily lead to use of those services. A more customized personal selling approach may be useful in identifying patient needs and connecting them with appropriate service offerings.

Download English Version:

<https://daneshyari.com/en/article/2544023>

Download Persian Version:

<https://daneshyari.com/article/2544023>

[Daneshyari.com](https://daneshyari.com)