New Survey Reveals How Patients Choose Their Pharmacy; AccentHealth Television Garners Consumer Insights from the Waiting Room

Partnership with Drug Store News Explores Patient/Pharmacy Relationship

NEW YORK, NY -- August 27, 2012   Results from a series of nationwide viewer surveys conducted by AccentHealth, America’s largest waiting room television network, illuminate patients’ decision making process in pharmacy selection and usage. The first of the surveys, focused on how patients choose their pharmacy, is available in the August 27 issue of Drug Store News, a leading source for the multi-billion dollar retail pharmacy marketplace, in the new monthly feature "Patient Views."

“Convenience is king when choosing a pharmacy, but pricing consideration is a key secondary driver…so much so that 85% of patients surveyed report they would switch from their preferred pharmacy for some degree of cost savings at another retailer if their co-pay were to increase” said Natalie Hill, VP Market Research.

AccentHealth airs in more than 12,300 physician waiting rooms nationwide with an annual viewership of 173 million. By conducting custom research and interacting with its patient-viewers, AccentHealth surveys provide a unique vantage point and insight into a powerful pharmacy consumer.

“In our first survey, AccentHealth panelists reported they visit the pharmacy 65% more often than the general population,” Hill reports. "They also fill 63% more prescriptions annually than the average consumer, reinforcing why this audience is so pertinent to the pharmacy industry."

“People have been watching AccentHealth’s health education programming in their doctor’s office since 1995. Our patient panel is engaged with AccentHealth, allowing us to understand how pharmacies are selected by the key pharmacy constituent, the patient,” said Andrew
Schulman, VP Marketing. “By partnering with Drug Store News we can share this valuable information and patient perspective with the pharmacy executive.”

The first "Patient Views" survey was conducted online July 19 – August 1, 2012 with respondents from 40 states on AccentHealth’s participating panel of more than 4000 patients nationally.

“To thrive in this brave new age of ‘healthcare retailization,’ you’re going to need to be able to see around corners,” said Rob Eder, Editor in Chief of Drug Store News, in his August 27 column. “You need better information — as up-to-the-minute as you can get it — about what patients are thinking and how that impacts the way they utilize health care.”

“AccentHealth features trusted patient education television programming. The credibility of our programming and relevance of the waiting room provides the ideal time and place for pharmacies to reach their target consumer patient” said Kerry Ann Clawson, EVP Sales and Marketing.

About AccentHealth, LLC
AccentHealth is a leading point-of-care media company featuring America’s largest health education television network, reaching 173 million viewers annually in more than 12,300 physician waiting rooms nationwide. AccentHealth networks feature programming produced by CNN and co-hosted by Dr. Sanjay Gupta and Robin Meade. Programming also features healthy living experts from Everyday Health. AccentHealth has been educating health-conscious consumers in a trusted environment with award-winning, engaging content since 1995. Today, more than 40,000 physicians complement their patient education efforts with AccentHealth. For information about healthy lifestyle and condition-specific television networks visit www.accenthealthmedia.com

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