

## Vertical Networks Pharmacy Communications



It's a basic fact in pharmacy health care: for successful treatment, you need an accurate diagnosis. And it's equally true in pharmacy management. For a successful operational strategy—greater productivity, efficiency, and profitability—you need accurate business intelligence.

That includes intelligence about one of the most significant factors in your day-to-day performance: pharmacy communications.

If you don't know how many customers and prescribers are calling your pharmacies, who they are, what they want, or how well you are serving them, you can't optimize staffing and resources. If you don't understand your pharmacists' productivity, you can't adopt the right technology for automating and enhancing customer service. And if you aren't able to analyze phone traffic and system usage, you can't cut infrastructure and telecommunications costs.

Vertical Networks has the solution—tailored for today's busy pharmacy and optimized for its success. Our unique integrated communications solution includes all the features and functionality you need for a highly productive pharmacy network:

- intelligent call handling for streamlined customer service,
- integrated applications for greater staff productivity, and
- top-level business intelligence for unprecedented visibility into pharmacy communications.

The Vertical Networks pharmacy solution also provides a simple, effective, and efficient way to manage and monitor your store communications infrastructure from a central location—for improved network control and lower maintenance costs.

And that boosts top-line growth, bottom-line savings, and the good health of your business.

## Top-level business intelligence

*The pressure is on in the pharmacy: A shortage of pharmacists; a surge in demand. More complex services; more support needed for patients and prescribers. And always, the pressure to improve margins and reduce costs.*

This may look like an impossible challenge if you can't see what's going on in your most cost-sensitive areas of operation—including staffing, communications system performance, and resource allocation.

The Vertical Networks solution offers a powerful suite of tools that transforms data about pharmacy calls into actionable business intelligence and analytics. Clear, Web-based reports give you “big picture” and single-site views of customer interactions and system activity—on demand in real time or automatically by schedule. And exception reports instantly notify you when steps should be taken to solve specific service problems.

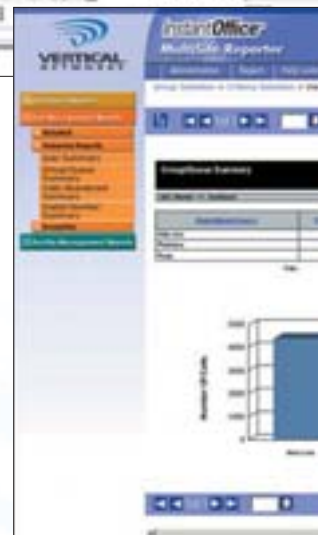
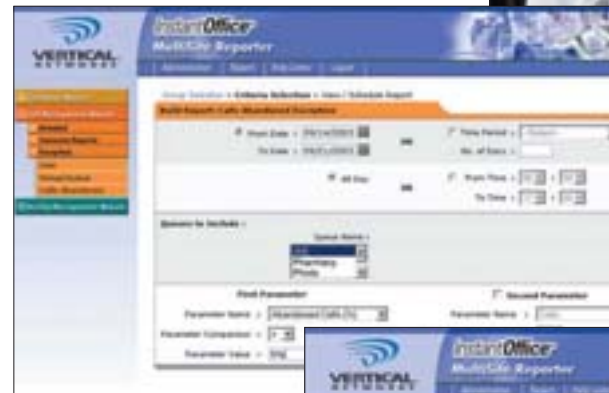
With consolidated reports about call traffic and caller behavior, your strategic and operational decision-makers can

- better understand pharmacists' productivity and the quality of call answering;
- analyze peak calling times and call abandonment patterns to optimize staffing;
- deal quickly and efficiently with any changing conditions; and
- track statistics on store facilities usage for dramatic cost containment.

Whether you track two sites or ten thousand, our advanced application remains the same.

Top-level intelligence can also be used to raise pharmacy service levels with more efficient automated applications, appropriate customer greetings, and shorter on-hold wait times. System changes can then be made quickly and easily either by store, by region, or networkwide.

Take a look at your pharmacies from the perspective of your callers. We're sure you'll see new opportunities—to enhance the customer experience, to reduce costs, and to improve margins.



## High-quality, high-satisfaction customer service

*What's the foundation of the successful community pharmacy?  
Easy answer: strong relationships between pharmacists, patients,  
and physicians.*



The Vertical Networks pharmacy solution sustains these essential connections for greater customer retention using the latest advances in communications technologies. Busy pharmacists now spend nearly a third of their day on the phone. So we've optimized a system that lets them work smarter—not harder—to deliver quality prescription and patient care.

Premium service starts with custom call handling. Our call management solution ensures that only calls from patients and doctors are routed to the pharmacy and to the staff member with the appropriate level of expertise. Callers who can have their needs met through self-service are offered fast, convenient automated self-service options.

In addition to supporting legacy, custom, and third-party applications—such as the PDX Pharmacy System—our system can automatically

- process prescription refills;
- fax doctors for approval of unauthorized refill requests;
- call patients with prescription pickup reminders, reducing returns to stock;
- inform callers about prescription status and refills remaining;
- promote targeted items—like seasonal goods or generic drugs—in on-hold messages;
- recognize and prioritize doctor calls by phone number dialed;
- route callers, when appropriate, to other departments or a centralized call center; and
- tie into valuable customer, inventory management, or drug information databases.

This streamlined system saves pharmacists hours of time every day for greater productivity and personal service. It also assures callers the high-quality, high-satisfaction customer experience that promotes their well-being—and secures their loyalty.

## Peak-performance communications infrastructure

*Multiple system vendors. Unmanageable networks. In-store communications headaches. Vertical Networks has a cure for these chronic pharmacy complaints.*

A single, integrated platform, our solution provides advanced communications services and applications that eliminate the high cost, complexity, and inflexibility of piece-part alternatives. Compact and cost-effective, this robust communications infrastructure includes

- a voice applications server,
- multilingual IVR capabilities, enabled with advanced technologies like text-to-speech and speech recognition,
- integration with corporate applications and databases, and
- a flexible phone system that supports the right mix of wired and wireless phones for your business.

In short, it's all the hardware and applications you need to optimize your pharmacy communications network today. And with this standards-based modular platform, you purchase only the components you need now for a customized solution at an off-the-shelf price. Then keep pace with new advances in pharmacy communications with easy, affordable software upgrades and adaptations over time.

At every stage, your communications network can be efficiently maintained with maximum control at minimal cost. Our unique multisite management application allows you to proactively manage an entire network of pharmacies from a single location. Web-based tools centralize infrastructure control. So system specialists can update, upgrade, and make changes to store systems remotely and at prescheduled times—with no disruption to pharmacy operations.

This pharmacy solution is a prescription for peak performance. And it's available only from Vertical Networks, the leading provider of integrated communications platforms.



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