

Diplomat Specialty Pharmacy Patient Satisfaction Survey Spring 2008-Condensed Analysis*

Introduction and Methodology

As part of its strategic and marketing planning, Diplomat Specialty Pharmacy recognizes it is essential to evaluate the levels and sources of satisfaction and dissatisfaction with its services and the patient's experience.

The three key benefits from this assessment are:

1. Identify those attributes of the patient experience that are especially important and more likely to encourage favorable recommendations of Diplomat to others.
2. Identify potential service problems while they're still relatively infrequent and small, before they have had a chance to accumulate and become more difficult to remedy and lead to negative word-of-mouth.
3. Identify suggestions from patients to improve their experience and satisfaction with Diplomat.

The written survey was mailed by Diplomat to a random sample (1500 total) of its specialty patients in late April 2008, with the survey instructions also including a link to the online survey if a respondent preferred to respond electronically. Without any offer of incentive, 568 surveys of the 1500 were returned to Diplomat, representing a very impressive 38% response rate.

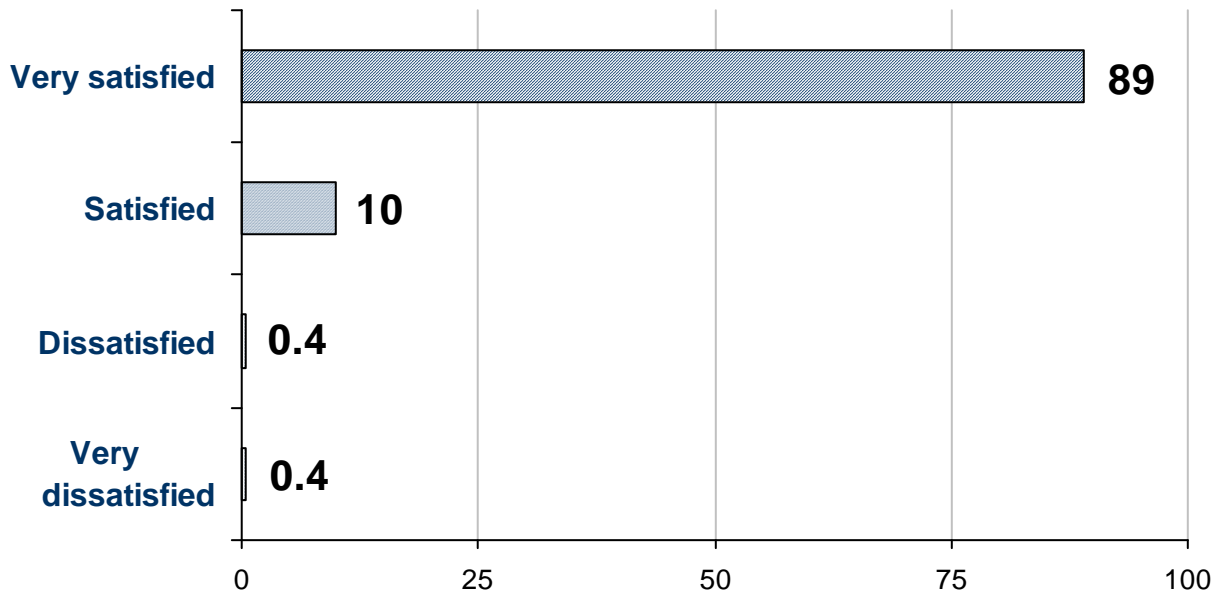
Diplomat contracted with Jarman-Johnson Communications and Gartner & Associates LLC to assist with final survey design and analysis.

The sampling error associated with a completed sample of 568 ranges from 0.8% to 4.1% at the 95% confidence level.

Survey Findings and Discussion

Overall satisfaction with Diplomat

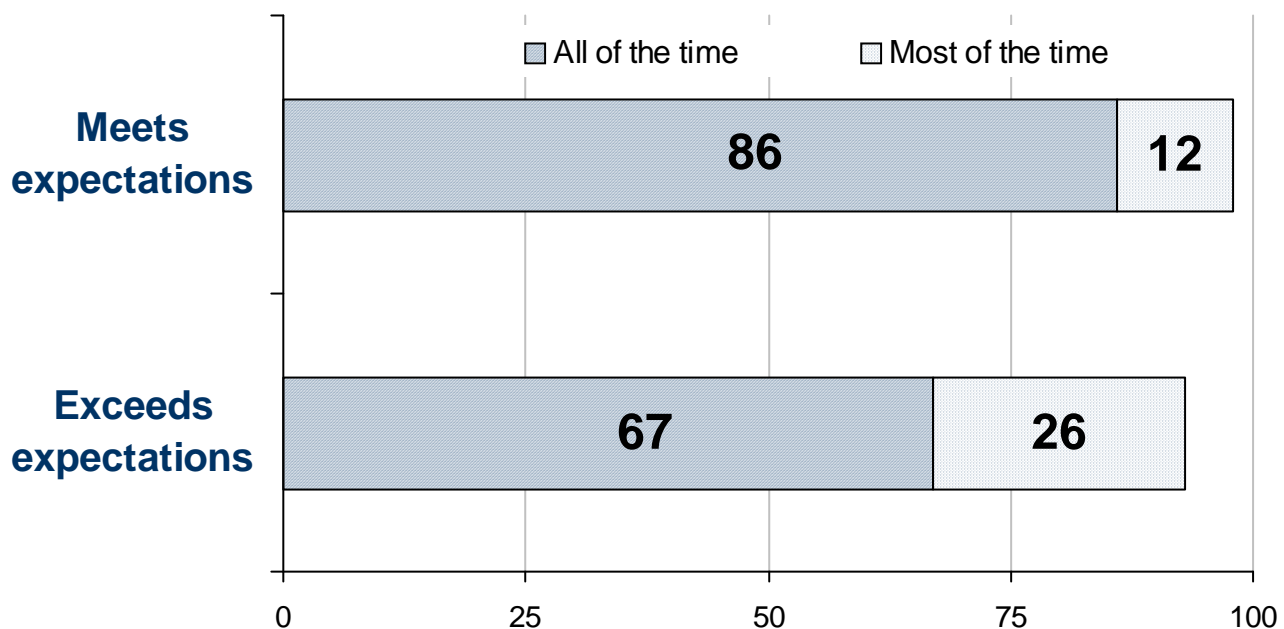
Almost all Diplomat patients responding (99%) are satisfied overall with Diplomat, including a very substantial 89% who are “very satisfied.”



Meeting and exceeding the patient's expectations

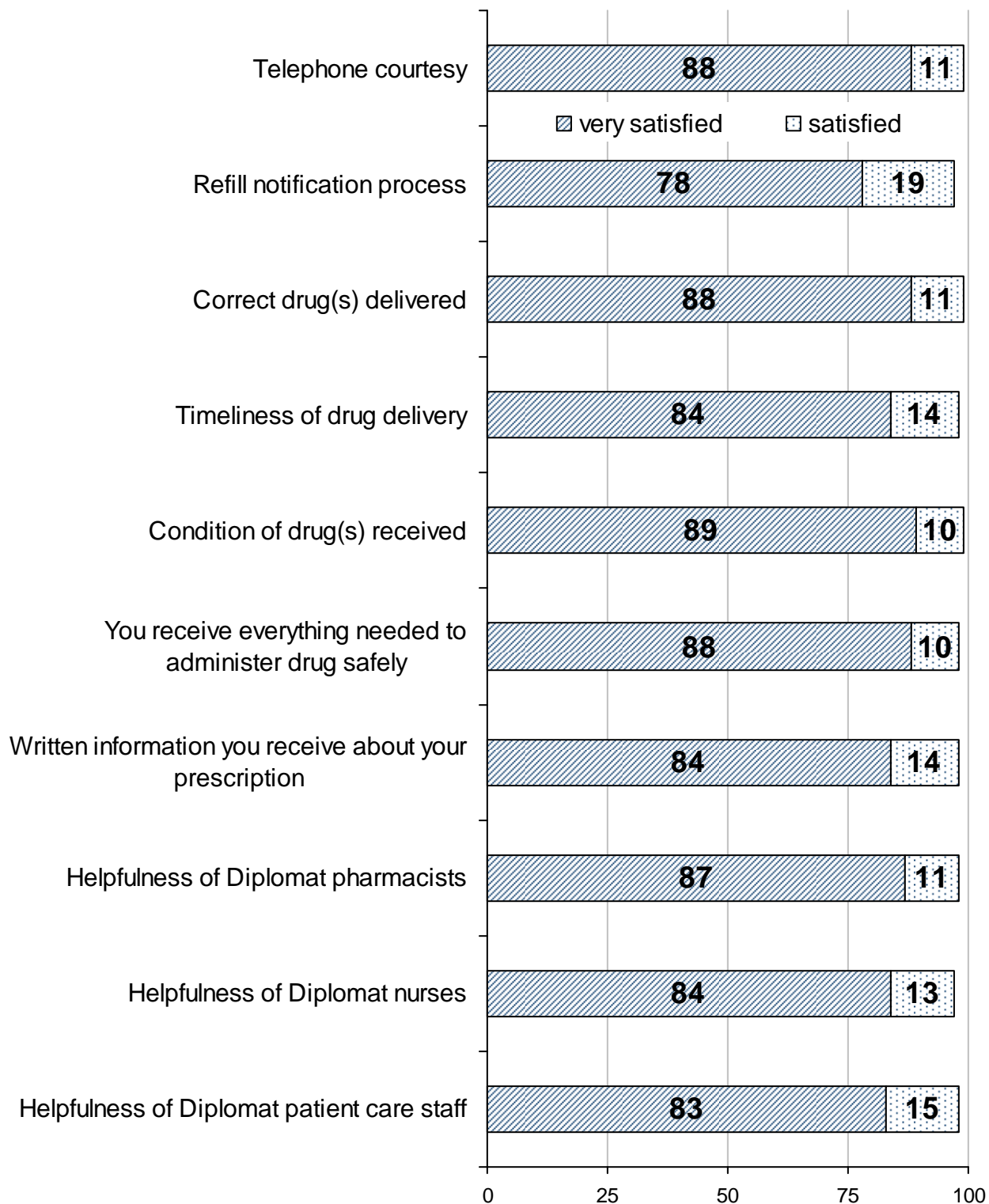
Almost all Diplomat patients responding (98%) feel Diplomat meets their expectations at least “most of the time,” including a very substantial 86% who reply “All of the time.”

To carry this further, most Diplomat patients (93%) regard Diplomat to exceed their expectations at least “most of the time,” including a still strong two-thirds who reply “All of the time” (67%).



Satisfaction with patient experience and patient service

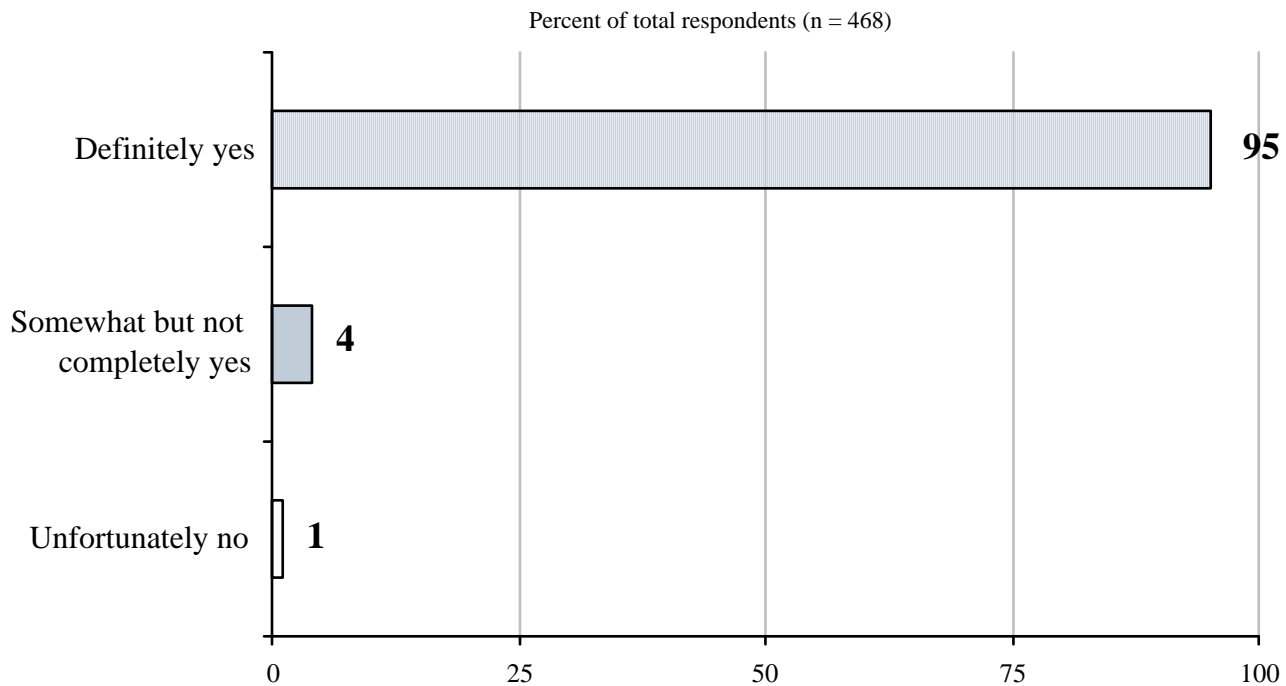
Percent of total respondents (n=568) who are very satisfied/satisfied



Patient's concerns resolved to their satisfaction

Almost all Diplomat patients contacting Diplomat reply “definitely yes” (95%) when asked if their service concern was resolved to their satisfaction.

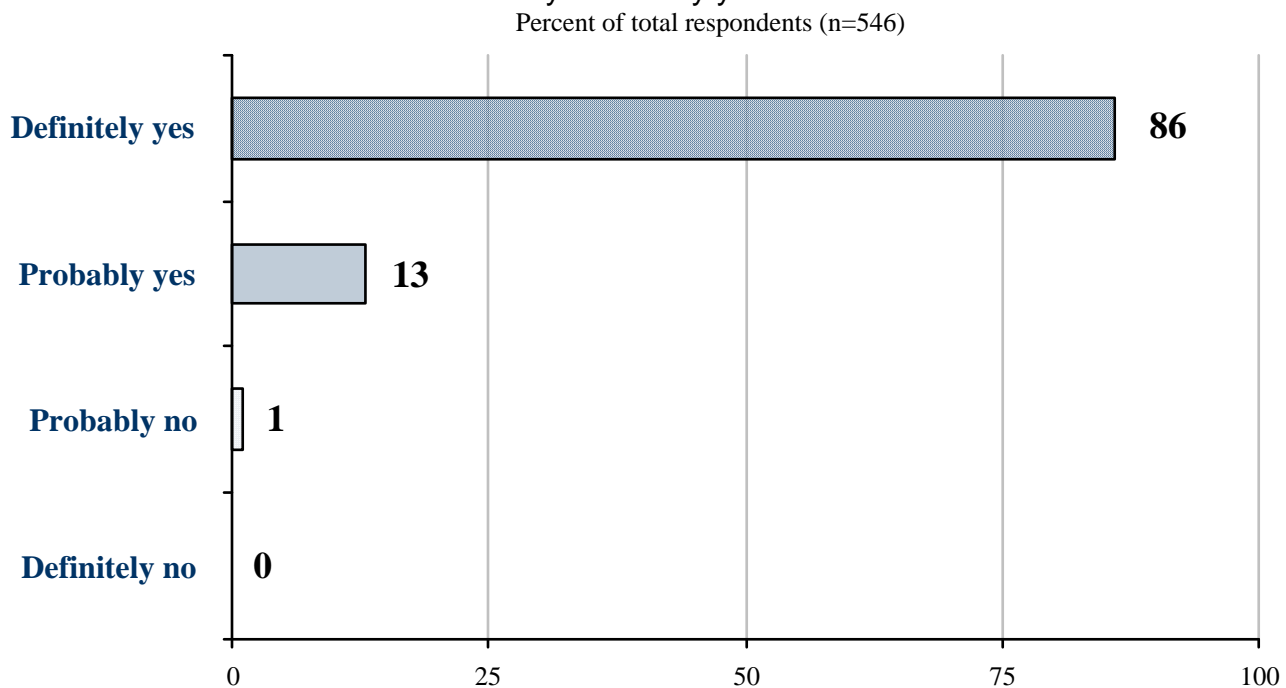
Only 4% responded with “somewhat but not completely yes,” while just 1% reply “unfortunately no.”



Recommend Diplomat to others looking for a pharmacy

Almost all Diplomat patients responding would recommend (99%) Diplomat to their family, friends and co-workers looking for a pharmacy.

This includes a substantial 86% who say “definitely yes.”



What do patients like most about Diplomat?

Over 500 respondents told us what they like most about Diplomat, below is a strong representation of those Patient Verbatims:

- On time... call letting me know my medication is ready. Very concerned I am covered and not without medication. I am a cancer survivor because of your good work!
- Always have medication in stock- don't have to wait to get them in and home delivery- thank you!
- Always helpful when I ask questions. Medicine delivered on time. Someone always calls when my medicine is due for refill.
- Being able to do this by telephone- the service is so helpful and always answers questions and returns calls.
- Communication with the patient and Very thorough and professional. Totally on top of the whole refill process from order to deliver to safety and more. Extremely helpful even with our difficult insurance company...Thank YOU!
- Your service far exceeds anything I expected. I don't see any way to improve your services. Your pharmacy is awesome.
- Diplomat staff are caring and can give or direct you in the right direction for any info that you may need.
- Everyone I've talked to over the phone or who has delivered my meds has been extremely helpful and friendly. Thank you for outstanding service and customer care
- Your staff is fantastic! God bless all of you that are helping us.
- I have never had to call them- they have always been on top of everything. always friendly and professional.
- It saves me money and trouble and time.
- Specialty drugs and compound drugs, only place to get them.
- Telephone contact that drug has been ordered by physician and advising me of approval by insurance.
- The cost of the prescription, which we would be able to afford from a regular pharmacy. Always on time.

The following pages (6 and 7) include the complete survey sent to Diplomat patients.

If you are interested in receiving additional information about the survey please contact Diplomat's Dan Roelofs at 616.808.3232 -or- email droelofs@diplomatpharmacy.com

Thank you!

Customer Satisfaction Survey

Spring 2008

1. How long have you been using Diplomat Specialty Pharmacy ?

- Less than 6 months 6 months - 1 year 1-2 years More than 2 years

2. How long have you used the medication(s) that you've received from Diplomat?

- Less than 6 months 6 months - 1 year 1-2 years More than 2 years

3. Indicate your level of satisfaction with each of the following statements by marking each column that applies to you.

How satisfied are you with:	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Telephone Courtesy				
Refill notification process				
Correct drug(s) delivered				
Timeliness of drug delivery				
Condition of drug(s) received				
You receive everything needed to administer drug safely				
Written information you receive about your prescription				
Helpfulness of Diplomat pharmacists				
Helpfulness of Diplomat nurses				
Helpfulness of Diplomat patient care staff				
Overall satisfaction with Diplomat				

4. How often does Diplomat **meet** your expectations?

- All of the time Most of the time Some of the time Hardly ever

5. When Diplomat does **not meet** your expectations, what is the major reason why not?

6. How often does Diplomat **exceed** your expectations?

- Always Most of the time Some of the time Hardly ever

7. What do you **like most** about Diplomat?

8. **When** did Diplomat last contact you?

- 1 month ago or less 2 months ago or less More than 2 months ago

9. **Why** did Diplomat last contact you? (select as many as apply)

- For refill delivery To discuss a bill To discuss a prescription
 For information about insurance coverage To talk to a pharmacist

Other: (please specify) _____

10. **When** did **you** last contact Diplomat?

- 1 month ago or less 2 months ago or less More than 2 months

11. **Why** did **you** contact Diplomat? (select as many as apply)

- For refill delivery To discuss a bill To discuss a prescription
 For information about insurance coverage To talk to a pharmacist

Other (please specify) _____

12. Were your concerns resolved to your satisfaction?

- Definitely yes Somewhat but not completely yes Unfortunately no

13. If not completely yes, why not?

14. Would you recommend Diplomat to your family, friends and co-workers if you knew they were looking for a pharmacy?

- Definitely yes Probably yes Probably no Definitely no

15. What suggestions do you have to help us improve our services?
