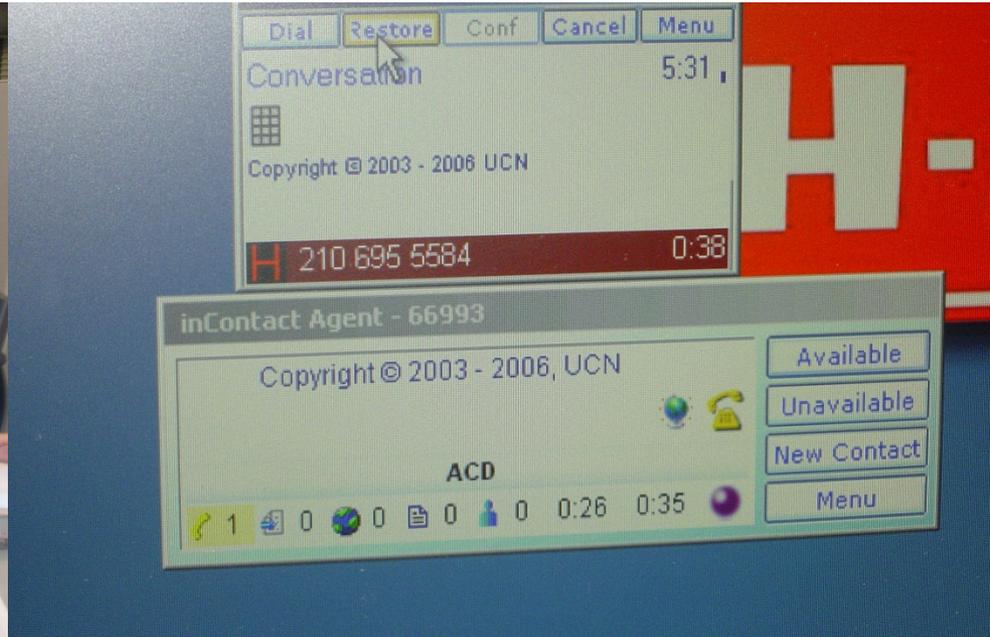


HEB Contact Center Pilot—Final Report November 9, 2009



Activities Performed

- **Receive incoming external phone calls**
- **Update patient information as needed**
- **Data Entry of New Rx's, Refills and Prescriber Approvals**
- **Transmit electronic faxes/refill requests**
- **Pharmacists—Receive new prescriptions, script changes and transfers (inbound & outbound)**



Activities NOT Performed

- **No product-related activities**
- **No delivery of Prescription Orders**
- **No counseling of new prescriptions**
- **No face-to-face customer interaction**
- **No customer/store related interruptions**

Goals & Objectives

- **Improve the Quality of Pharmacy Care and Service for Patients**
- **Improve Patient Satisfaction & Communications**
- **Create Positive Patient Outcomes**
- **Improve Store R.Ph. Availability to Deliver Professional and Cognitive Services**
- **Reduce Store Pharmacy Interruptions and Improve the Quality of the Work Environment**
- **Create a Controlled Central Processing Environment Focused on QA with Limited Interruptions and Distractions**

CQI Process

- Silent Call Monitoring
- QRE Weekly Report
- Regular CQI Committee meetings

CQI Committee Outcomes

- Contact Center Processes
 - Common Drug Error Sheet
 - Standardized Sigs
 - Creation of Exception Position
 - Monthly Newsletter
 - Limit the # of hours spent at DE/Day/Wk
- Company Wide Modifications
 - Changes to Pharmacy Software
 - Creation of New Prescription Pad

Pharmacy PIC Comments

- *“For the pharmacy staff the call center helps by capturing our inbound calls. **This helps to reduce distractions which in turn has helped us to reduce errors.** By offloading some of our workload to the contact center we have been able to focus more on the prescriptions that we are filling. One customer in particular noted that the contact center has the time to give him the time he needs as he takes many medications that requires longer attention. As a pharmacist I feel that the contact center provides a busy pharmacy more time and less distractions to better serve the needs of our customers”*
- *“**I guess the most obvious and one of the most important [benefits] to me is the reduction in pharmacist dispensing errors since we have been online.** Phone interruptions are traditionally one of the main causes of interruptions. Any reduction can only be a positive factor for increasing pharmacist concentration and reducing errors”*
- *“The contact center reduces the huge number of phone calls we receive to our pharmacy. This allows myself and the other pharmacists to spend more time counseling and interacting directly with patients. **The reduced phone calls also creates a less stressful environment in the pharmacy allowing us to better serve our patients**”*

Contact Center Pharmacist Comment

*“...As a pharmacist you are always cognizant of what techs are doing. In-store, the top priority is accuracy [of final verification]. . So part of you is always engaged in that. That is not the case here .**I guess the bottom line is that it is so much easier to supervise 6 or more techs in this setting than it is to supervise even 2 techs in the store setting where every interruption is high priority and has potential to disrupt one’s concentration.**”*