

Pharmacist key facts

pharmacist
feedback

Did you know?

- Over 1/3 of pharmacists follow planograms ALL of the time.
- 38% of pharmacists think their sales will increase if they follow planograms, highlighting a great opportunity for pharmacy groups and suppliers to work closer with them to advise on key sellers and impactful merchandising.
- 15% of pharmacists think they haven't had enough training to do their job well.
- What do pharmacists want most from their pharmacy groups? No.1 is help with training and education.
- him! is delighted to announce that we are now working in partnership with Mediapharm (a bespoke pharmacy education service which specialise in pharmacy training & education.)

him! research & consulting has just gained feedback from 300 pharmacists across Alphega, Numark, Lloyds and independent pharmacy outlets

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Pharmacy customer key facts

pharmacy
tracking programme

Did you know?

- 45% of customers choose a pharmacy based on friendly/ helpful staff, this highlights the important role staff have to play in influencing the customer.
- Customers spend on average 7.5 minutes waiting for their prescription. What do they do in this time? 50% wait in the pharmacy, ..% browse the pharmacy, ..% leave the pharmacy. Is this time being utilised? How do other industries drive incremental purchases?
- Only 2-in-5 pharmacy customers, who bought an over-the-counter item, were asked if they were currently taking any other medication, presenting a clear training need for pharmacies.
- 43% of pharmacy shoppers who bought over-the-counter medicine received a specific recommendation from staff, and an amazing 99% of them then went on to buy that product. It just shows the phenomenal influence pharmacy staff have on purchasing decisions.
- Of those pharmacy customers who bought an item on impulse, 1/3 bought personal care products, ..% bought beauty products, ..% bought health / medicines from the main shelf.

him! research & consulting has just gained feedback from 2,400 pharmacy customers across Alphega, Numark, Lloyds and independent pharmacy outlets.

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