



THE NETHERLANDS



PHARMACY OF THE FUTURE



FOCUS ON CUSTOMER SERVICE

FREEING UP STAFF

“Because we didn’t want to change the entire flow all at once, we’re not using all of the options yet. You can open up a treasure chest of statistical information with Qmatic. I still have to map all that out. And the platform can also be linked to Loxis. We’re certainly going to be using that in the near future. Then it will be possible to send a code to patients in Loxis. If they enter that code on the Qmatic self service kiosk when they come in, then the employees know exactly who they are and what they need. For example, you can distinguish between patients picking up “standard medication” and those who need more help or information.



With the Qmatic customer journey management solution, employees are able to recognize the customer and know exactly what they need. It is possible to distinguish between patients picking up "standard medication" and those who need more help or information.

You can then route the first group to a fast check-out lane, or have a supporting employee help them. This enables another employee to provide more in-depth information to the patients in the second group. Now we have closed the circle, because this is how you achieve the good service I value so much. That informative function of pharmacists is, I think, really essential. If you use medicine correctly, you decrease the chances of the problem coming back or getting worse. And that is a pure health profit.”



CASE STUDY

DE HERENHOF PHARMACY

QMATIC



DE HERENHOF PHARMACY

The pharmacy world is changing quickly. New work processes must boost efficiency, while at the same time pharmaceutical services must be brought to a higher level. That is exactly the aim of the group, of which De Herenhof Pharmacy is a part. People coming into the pharmacy will be greeted immediately by a state-of-the-art Qmatic customer journey management solution.

"Thanks to Qmatic, we can free up employees, so that they have more time to provide information"

[Toine Seesing, pharmacist De Herenhof]



It's no wonder that the Qmatic solution is there. Managing Pharmacist, Toine Seesing, is part of a progressive group of pharmacists in Alphen aan den Rijn. Pharmacists who are committed to providing personal pharmaceutical service. And pharmacists who understand that innovation is much more than just a booster for efficiency, but also for patient satisfaction. "As a pharmacy, we are responsible for progressive care. We want to take the lead, for example, with a proactive approach to the policies made by the Department of Health, Welfare, and Sport.

We have a number of diverse multidisciplinary programs, for example, for diabetics being treated based on a patient-oriented care program. From appointments with the physical therapist and dietitian to extra attention at the pharmacy; the program is clearly defined. Collaboration between the various first line disciplines is in our roots, especially because we have been striving for quite some time to work on equal terms with family doctors."



FOCUS ON CARE

The fact that efficiency doesn't have to be at the expense of care, is important for Toine. "If the logistics process is made more efficient, then you can use the time you save to invest in better pharmaceutical care. In any case, I don't see searching for prescriptions as our core business.

The faster the logistics processes work, the more time our employees have for customer care. Furthermore, for some pharmacies a very large gap had to be filled in the area of logistics, because some of their processes dated back to the 1970s. We use all of the possibilities IT has to offer. Last year we implemented Loxis, an internal track & trace platform for prescriptions. It has a lot of advantages, because the prescriptions are scanned and given a unique code as soon as they arrive. Afterwards, they can be tracked continuously throughout the entire pharmacy. For example, employees no longer have to search for medication by "last name," because each prescription is given a specific location, so it can be found immediately. Furthermore, patients receive e-mails, for example, if a prescription is ready or to inform them that a particular medicine must be ordered. This contact is also a good opportunity to strengthen the bond with the patients. People often have no idea about all the things a pharmacy does, let alone all the things we can do for them."

ENORMOUS IMPROVEMENT

From Loxis to Qmatic is, in principle, a logical step. In addition to "medication logistics," there must also be a focus on the patient journey. And by linking patients and medication, you know what someone needs as soon as they walk in. The two platforms work very closely together. "That's right," says Toine, "but we didn't find out about Qmatic through Loxis. We already had an automated system for the customer journey. But it didn't work the way we wanted it to. It was slow, unconnected and only offered limited options. When a patient unintentionally damaged that system, we were faced with the choice of investing again in a solution we weren't really satisfied with or searching for an alternative. A colleague pharmacist we collaborate with had very good things to say about their Qmatic solution, so we decided to try it out. The Qmatic solution hasn't been here long, but it's already an enormous improvement, and everyone – both patients and employees – are really happy with it."