



## Case Study 6.26.07

### ComplyScan™ Fills Prescription for CMEA Solution at Bartell Drugs

#### **The Client: *Regional Drug Store Chain***

Founded in 1890, the Bartell Drug Company is the oldest family-owned drug store chain in the United States. Bartell's 55 stores, located throughout the greater Seattle area, are positioned as neighborhood drug stores that provide friendly, personalized customer service. While larger competitors rely on low prices and wide selections to maintain market share, much of the longevity and continued growth of Bartell Drugs can be attributed to the company's commitment to innovation, customer service, and being a good neighbor in its communities.

#### **The Challenge: *Government Mandates Reduce Pharmacy Efficiencies and Customer Service***

Following enactment of state and federal legislation governing the sale of pseudoephedrine products (i.e. the Combat Methamphetamine Epidemic Act of 2005), Bartell customers line up at the pharmacy counter to purchase these OTC drugs that are no longer available in the cold medicines aisle. The negative impact on pharmacy operations is significant, and it is compounded during cold and flu season. Pharmacy staff time that should be spent consulting and filling prescriptions is diverted to OTC drug purchase transactions, which are complicated by mandated paperwork requiring about three minutes to complete for each customer. On the customer side of the pharmacy counter, shopper frustration escalates with long, slow register lines and low-security paper logbooks.

#### **The Solution: *ID Scanning Capability and Proprietary Software***

To restore pharmacy efficiency and customer service lost to paper logbooks, Bartell partnered with Pharmitas to pilot ComplyScan™, a CMEA-compliant, patent-pending electronic approach to logging pseudoephedrine (PSE) product sales.

As a concerned neighbor, Bartell selected stores in Washington's Snohomish County, where the methamphetamine epidemic is among the worst in the nation, to pilot ComplyScan. In each of four Bartell stores, Pharmitas installed a mobile computer with laser scanning capabilities, pre-loaded with ComplyScan software. Pharmacy associates utilized the devices to execute the ComplyScan process: scan consumer ID, scan product UPC to record grams of PSE, obtain real-time purchase limit feedback, capture the consumer's electronic signature, and submit the record to a secure database.

#### **The Results: *Efficiency and Customer Satisfaction***

Stores participating in the pilot program reduced PSE transaction processing time to just 12 seconds -- translating to a savings of over 10 labor hours per pharmacy per month. With wait time greatly reduced and personal data collected and stored in a secure manner, customer satisfaction with the system was high (zero consumer complaints; daily positive feedback). Pharmacy staff appreciated the ease of ComplyScan, and stores not participating in the pilot asked to be included. Bartell Drugs is now considering ComplyScan for a corporate-wide roll-out.

"ComplyScan has been well received by our employees and customers," said Wade Schutze, pharmacy district manager, Bartell Drug Company. "The scanning technology and instructional materials made training easy for our employees, and our customers appreciate the quick checkout process."