

**CREATING A MULTI-CHANNEL EXPERIENCE
FOR PHARMACY CUSTOMERS:**

Family-Owned
**DOLAR DRUG MART
GOES MOBILE**

A TOUCHPOINT STUDIO CASE STUDY



It's All About Relationships

Succeeding in the world of independent pharmacy hinges on creating and cultivating meaningful relationships with your patients. In order to build and maintain a strong reputation in an environment that's no stranger to corporate giants, personal connections and interactions are what often sets small businesses apart from their larger competitors.

It's the opportunity to create these same personal relationships that inspires many pharmacists to start their own businesses in the first place, instead of joining an established chain. Having served independents for years, our TouchPoint Studio team has seen this drive to truly engage with patients and provide best-in-class service in so many of our clients. **James Allen, owner and general manager of Dolar Drug Mart, is no exception.**

But in today's business environment, where technology plays a pivotal role in remaining relevant and competitive, James Allen knew it was critical to take customer engagement to the next level. To accomplish this goal, we helped Dolar Drugs develop, launch and promote its first mobile app in 2017 – and the response from patients has been overwhelmingly positive.



Read on to get the full story and learn how investing in a turnkey mobile solution has made a big difference for this small community pharmacy.

Taking Patient Engagement to the Next Level

For over 40 years, the Allen family has happily owned and operated their full-service pharmacy located in Edmonton, Alberta. With an extremely high employee retention rate (most of the staff has been working there for 25+ years), they also pride themselves on knowing each person who walks through their doors on a first-name basis. James—more commonly known as “Jamie” to the members of his community—attests to the importance of these enduring relationships:

“My father has been here since '73 – and we’ve known most of our customers for a long time. Over the years, we’ve seen many of their kids grow up – in fact, many of our patients have seen me grow up. Our community really feels like an extended family. And it makes us proud to know that, despite competition that has moved into the area, our customers still travel across town to do business with us.”

While treating patients like family and providing them with the highest level of care has been the cornerstone of their success, Jamie and his team were looking for ways to innovate and continue to make the lives of their customers easier.

The answer?

Leveraging a mobile solution that enables customers to perform routine tasks that simply don’t need to take place face-to-face during business hours. What’s more, offering an app would also show current patients, as well as folks new to the area, that Dolar Drugs is just as forward-thinking (or more so) as any other potential industry rival.

“It all boils down to making things easier for our customers. Not only did I want to give people another way to get a hold of us, I wanted to save them time. A well-thought-out mobile app presents this opportunity.”

While a mobile-compatible company website is helpful, this wasn’t the game changer Dolar Drugs was looking for. It was time to combine the values of a family-owned pharmacy with the capabilities of a modern technology adopter. **Enter TouchPoint Studio...**



Teaming Up with TouchPoint Studio to Get the Job Done

Our team was very excited to partner with Jamie Allen to produce a mobile app that his clientele would find both valuable and user-friendly. **We worked closely with him to realize his goals of offering a solution that would increase engagement with customers, save his staff time, and help streamline several business services.** Additionally, we wanted to help him promote products and updates that might otherwise go unnoticed.

For example, one way Dolar Drugs had been making its presence known to new prospects was to circulate fliers in the area. This also served as a means of publicizing promotions and announcements they wanted to share with the community. To Jamie, a mobile solution was another way to get the pharmacy's name out there – and a more effective method of providing patients with up-to-date information.



“Mobile isn’t meant to replace the personal interactions we have with our patients. It’s about offering convenience and choice through a hands-on, multi-channel experience.”

— James Allen, Owner, Dolar Drug Mart

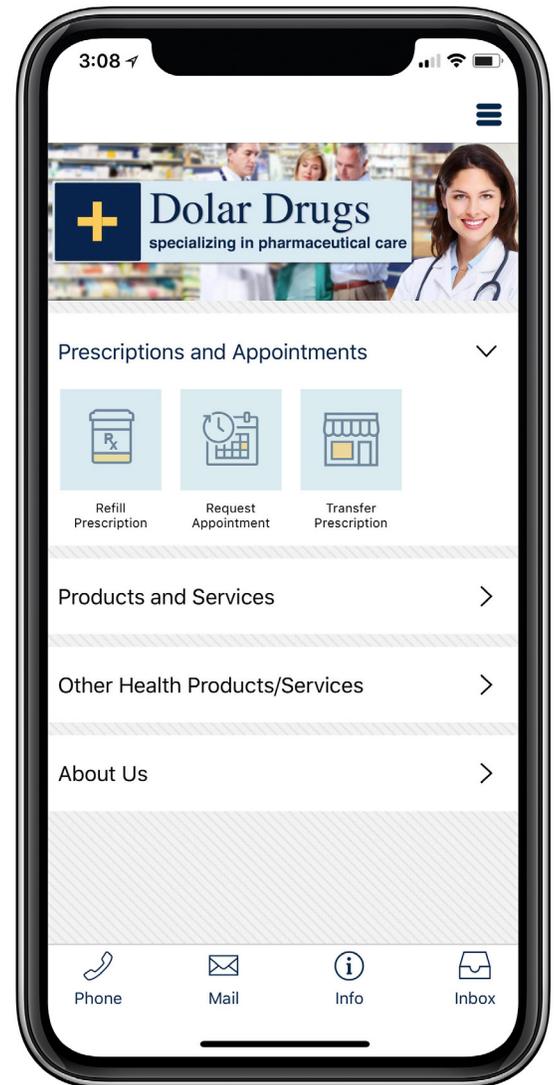
After a few invigorating brainstorming sessions, we came up with the perfect plan for an app that satisfied Jamie's needs, as well as the needs of his customers. We were also happy to help Dolar Drugs set up all of the necessary accounts and navigate getting approval from the various app stores to guarantee their app's launch went off without a hitch. Taking care of the little things is what differentiates a full-service solution from other mobile app developers – and it's how we ensure our customers are set up for success.

“With little experience in this area, I wasn’t sure of what to expect. But working with Chad Roberts and the TouchPoint Studio Team made the process very easy. They clearly have experience working with pharmacies, and I appreciated that I was able to see examples of apps and point out what I liked about each one.”

In a matter of months, our project was complete – and it was time to get the word out to his customers.

We provided Dolar Drug Mart with techniques and marketing collateral to support the launch of the app, and because Jamie was interested in maintaining some elements of the app himself, we trained him on how to use a few online tools and make small content changes whenever he'd like. That being said, we honor our full-service commitment by diving into user analytics on a monthly basis and using that data to continually improve both the app and the user experience.

This ongoing attention that our team provides is critical for busy pharmacy owners like Jamie, who don't have the time or technical expertise to implement new features and functionality post launch. Like any other technology, apps can quickly become stale if no one is monitoring mobile trends and regularly incorporating new ideas. But TouchPoint Studio isn't just a vendor – we're a committed mobile solutions partner for Dolar Drug Mart.



While other development companies will build you an app, we ensure our clients' mobile solutions are continually aligned with the needs and expectations of their customers.

The Dolar Drug Mart App

With the click of a button, a snap of a photo, or a simple form submission, the Dolar Drug Mart mobile app makes activities like requesting an appointment or refilling a prescription a breeze! Patients can also find an abundance of information about services the pharmacy offers, travel vaccinations, tips on home health care, and more. There's even a module customers can use to submit feedback should they desire to do so.

Here's a little taste of the Dolar Drug mobile app's features...



Pharmacy Services

Dolar Drugs should be considered a resource for its customers. And it's important patients know about all the services they offer. The mobile app makes these offerings crystal clear.



Customer Feedback

This independent pharmacy takes the opinions of its community very seriously – and sometimes, providing feedback is easier for patients to do through an app. Now they can!



Refill Prescriptions

No need to make an in-person visit to request a prescription refill. From the convenience of your own home, simply take a photo of the label on the bottle and send it off to the Dolar Drugs team.



Request Appointment

Want to book time with a pharmacist while your questions or concerns are top of mind? Don't wait to call when the store opens again. Just submit your request through the app!

Interested in seeing the app for yourself? You can download it here:



And the Response from Customers?

The buzz generated around Dolar Drug Mart's mobile app has been exciting, to say the least, and the positive feedback from customers keeps rolling in! While the prescription refill functionality has been the fan favorite among all users (including Jamie, who sees it as a huge time saver), the Dolar Drugs team has found that **the app has dramatically increased electronic communication** via email and text. Meanwhile, customers have reported feeling more informed during store visits – and the process of using the app has been intuitive and professional.

How else has Dolar Drug Mart's mobile solution boosted engagement and fostered a better patient experience?

Convenience

What do you do when you want to refill your prescription or contact your pharmacist but the store isn't open? Instead of waiting to call in the morning when the store is often the busiest, patients can submit their messages or requests at any time. These features are also helpful for on-the-go parents or professionals who don't have time for a full conversation in that moment.

Simplicity

Phone calls are time consuming for both patients and staff. If you add up how long it takes on a daily basis to continually spell out names, prescription numbers and medications over the phone, send confirmations, and manually process these requests, it is easy to see how apps can make everyone more efficient.

Privacy

Not everyone is completely comfortable when it comes to discussing medical issues over the phone, particularly in a small community. The app provides the capability to request a private appointment or securely submit sensitive information without worrying about someone overhearing.

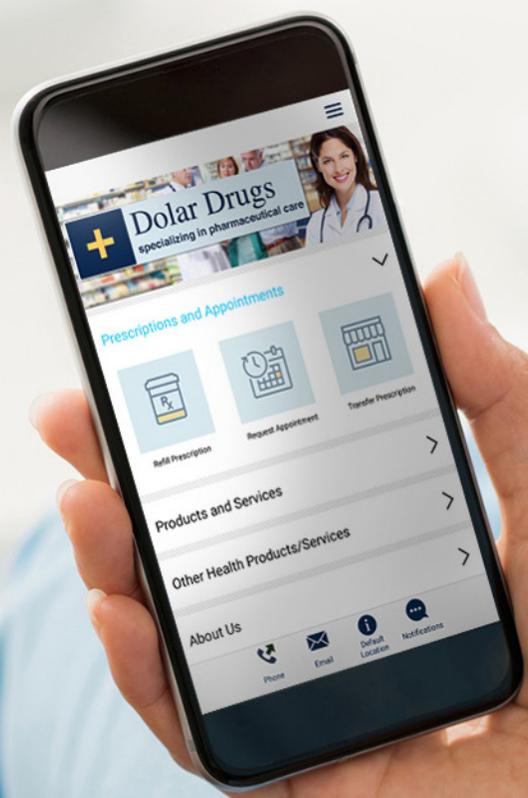
Innovation

A sizeable percentage of Dolar Drug Mart's clientele comes from the senior population, and Jamie wasn't sure how the app was going to work for them. To his pleasant surprise, many of his senior patients were among the quickest to adopt using the prescription refill tool. It just goes to show that innovating impresses people of all ages, and a customer whose life is made easier is a happy, more engaged customer.

With a well-developed mobile app under its belt, Dolar Drugs can now tout itself as a modern business with a fresh take on customer service. They were already a “go-to” community pharmacy, but now they’re equipped with the technology to which their patients expect access in this increasingly digital world.

Like Jamie Allen says, “engagement is all about the little things.” And that’s what we strived to achieve – to make the little things in the life of a pharmacy customer easy and enjoyable. We’re proud to have helped Jamie’s family-owned pharmacy engage with customers in a whole new way, and to contribute to the wonderful legacy his father has created. Here’s to a great year and Dolar Drug Mart’s continued success!

“I’m very happy with the product TouchPoint Studio has created for my pharmacy. Our customers are no longer limited to store hours when they’d like to get a hold of us, and our mobile app’s prescription refill functionality has made the process so easy and flexible for them. Not to mention it’s lessened my daily workload! Definitely a win-win.”



Join the Mobile Revolution!

Interested in learning more about how mobile technology can benefit your business?

Let's Talk.

CONTACT US TODAY

800.691.2932

info@touchpointstudio.com

OR VISIT OUR WEBSITE

<https://www.touchpointstudio.com>

CONTACT US

ABOUT TOUCHPOINT STUDIO

Our core mission is to help organizations of all sizes amplify their brand's reach and value to the rapidly expanding population of active mobile users. After spending nearly two decades designing and developing for some seriously big brands, we set out to create a platform that would make mobile technology available to every company, not just big corporations with large marketing budgets. After countless hours putting our heads together, unpacking and then repacking our ideas, TouchPoint Studio—the most cost-effective mobile app platform for small to mid-sized businesses—was born. We pride ourselves on solving problems for our clients. We're experts in our field, always learning and growing to remain competitive. And we care about our partnerships, as you do yours.

