

INFOGRAPHIC: 3 Ways Community Pharmacy's Customer Care Team Stands Out From The Crowd



Community Pharmacy Customer Care Team from left to right: **Deidra Shestak**, CNA & MA and Pharmacy Technician, **Jenna Heinke**, LPN, **Brandi McLain**, LPN, **Appria Newberg**, CNA and MA, **Jo Orozco**, LPN, **Colleen Mittlieder**, LPN, **Sandy Kalina**, LPN, **Tracy Cantrell**, CNA and MA. (Not pictured: **Becky Brickner**, **Kim Wasalaski**, RN, **Carrie Cincis**, LPN.)

Is there a difference between customer service and customer care? We think so! After years of experience as a leading long-term care pharmacy, we've decided that we are more than just offering service, we offer a higher level of care on behalf of our health-care community partners and their residents. As a result, we've made the choice to change the name from Customer Service to Customer Care. This is a gamechanger for our internal team and how it will impact relationships with our customers.

As a founding principle for [Community Pharmacy](#), it's imperative to create and cultivate a culture of positive experience for our partners and their residents, according to founder and President of Community Pharmacy, Kyle Janssen. Not a new concept, this deliberate choice in changing the name creates a unique people-centric environment with a trained and dedicated team that works behind the scenes 24/7 to ensure safety around resident's medication management, as well as putting doctors' orders into practice. Clearly, we want to make strides today that benefit residents, we really believe in placing our partners' needs first.

“We’ve chosen Customer Care Team members that treats each contact with our facility partners and their residents as a priority,” says Kyle Janssen. “It was important to have our team be able to walk in the shoes of every person that comes into contact with us. We’ve accomplished that by picking people that have either worked in a facility or worked in that environment in some capacity.”

What Happens Behind the Scenes with Customer Care?

Community Pharmacy’s dedicated Customer Care Team is a key component and a reflection of our proactive and innovative approach to providing long-term care communities with the best possible experience. So, what does all this mean to you, the healthcare provider? Here’s what you can expect to experience with Community Pharmacy’s Customer Care Team.

1. Attention to detail: A team member will reach out to the providers on our customer’s behalf to clarify orders, find insurance covered medications, obtain prescriptions that are incomplete, and screen for duplicate therapies and allergic reactions. Then, communicate with customers via fax to ensure awareness of what’s being done to fulfill each order.
2. Ethics and safety: The bottom line: we are always about the resident’s safety, which can’t be compromised. Evidence-based advice and care is the priority in any treatment regimen. To ensure this priority, the team is comprised of licensed LPNs, RNs, CNAs and MAs.
3. Relationship building: We strive to communicate with our partners when we can’t fulfill an order that same day. No relationship and resident need is the same, so customization is critical to overall seamless resident medication experience.

“By introducing this team of specialists into our company, we enforce the very existence of who we are and why we do the things that we do,” said Janssen.

For more information on how Community can partner with our expert team, contact us at 1-877-862-0397.