



SUPERTIPS

Monthly Podcast with Martin Crisp,
Superdrug's Head of Pharmacy

This month's Podcast is about:

Patient Satisfaction

- TIP 1. **Offer privacy** - everyday issues for you will be sensitive to a patient or customer. If you need to discuss a prescription or OTC medicine with someone, offer them the chance to talk privately. In the past we have received complaints because customers thought their conversation could be overheard.
- TIP 2. **Deal with complaints promptly.** If written, acknowledge immediately and give a timescale for full response. If verbal, take full details and inform patient/customer that you will investigate and provide written response. Don't pass the buck. Even if you weren't the pharmacist on duty the day a particular incident occurred, the patient is talking to you as a representative of that pharmacy. You need to acknowledge what has happened and reassure them that a full investigation will be carried out.
- TIP 3. **Don't be afraid to tell a patient or customer if they are not right.** For example, a customer may complain because the pharmacist has refused to sell a codeine containing product because of regular requests. Be firm and politely inform them that a pharmacist has a duty of care and that includes ensuring that patients receive the most appropriate treatment for their condition - there may be something more effective than repeated use of non-prescription painkillers.

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