SCRIPTVIEW CUSTOMER SATISFACTION SURVEY

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Objective

ScriptView labels are specially designed for patients with low vision. The label presents all the vital prescription information in a large font (18-22 pt) on high-contrast, non-glare, durable media. ScriptView features all the same information contained on a regular label, just in larger font. A pharmacist prints the label and then attaches it to the medication with a Script Clip. A rubber band holds the label snug against the bottle. The purpose of this ScriptView Customer Satisfaction Survey is to get a better understanding of how beneficial large print labels are to these customers as well as to get feedback on how the labels can be improved.

Methodology

71 respondents completed the telephone survey in December 2020.

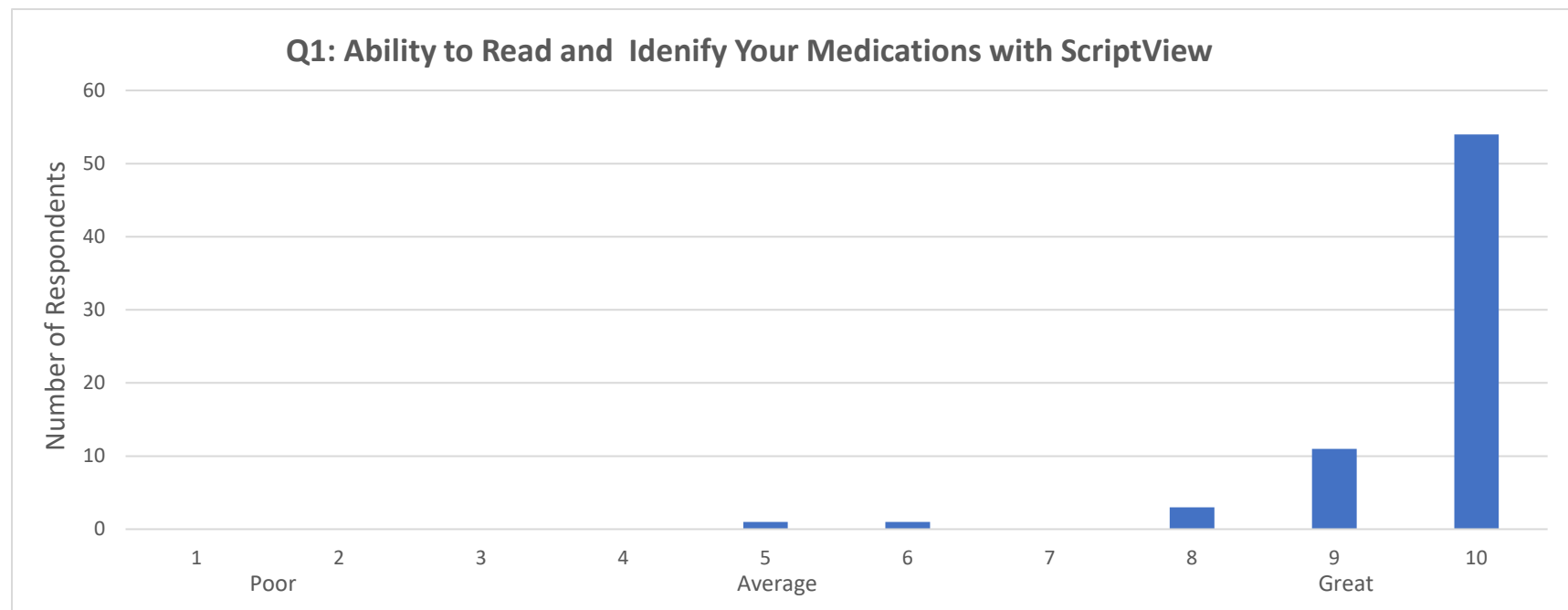All surveys were conducted randomly from a sample of 794 current ScriptView users.

Due to several non-responses to survey questions, the number of respondents is greater than the number of responses and may not equal 100%.

Survey Results

Q1: On a scale of 1 to 10, 1 being poor and 10 being great, rate your ability to read and identify your medications using the ScriptView label.

97% of respondents scored eight or higher on their ability to read and identify their prescriptions using ScriptView.
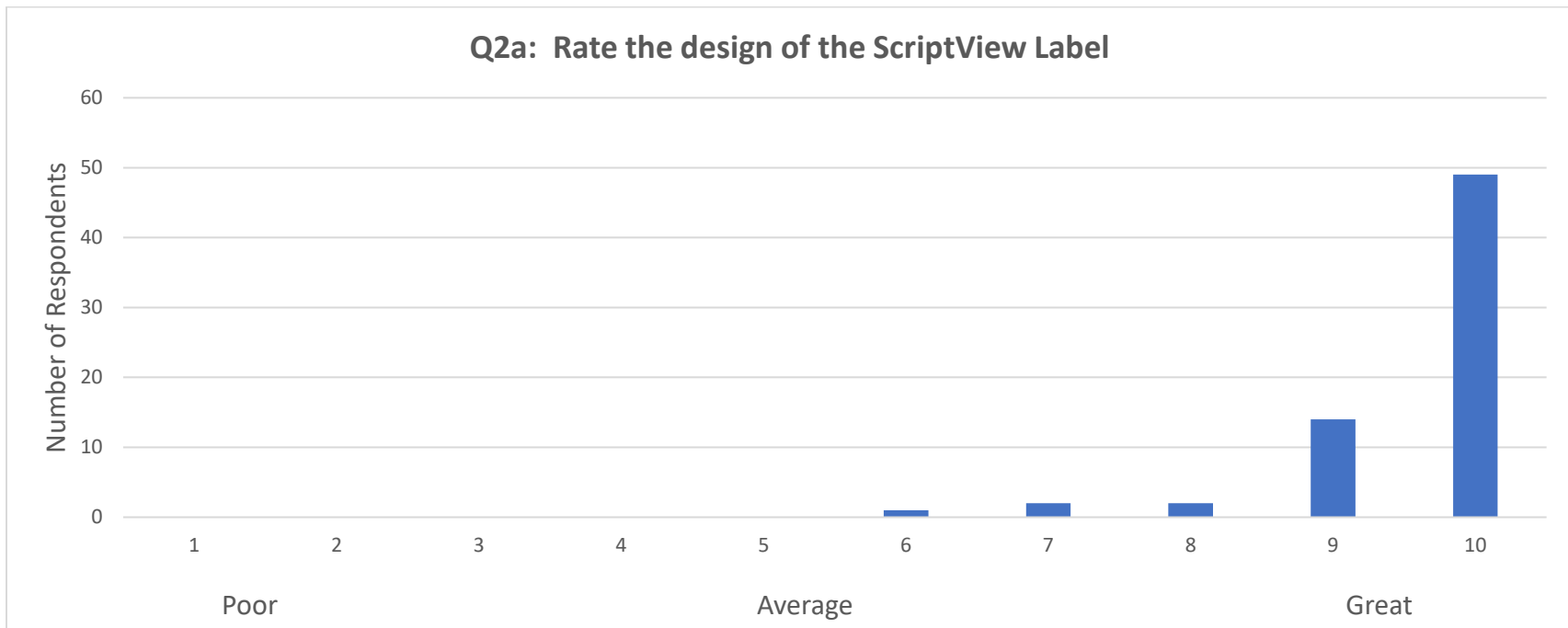
- Respondents who scored eight or above feel the print is large and bold enough to easily read without a magnifier.
- Respondents who scored lower than eight (3%) feel the print needs to be larger.

Q1: Ability to Read and Idenify Your Medications with ScriptView

Q2: On a scale of 1 to 10, 1 being poor design and 10 being a great, what would you rate the design of the ScriptView label?

93% of respondents scored a nine or better and feel the design of the label is good and does not need to be changed.
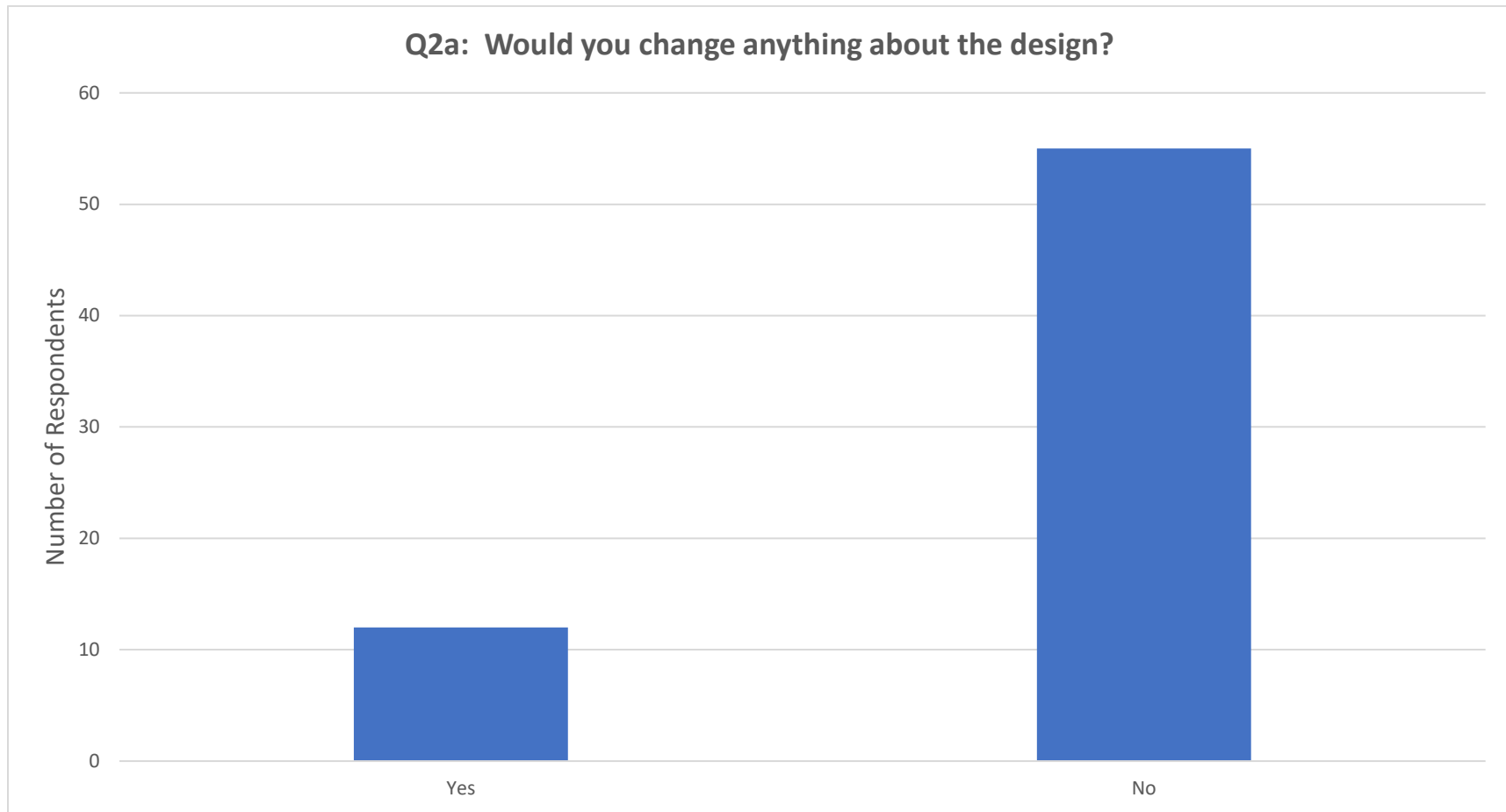
- Respondents who scored a nine or better like the amount of information provided, the layout and size of the bold print.
- 7% of respondents scored eight or lower and feel the label is too bulky and, on some occasions, too large for the bottle.

Q2a: Rate the design of the ScriptView Label

Q2a: Is there anything you would change about the design of the ScriptView label?

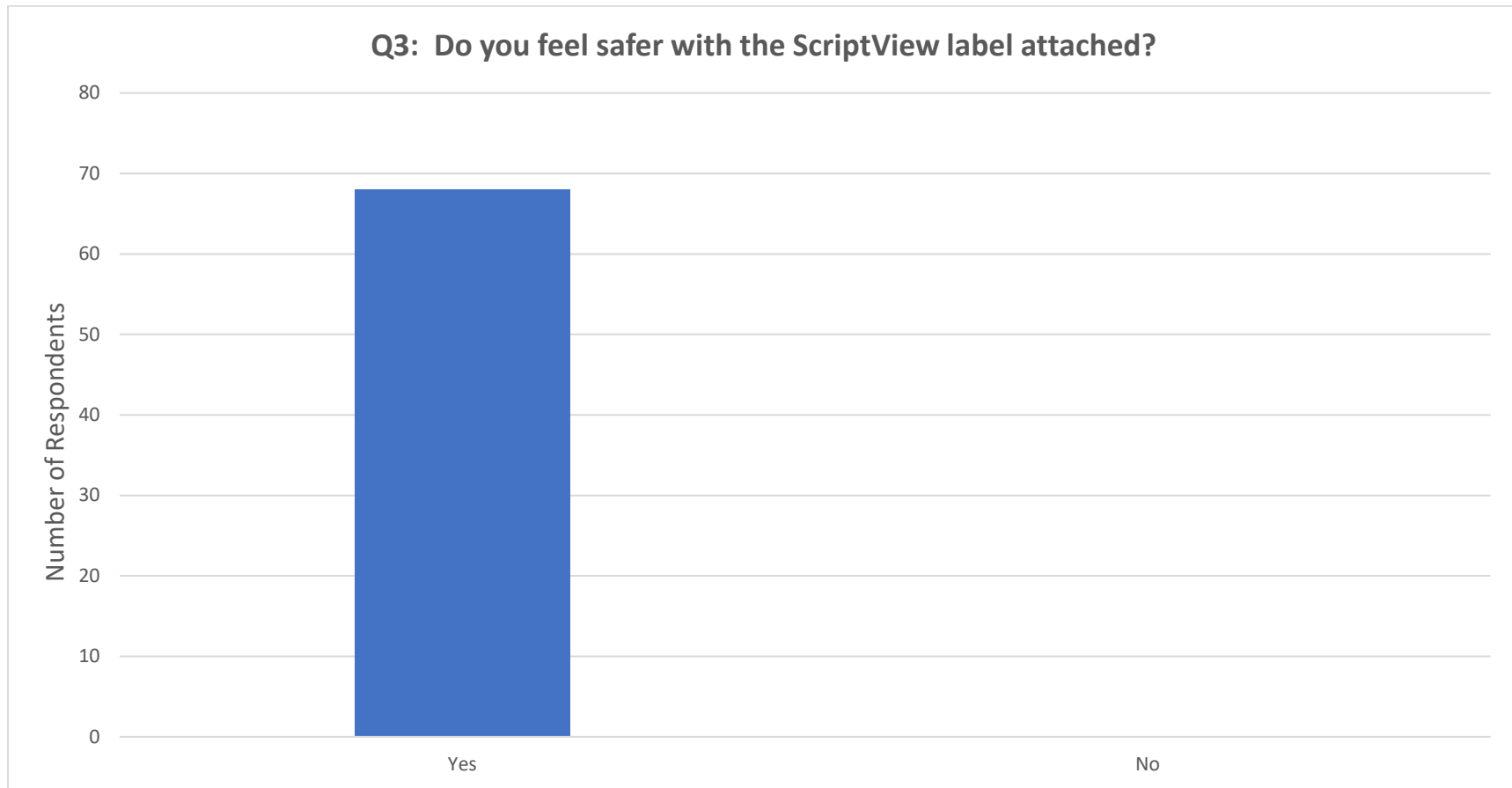82% of respondents would not change how the ScriptView label is designed.

- The majority of respondents feel the design and flow of information is perfect and shouldn't be changed.
- 18% of respondents would like to see the labels to be less bulky with larger font.

Q2a: Would you change anything about the design?

Q3: Do you feel safer with the ScriptView label attached to your prescriptions? Yes or No?

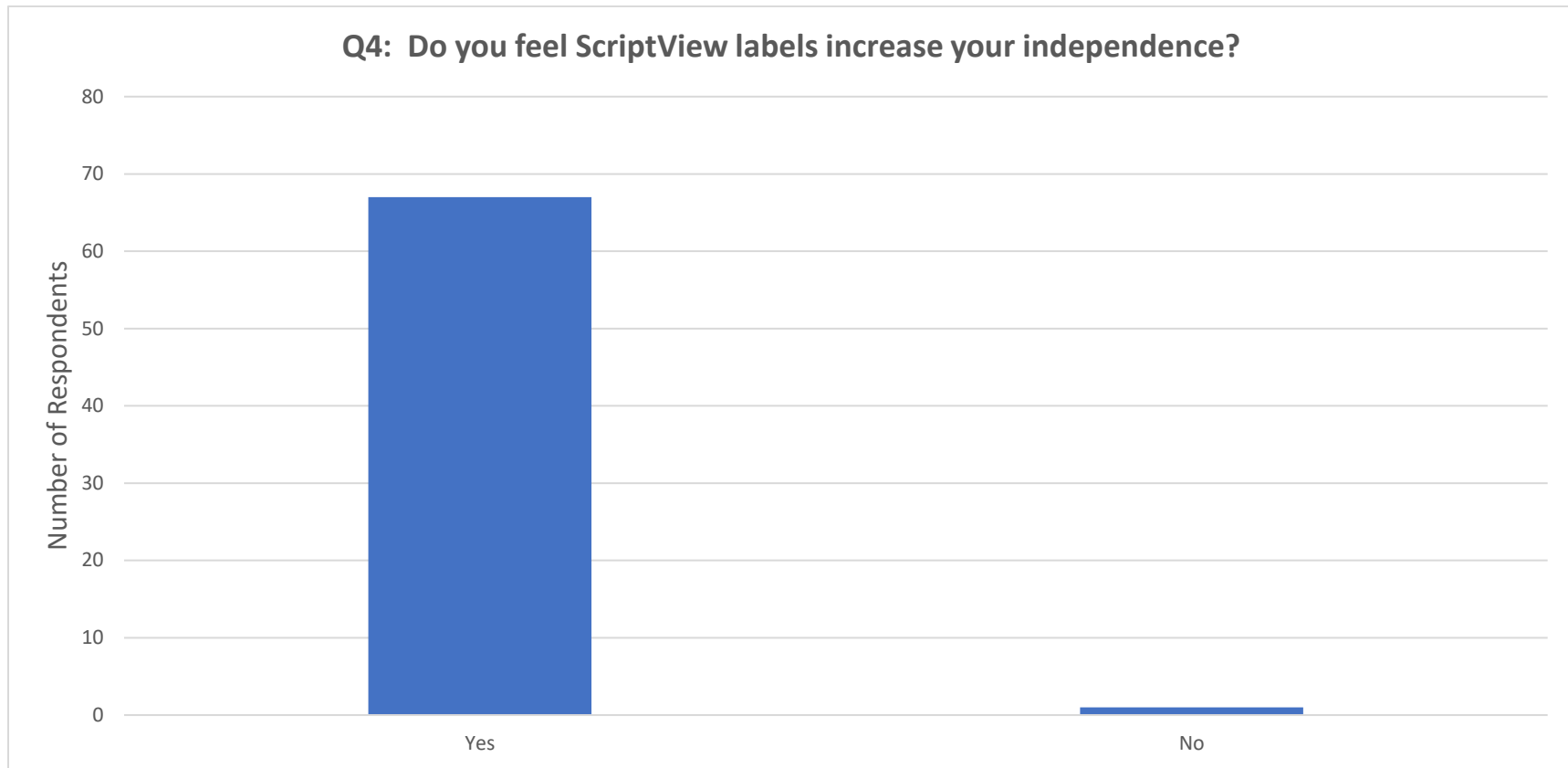100% of respondents stated they felt safer having ScriptView labels on their prescriptions.

- Respondents feel safer because they know what medications and dosages they are taking and do not have to worry.

Q3: Do you feel safer with the ScriptView label attached?

Q4: Do you feel the ScriptView labels increase your independence while administering your own medications?

99% of respondents feel ScriptView labels increase their independence while administering their own medications.

- Respondents feel their independence increases because they can administer their own medications timely, without relying on anyone else.

Q4: Do you feel ScriptView labels increase your independence?

Study Conclusions

The ScriptView Customer Satisfaction Survey explored the personal opinions of current customers who receive large print labels at their respective pharmacies. In almost every instance, respondents reported feeling safer and more independent since using ScriptView labels. Many respondents commented on how the ScriptView label mimics the pharmacy label but much easier to see and read.

- Because of ScriptView's large and bold print, users can easily read their prescriptions.

- ScriptView's label layout is easy to read and users feel the information is easy to find.

- ScriptView provides users more independence as they do not have to rely on anyone else to help them take their medications.

- ScriptView users feel safer because they can clearly read what medication and dosage they are taking.

- ScriptView takes the worry out of taking medications; users have 100% access to all of their prescription information.