

Pharmarama Says Customer Service Must Be Impeccable

Written by Australian Business

BOREHAMWOOD, ENGLAND, September 13, 2013 /24-7PressRelease/ -- [Pharmarama](#), a well recognized importer and wholesaler of licensed and unlicensed medicine, knows that customer care counts when it comes to helping a business to succeed. Because of this belief, they applaud a new [piece](#) from Yahoo! that details just why customer care matters to people working in the healthcare field. The piece explains that customer service has traditionally taken a backseat in this field when it should actually remain a top priority.

Historically, doctors' offices and hospitals have not felt as much pressure to deliver, as patients may have limited options when it comes to receiving healthcare. Unlike stores or restaurants, patients who are unhappy may not have the option of going elsewhere to receive treatment. However, that environment is starting to shift, particularly with new standards outlined by the Affordable Care Act. This act requires that medical facilities issue a survey (called the Hospital Consumer Assessment of Healthcare Providers and Systems) that asks patients about the level of communication from doctors, the responsiveness of hospital staff, and a number of other factors. The survey has financial implications, as nearly \$1B worth of Medicare reimbursements are contingent upon the results of the survey. Experts believe that this trend will continue into the private sector as well.

Lately, healthcare professionals are beginning to realize just how important excellent patient care is. A survey from Health Leaders states that 36 percent of the medical professionals who responded cite improving their HCAHPS survey scores as their main goal when it comes to the overall patient experience.

For the patient, this means seeing increased attention and communication from medical providers. Though this dilemma seems simple and easy enough to work on, far too many patients are undergoing significant medical procedures without getting the attention and communication they need to feel comfortable during the treatment. The team at Pharmarama explains that increasing a patient's levels of satisfaction when it comes to attentiveness and proper communication before a procedure is an important part of bolstering the experience as a whole.

Because of the emphasis on improving the patient experience, industry experts and medical professionals are hopeful that the negative reputation that many hospitals have earned over the years will shift, thus leaving patients more satisfied and open-minded about a hospital stay.

The professionals at Pharmarama speak out on how they focus on customer care in their own

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day-to-day operations noting, "Pharmarama International Limited has, for the past few years, been actively promoting the need to increase the levels of customer service to patients. Pharmarama works closely with the healthcare industry to ensure that the company does their utmost to aid the process of a high degree of customer service from the point a medicine is ordered to the point at which it gets to the customer." In addition to this, the team at Pharmarama notes, "Follow-ups are continuously carried out to make certain that the company is going that extra mile to guarantee that medicines are delivered in a timely manner, which will ensure that patients are not kept waiting for their treatments"

ABOUT: [Pharmarama](#) is a well-respected importer and distributor of licensed and unlicensed medication. For over 13 years, they have provided industry leading service and forward thinking customer care to United Kingdom Pharmacists and Hospitals. Furthermore, their worldwide network of direct-from-manufacturer drug sourcing allows them to support third party clinical studies via validated comparator supply