

BUSINESS AND PEOPLE BUILDERS

Surprising and delighting your continence customers

0.5 CPD CREDIT

Customers have certain expectations when they visit your pharmacy. They expect the floor to be clean and the aisles to be tidy. They expect to be greeted in a friendly manner by staff and helped with their inquiries or purchase. They expect their prescriptions to be filled promptly with no dispensing errors. Customers trust that you will offer products and advice that won't harm their health and will improve their quality of life.



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The Kano model of customer satisfaction

Unfortunately, fulfilling these basic expectations won't win you many fans. These are mandatory requirements for anyone entering your business. I'm sure you can think of many others. We all know what happens when these expectations are not met – we have unhappy customers who complain loudly in front of anyone who will listen. It's not good for business and it raises stress levels for you and for your staff.

Learning objectives:

After completing this CPD activity, pharmacists should be able to:

- Describe the Kano model of customer satisfaction.
- Begin to plan a pharmacy continence service.

Pharmacist competencies addressed: 1.3, 3.4, 6.1.

Accreditation number: A1411RP3

Dr Noriako Kano isolated and identified three levels of customer expectations: expected needs, normal needs and exciting needs¹. Fulfilling expected needs is a requirement for doing business. These are the industry based standards that we all expect. If customers don't find these in place, they will be dissatisfied and unlikely to shop with you again.

Fulfilling normal needs will keep you in the market, as a reputable and reliable supplier. However, to be a leader in the market, you will need to go well beyond what the customer might expect or imagine. These are called 'surprisers and delighters'.

Customer needs in Continence Care

An estimated four million Australians have bladder control problems and about one million have bowel control problems². This means that a large number of your customers experience the embarrassment and inconvenience of incontinence. Are they seeking advice from you, as their trusted health professional, or are they doing the best they can in the supermarket aisle where they feel that some sense of anonymity reduces their embarrassment?

While you can meet their basic needs to supply reliable continence aids, so can many other retailers. What could you do that would surprise and delight these customers so that they would come to you for all their continence and other healthcare needs?

Two key concerns for people with incontinence are the ongoing expense of continence products, as well as the inconvenience of changing and disposing of them. While customers expect a pharmacy to sell them a useful and reliable product suitable to their needs, they don't expect the pharmacy to go further by giving advice that saves them money or improves convenience. For example, through providing information about government funding for continence products, or by alerting them to the availability of the National Public Toilet map and its app for mobile devices.

Beyond just pointing the customer to available resources, you can further

Figure 1: simplified diagram of the Kano model

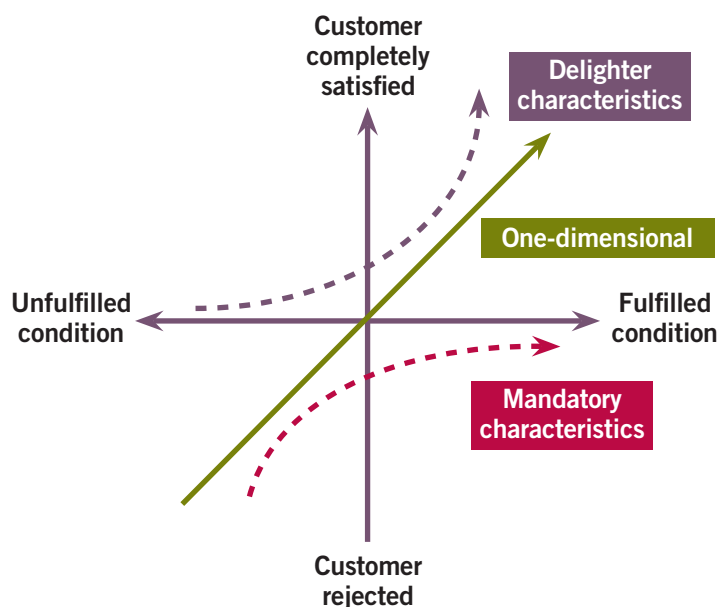


Table 1: customer needs and expectations in relation to continence care

Expected needs	Normal needs: unspoken	Normal needs: spoken	Exciting needs
Polite and courteous behaviour.	Pleasant and professional.	Cheerfully fulfil extra requests.	Offer additional advice or information that the customer did not expect – eg, potential eligibility for continence aids payment scheme ³ .
Prompt and reliable prescription service.	Advice on medication use.	Answer additional questions.	Fast, reliable service where additional products/information or advice is provided that the customer was not aware they needed, but finds very useful – eg, the National Public Toilet Map app ⁴ .
Available stock of suitable continence products.	A choice of standard products to meet their needs.	A choice of products they have not seen elsewhere that fill a specific, unmet need.	Availability and education on a product that meets a need they had not considered – eg, compostable/flushable continence pads ⁵ .

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▶ delight them by going one step further: eg, by offering to install the Public Toilet app onto their phone for them while they wait. Likewise, the waste associated with using continence products is an inconvenience, especially when away from your own home. While the environmental impact of disposable nappies is quite well known, users of continence pads may not have considered this, but may well be delighted to be offered a choice that is not only more convenient for them, because the pad is flushable, but also has a smaller environmental impact. Referring customers to other resources and relevant services is also a key way to meet their needs and to ensure that you are providing patient-centred care. Continence nurse advisors are specially trained to manage incontinence, whether during pregnancy, post-partum, following surgery or in older patients. Details of these practitioners and the services they provide are available through the Australian Continence Exchange (www.continence.org.au). You may even consider engaging a continence nurse advisor to provide a regular clinic within your pharmacy. Other health professionals, such as physiotherapists and occupational therapists, as well as the patient's regular GP and specialists, may also be involved in continence care

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and liaising with these providers may help to ensure optimal patient outcomes. Whether in a dedicated clinic, or at other times, it's essential to provide your customers with a private environment where they can discuss their confidential concerns. Remember that some patients will be too embarrassed to even have raised the issue with their GP, so you may be the first health professional they have contact with. You can make both patients and carers aware of the National Continence Helpline (1800 330 066), which is a free service staffed by continence nurse advisors. Surprising and delighting your continence customers will encourage them to return to your pharmacy for their regular purchases and also for their other health concerns. You can

readily think of how these same principles can be applied to every customer on a day-to-day basis, at no additional expense to your business. For example, many customers would find the Public Toilet app useful, even if they don't experience incontinence. Equally useful for travellers, next time someone asks you where the nearest toilets are, consider letting them know about this resource.

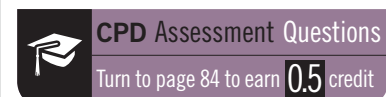
Ongoing delight

Of course, customer expectations change over time. What once delighted them through its unexpected benefits may eventually become commonplace and change from an excited need to an expected need. An example is being able to make payments with eftpos or credit card. While 30 years ago this may have been an added service, in 2014, retailers who only accept cash will lose many sales because their customers' basic expectations are not met. The same will be likely to happen with regard to e-health services, where the initial providers of these were seen to be ahead of their competitors, but once there is general acceptance of these technologies as a basic expectation, customers will choose to avoid those providers who do not make these services available. Keeping your staff trained and up to date on the latest products, services and methods of care

for incontinence is essential for providing an outstanding service. Information on continence specific CPD is available through the Australian Continence Exchange. With a condition that may lead patients to feel that they have lost some level of control in their lives, we should aim to give them some of that control back, through quality advice that improves their knowledge, equips them to manage their self care and makes them aware of the choices they have. Surprising and delighting customers is not difficult, nor expensive. It doesn't take much time, but it does take a little bit of thought to care about the genuine needs of your customers and how you can truly fulfil them. Think about one small thing you could do to surprise and delight your customers today. ^{RP}

References

1. American Society for Quality. 'Kano model tutorial', asq.org/learn-about-quality/qfd-quality-function-deployment/overview/kano-model.html, Sept 2014.
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PATIENT-CENTRED CARE

Managing UTIs in special patient populations

Accreditation number: A1411RPO **1** Credit



This activity has been accredited for 0.5 hours of Group 1 CPD (or 0.5 CPD credits) suitable for inclusion in an individual pharmacist's CPD plan which can be converted to 1 hr of Group 2 CPD (or 1 CPD credit) upon successful completion of relevant assessment activities.

Mrs KO presents to the pharmacy and asks for some Ural sachets. Upon further questioning you learn that the sachets are for her elderly mother, 'Una', who is 93 and a resident of a local nursing home. Una was placed in the nursing home about four years ago when she needed higher level care for her advancing dementia. Over the past couple of years, she has suffered from urinary tract infections on several occasions, which appear to 'take their toll' on Una each time (she stops eating, becomes visibly weaker, is more agitated). Mrs KO remembers using Ural sachets many years ago herself and wanted to take these to the nursing home for Una to use. She asks whether it would be a good idea for Una to use these all the time to help prevent urinary infections, since she now gets them so often. How do you respond?

1. The most common symptoms of a UTI in the general population are what?

- A) Confusion, delirium, falls.
- B) Increased urination and stinging sensation on urination.
- C) Widespread pain across the body, including flank pain.
- D) Severe fever.

2. In special patient populations, UTIs may more commonly present with what other symptoms?

- A) Confusion, delirium, falls.
- B) Increased urination and stinging sensation on urination.
- C) Widespread pain across the body, including flank pain.
- D) Severe fever.

3. Factors which increase the risk of UTIs include:

- A) Presence of comorbidities that make patients prone to infection (eg, diabetes, immunosuppression).
- B) Being female (due to anatomical differences).
- C) Prostatism in males.
- D) All of the above.

4. In special patient populations, which factors contribute to the challenges of managing UTIs?

- A) Communication barriers that prevent accurate history taking.
- B) Somewhat different presentation of the signs of UTIs in these patients, compared to the general population.
- C) High prevalence of asymptomatic bacteriuria in the elderly.
- D) All of the above.

5. A patient-centred approach to managing UTIs in special patient populations should comprise a comprehensive profile of the patient to assess the risk of UTIs, development of an individualised plan addressing prevention, diagnosis and management of UTIs, and coordination of care among all professionals and carers.

- A) TRUE.
- B) FALSE.

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Accreditation number: A1411RP3 **0.5** Credit



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Customers have certain expectations when they visit your pharmacy. They expect the floor to be clean and the aisles to be tidy. They expect to be greeted in a friendly manner by staff and helped with their inquiries or purchase. They expect their prescriptions to be filled promptly with no dispensing errors. Customers trust that you will offer products and advice that won't harm their health and will improve their quality of life.

1. Approximately how many Australians experience urinary incontinence?

- A) 20 million.
- B) 2,000.
- C) Four million.
- D) One million.

2. The mandatory characteristics for running your business represent:

- A) Expected needs.
- B) Normal needs – unspoken.
- C) Normal needs – spoken.
- D) Exciting needs.

3. Ongoing concerns for users of continence products include:

- A) Expense of the products.
- B) Inconvenience in changing and disposing of products.
- C) Ineffectiveness of the products.
- D) A and B.

4. A 'surpriser and delighter':

- A) Is something that customers routinely expect.
- B) Is offered consistently throughout the industry.
- C) Is likely to generate customer complaints.
- D) Unexpectedly exceeds customer expectations.

5. Failing to meet customer expectations can result in:

- A) Staff stress.
- B) Repeat sales.
- C) Poor business performance.
- D) A and C.

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