A RETAIL PHARMACY COUNTS ON WEST TO HELP ANNOUNCE THE OPENING OF A MOBILE PHARMACY DURING WEST VIRGINIA’S DEVASTATING FLOOD

Massive flooding has caused tremendous damage across West Virginia. Thousands of community residents are left without power and hundreds are in shelters.

In order to serve patients whose access to pharmacies has been limited because of flooding damage and destruction, this pharmacy opened a mobile pharmacy in Elkview. The challenge became: How would they spread the word to a community in crisis?

Quickly getting information about the available trailer would make it possible for patients to get needed prescriptions sooner (and more safely) – in some cases, saving lives.

The pharmacy learned of this devastating event on Friday, July 1st at 3:45 p.m. “Due to the short time frame and it being late Friday before a holiday weekend, we thought we had almost no chance of getting notice to our patients prior to Tuesday.”

When this client reached out to West, the Client Engagement team responded immediately. Within one hour of the request, West helped send text messages and make calls to all patients that picked up a prescription in Elkview’s store 5957 within the past 90 days.

West shares our customer’s sense of urgency to proactively provide support and communicate with patients during a time of crisis. Despite the unfortunate circumstances in West Virginia, West’s team is honored to partner with a brand that takes such pride in serving its customers.

“I continue to be amazed by West’s dedication to supporting our team and more importantly, patients. This community in West Virginia is in crisis, so it makes me proud that we were able to provide the community with this needed information about the mobile trailer so quickly. Getting this information to patients Friday afternoon rather than Tuesday made it possible for some patients to pick up needed prescriptions earlier (and safer) and may have saved patients’ lives.”

– Director, Retail Strategic Development
A PARTNERSHIP THAT SUPPORTS A COMMUNITY IN CRISIS

SPREADING THE WORD TO A COMMUNITY IN CRISIS
West helped send the following text messages and calls to all patients that picked up a prescription in Elkview’s store 5957 within the past 90 days.

TEXT MESSAGE
ABC/pharmacy: A mobile trailer is open for your Rx needs behind Elkview Middle School at 5090 Elk River Rd., Elkview

VOICE
Hello, this is ABC/pharmacy. We have opened a mobile trailer for your Rx needs behind Elkview Middle School, located at 5090 Elk River Rd., Elkview. You can also take care of your prescription needs at 4205 Maccorkle Avenue while the pharmacy at 221 Crossing Mall Road remains closed. To hear this again, please press 1. Good bye.

VOICEMAIL
Hello, this is ABC/pharmacy. We have opened a mobile trailer for your Rx needs behind Elkview Middle School, located at 5090 Elk River Rd., Elkview. You can also take care of your prescription needs at 4205 Maccorkle Avenue while the pharmacy at 221 Crossing Mall Road remains closed. Once again, we have opened a mobile trailer for your Rx needs behind Elkview Middle School, located at 5090 Elk River Rd., Elkview. You can also take care of your prescription needs at 4205 Maccorkle Avenue while the pharmacy at 221 Crossing Mall Road remains closed. Good bye.

In addition to being able to pick up prescription medications at the mobile pharmacy, customers can also receive recommended vaccines like Tdap, which protects against tetanus, diphtheria and pertussis, as well as purchase a variety of over-the-counter medications.