As one of the most disastrous hurricanes in U.S. history approached Texas, a top pharmacy acted quickly to get their customers the prescriptions they needed before the storm potentially left them stranded for days.

When Hurricane Harvey grew to a Category 4 storm in the Gulf of Mexico, the nationwide retail pharmacy realized they would have to shut the doors to 128 stores in the predicted impact area. But they didn’t want to leave their customers without important medications, so they asked West to help send 238,000 messages reminding people to refill their prescriptions before it was too late.

**PLS CHECK UR RX**

The pharmacy approached West on Aug. 24 — one day before Harvey made landfall near Corpus Christi, Texas — looking for help with this public service. With our consultation, the pharmacy leveraged West’s calling and texting platforms to send voice and SMS messages in English and Spanish to reach as many customers as possible.

The decision proved to be a good one. Over the next few days, the Houston area received a record 51.88 inches of rain,¹ causing extensive flooding and stranding residents in their homes. Businesses across the area were forced to close shop, just as the pharmacy predicted.

THX 4 THE MESSAGE

The messages were all sent before the pharmacies closed the next day. The pharmacy also allowed its employees to provide one-time emergency refills of a 10-day supply of medication for customers who lived in the impact area, ensuring everyone had enough medication to last through the storm.

The campaign was widely praised by the recipients. With a simple proactive message, the pharmacy was able to:

- Ensure patients knew how to get their prescriptions
- Enhance patient experience and outcomes
- Improve brand reputation
- Maintain and increase revenue
- And avoid an unexpected increase in inbound call volume

With a proactive communications strategy, pharmacies and other businesses can give their customers peace of mind and turn any emergency into an opportunity to improve the customer experience.

Hello, this is your pharmacy with a severe weather advisory. A state of emergency has been declared. A hurricane may impact our area. Please ensure you have enough medication during this time. You can order refills by texting R-E-F-I-L-L to 287898 or go online. If you have any questions, please call or visit your local pharmacy. Thank you for choosing XYZ Pharmacy. Goodbye. To replay this message, press “1.”

ABOUT WEST

West delivers communication solutions that help brands create connected customer experiences. We have 30 years of experience strategically improving customer interaction, enhancing productivity and increasing profitability, with clients in healthcare, education, utilities and diverse commercial industries. West Interactive Services solutions include IVR & Self-Service, Proactive Notifications & Mobility, Cloud Contact Center and Professional Services. Experience Connected at west.com/interactive.