



Cardinal Health

Reduce Labor and Increase Refills with ABBY



Connect with your customers



CardinalHealth



Abby Phone

Building on patient relations has become a fundamental strategy for retail independents and is a crucial step in competing with national chains. By providing superior customer service, it will help retain your patients and their prescriptions for the long-term. Personalized customer service enables retail independent pharmacy owners to differentiate themselves from the chain settings. With a new offering from Cardinal Health, you can use your own voice and phone number to provide high quality service to your customers. All it takes is a computer and an internet connection. **No hardware is required.**

Abby Calling Technology

Abby Calling Technology is an interactive, automated outbound calling system used to contact pharmacy customers. This industry leading communication tool reduces time spent on the phone, time at will call and improves a pharmacy's efficiency. With this extra time, pharmacists are able to fill more prescriptions and develop lasting relationships with their patients.

Proactive Communication

Abby Calling Technology communicates with customers for prescription notifications, marketing promotions and surveys.

The notification feature of Abby Calling Technology alerts customers when their prescription is ready, not ready with an explanation, or when it's not covered by their health plan. This eliminates many in-bound and out-bound phone calls, resulting in a tremendous amount of time saved.

The marketing function alerts customers to specials at your pharmacy. The survey ability enables you to collect vital feedback from customers.

Minimal learning curve

The simplistic design of Abby Calling Technology makes the web-based program easy to use. It is a turnkey and stand-alone technology that only requires a computer, internet connection and web browser. It does not need to interface with your pharmacy's operating system.

A technician will install the program and training will be provided over the phone to the pharmacy's staff via the internet. Your existing data base will be uploaded to the system or a new data base will be created. Pharmacies can add patient phone numbers to the database each day and will soon have a full database.

Considerable Value

- Reduced labor and time on phone
- Improved patient relations
- Improved patient information and education
- Improved and standardized patient reporting
- Improved patient knowledge thru video and audio streaming and desktop sharing

"ABBY is clearly less expensive, faster, and in many ways, better than having our nurses call. Patients tell ABBY things that they would never tell anyone else. And we are constantly using those comments to help improve our delivery of care. Thanks ABBY."

Healthcare Provider

For more information, please contact **877.305.1341** to learn how to get started.