

 	
<p>This Web survey was transmitted on April 12th to 210 council members and concluded after 7 days with 151 respondents (a response rate of 72%). This response rate is quite high for this group and likely reflects interest in the universal pharmacy benefit by nearly all council members.</p>	
<p>1. What is your preferred method to obtain prescription medications? [CHOOSE THE RESPONSE THAT APPLIES BEST]</p>	
Don't use prescription medications or don't use the TRICARE pharmacy benefit [SKIP TO QUESTION 9]	9 6%
Military treatment facility pharmacy	55 36%
Retail network pharmacy (participating in TRICARE)	45 30%
Retail non-network pharmacy (not participating in TRICARE)	7 5%
TRICARE Mail Order Pharmacy (currently administered by Express Scripts, Inc.)	35 23%
Grand Total	151
<p>2) What are important factors in your decision of where to get prescriptions filled? [MARK ALL THE RESPONSES THAT APPLY]</p>	
Access to my pharmacist	25 8%
Costs not covered by TRICARE or insurance	42 14%
Does not apply	6 2%
Obtaining my medication with same-day service	65 21%
Other [PLEASE COMMENT IN THE SPACE BELOW]	34 11%
Pharmacy location / distance from my home or work	86 28%
Waiting time at the pharmacy	39 13%
(blank)	12 4%
Grand Total	309
<p>*Multiple Responses</p>	

3) Have you or a family member ever used the TRICARE Mail Order Pharmacy to obtain your prescription medications?		
No [SKIP TO QUESTION 9]	79	52%
Yes [CONTINUE TO QUESTION 4]	62	41%
(blank)	10	7%
Grand Total	151	
4) What did you (or your family member) like about using the TRICARE Mail Order Pharmacy? [MARK ALL RESPONSES THAT APPLY]		
Less expensive than using a retail pharmacy	49	24%
More convenient than picking up prescriptions at a military treatment facility or retail pharmacy	41	20%
Other [PLEASE COMMENT IN THE SPACE BELOW]	12	6%
There's a pharmacist available by phone 24 hours a day	15	7%
(blank)	86	42%
Grand Total	203	
*Multiple Responses		
5) What did you (or your family member) like least about using the TRICARE Mail Order Pharmacy? [MARK ALL RESPONSES THAT APPLY]		
Lack of security of mailed items	7	4%
Not knowing how to ask a question	8	4%
Not knowing how to proceed	13	7%
Other [PLEASE COMMENT IN THE SPACE BELOW]	28	15%
Registration process	16	8%
Time lapse between submitting the prescription and the medications arriving at my home	31	16%
(blank)	90	47%
Grand Total	193	
*Multiple Responses		
6) How did you transmit your most recent new prescription (not a refill) to Express Scripts?		
FAX	11	7%
Mail	42	28%
Other [PLEASE COMMENT IN SPACE BELOW]	11	7%
(blank)	87	58%
Grand Total	151	

7) How long did it take you to receive your most recent prescription using the TRICARE Mail Order Pharmacy?		
Between 11 and 14 days	10	7%
Between 7 and 10 days	18	12%
Don't recall / other [PLEASE COMMENT IN SPACE BELOW]	12	8%
Greater than 14 days	5	3%
Less than 7 days	18	12%
(blank)	88	58%
Grand Total	151	
8) When you refilled your prescription medication using the TRICARE Mail Order Pharmacy, what method did you use to order your refill?		
Called Express Scripts	13	9%
Does not apply / have not ordered a refill before	8	5%
Mailed my request	7	5%
Other [PLEASE COMMENT IN SPACE BELOW]	3	2%
Used the internet	33	22%
(blank)	87	58%
Grand Total	151	
9) Are you aware of how to refill a prescription using the TRICARE Mail Order Pharmacy?		
No [CONTINUE TO QUESTION 10]	53	35%
Yes [SKIP TO QUESTION 11]	46	30%
(blank)	52	34%
Grand Total	151	

10) Indicate why you have never used the TRICARE Mail Order Pharmacy? [MARK ALL RESPONSES THAT APPLY]		
Don't know enough about the TRICARE Mail Order Pharmacy	22	11%
Don't take chronic / routine medications	13	6%
Don't understand the registration process	17	8%
Have concerns about sending my prescription or receiving my medications through the mail	12	6%
Heard about negative experiences with TRICARE Mail Order Pharmacy	3	1%
I'm not eligible	6	3%
Never heard of the TRICARE Mail Order Pharmacy	4	2%
Other [PLEASE COMMENT IN SPACE BELOW]	10	5%
Prefer to get my prescriptions at no cost at a convenient military treatment facility	19	9%
Prefer to pay cost-shares and use a convenient retail pharmacy	9	4%
(blank)	88	43%
Grand Total	203	
*Multiple Responses		
11) Would you consider using the TRICARE Mail Order Pharmacy if you had more information about how the program works?		
No	36	24%
Yes	61	40%
(blank)	54	36%
Grand Total	151	
12) Which of the following correctly represents the user's cost for obtaining a 90-day supply of a generic medication through TRICARE Mail Order Pharmacy?		
\$3*	62	41%
\$9	30	20%
\$22	1	1%
I don't know	44	29%
No charge	9	6%
(blank)	5	3%
Grand Total	151	
*This is the correct response		

13) How would you prefer to obtain information about the TRICARE Mail Order Pharmacy?		
Brochure mailed directly to my home	68	45%
Brochures at my local military treatment facility	7	5%
Other [PLEASE COMMENT IN SPACE BELOW]	16	11%
Toll free telephone customer service call center	4	3%
TRICARE Website	47	31%
Word of mouth from military treatment facility staff	1	1%
Word of mouth from other beneficiaries / friends Other	3	2%
(blank)	5	3%
Grand Total	151	
<i>[In marketing and education campaigns, a "tagline" is a brief attention getting phrase or reminder that motivates a target audience toward a goal.]</i>		
14) Which of the following taglines would be most suitable for use in describing the TRICARE Mail Order Pharmacy Program? [CHOOSE THE RESPONSE THAT YOU PREFER MOST]		
Other [PLEASE COMMENT IN SPACE BELOW]	12	8%
Quality. Saving. Right to Your Door*	48	32%
TRICARE Home Delivery	24	16%
TRICARE Prescription Home Delivery System	58	38%
(blank)	9	6%
Grand Total	151	
<i>*Tag line being used in early drafts of materials</i>		
<i>[In marketing and education, a "brand name" serves as a shorthand description for a product or service. After some exposure, customers come to associate the brand name only with the intended product.]</i>		
15) Which of the following phrases would be most suitable for use as a brand name in describing the TRICARE Mail Order Pharmacy? [CHOOSE THE RESPONSE THAT YOU PREFER MOST]		
Mail Order Meds	2	1%
Meds by Mail	10	7%
Other	6	4%
Smart Scripts	2	1%
TRICARE Home Delivery	19	13%
TRICARE Home Prescriptions	11	7%
TRICARE Home User Meds Benefit	1	1%
TRICARE Mail Order Pharmacy	93	62%
(blank)	7	5%
Grand Total	151	

16) TRICARE frequently uses acronyms (such as TMOP) in referring to certain benefits and programs. Do you find this abbreviated approach confusing?		
No	61	40%
Yes	85	56%
(blank)	5	3%
Grand Total	151	
17) Which of the following acronyms would be most memorable in describing the TRICARE Mail Order Pharmacy?		
MBM - Meds by Mail	1	1%
MOM - Mail Order Meds	25	17%
Other [PLEASE COMMENT IN SPACE BELOW]	11	7%
THD - TRICARE Home Delivery	7	5%
THP - TRICARE Home Prescriptions	4	3%
THUMB - TRICARE Home User Meds Benefit	6	4%
TMOP - TRICARE Mail Order Pharmacy	86	57%
TSS - TRICARE Smart Scripts	3	2%
(blank)	8	5%
Grand Total	151	