

## **[Pharmacy Name] Announces Two-Way Texting to Enhance Pharmacy-Patient Communication and Advance Health Outcomes**

**[City, State]—November XX, 2018—**[Pharmacy name], the community pharmacy that has been serving and caring for [city, state] since [year], today announced the introduction of two-way texting. Designed to establish collaborative and convenient communication between the pharmacy and its patients, offering two-way texting is another part of the ongoing commitment to improving health outcomes by providing communities with best-in-class personalized care.

Empowering patients with the ability to both send and receive text messages to and from their local community pharmacy not only opens a new care channel, but it clearly signals a commitment to provide highly personalized patient care.

“Implementing two-way texting into my practice has been a convenient solution to better engage with my patients. It’s easy for me to see when a text has been received and respond quickly, which not only helps strengthen the patient-pharmacist relationship but also provides for positive healthcare experiences and improved outcomes,” said [pharmacy representative name & title] of [Pharmacy name].

A determining factor in the pharmacy selection process, the importance of offering patients convenient communication channels cannot be understated. According to a [recent study](#) conducted by PrescribeWellness, text messaging tops the list of preferred communication methods. In fact, more than half of Americans (55 percent) would choose a pharmacy based on its ability to communicate via text message with 84 percent of respondents preferring to receive medication-related or refill reminders via text.

“Stationed on the front lines, pharmacists are uniquely positioned to expand and improve patient care,” said Al Babbington, CEO of PrescribeWellness. “Texting is a convenient way pharmacies can encourage preventative care, improve medication adherence, and effectively engage and communicate with their patient population,” added Babbington.

### **About [Pharmacy Name]**

[Pharmacy boilerplate]

Contact Name

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Contact Number