



# *The Business Case*

## **Safe Access for Everyone Rx (SafeRx) - A.7342A/ S.5000A**

**Standardization and Increased Language Access is Expected to Positively Impact Pharmacy Sales**

Some pharmacies have already embraced standardization of their prescription labels as an opportunity for revenue growth:

- Rite Aid predicted making language access possible in all of its 4,900 stores across the country would increase market share by reaching customers that are not getting their needs met in other stores.
- In 2003, less than 18 months after Walgreens established its chain-wide multi-language prescription label services program, the company had filled prescriptions with Spanish labels and instructions for **one million Spanish-speaking pharmacy patients** in the US.
- Both Target and CVS Caremark redesigned their prescription labels in an effort to boost sales and increase customer loyalty.
  - Target's ClearRX strategy included a redesign of its old pill bottle, stating that the new bottle design would both reduce error with medication and grab the attention of customers away from other pharmacies.
  - CVS's EasyRead™ prescription labels (particularly geared towards seniors) received very positive following the improvements. Enhancements included larger typeface, blue highlighting (for easier reading), medication description, and refill information.

These examples illustrate that patient safety goals are consistent with—indeed, helpful to—the bottom line for retail pharmacies. SafeRx makes sense. Support A.7342A (Gottfried) and S.5000A (Hannon).

*For more information, please contact: Theo Oshiro, Director of Health Advocacy, Make the Road New York at 718-418-7651 x218; [theo.oshiro@maketheroadny.org](mailto:theo.oshiro@maketheroadny.org) or Nisha Agarwal, Director of Health Justice Program at New York Lawyers for the Public Interest; 212-244-4664 x353; [nagarwal@nylpi.org](mailto:nagarwal@nylpi.org).*