



Tips for Serving Mature Adults

According to a recent survey by a leading healthcare corporation, trust and personal attention are the most important factors consumers over age 55 look for in choosing a pharmacy.

As a participating pharmacy in the AARP network, you may be seeing more adults over the age of 50. By providing personal attention and gaining their trust, you can better serve this population.

- Refer to customers by name.
- Take the time to answer questions and discuss concerns they may have.
- Be patient and courteous.

Hearing loss is more common in adults over age 55. When communicating with a person with hearing loss try the following to make communicating easier.

- Establish eye contact.
- Use familiar words and short sentences.
- Speak slightly louder than normal, but in a comfortable, conversational tone.
- Speak distinctly and slowly.

Vision changes occur as we age. As a result, some people may avoid difficult-to-read printed material.

- One way to help older customers be compliant with their medication regimen is to verbally explain dosage instructions and potential side effects of prescription medications.
- Another way is to use large print on prescription labels and patient leaflets.

If the mature customer has a caregiver (family member or professional), work with the caregiver to improve communication and compliance.

Since many customers wait while their prescription is filled, a seating area may help mature adults be more comfortable.

Keep the pharmacy area free of obstacles for customers with mobility issues.