



The digital pharmacy

TORONTO, July 13, 2022—A new Maru Public Opinion survey undertaken for Mednow and released today finds that half (49%) of Canadians are open to filling their prescriptions through a digital pharmacy (less than 2% are typically doing so now.)

“The Digital Pharmacy - A Gateway to Primary Care” study for Mednow also found that among Canadians:

- Less than half describe their experience filling prescriptions at an in-store pharmacy as convenient(45%) or reliable (45%).
- Eight in ten (77%) utilize the same physical pharmacy to fill prescriptions.
- Four in ten (40%) choose their pharmacy based on convenience (proximity) over all other factors, including knowledgeable staff (20%) and trustworthiness (17%).
- Many (45%) have no relationship with their pharmacist.
- Only one in six (18%) say their pharmacist is aware of their medical condition.
- Four in ten (38%) don't know a pharmacist can prescribe refills for certain medications.
- One-third (36%) strongly agree to stay on top of their (or their family members' or others') medication refills.
- A fraction (6%) currently communicate with their pharmacy via mobile app.

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Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at [Maru/Blue](#) on February 26 to March 14, 2022, among a random selection of 2,564 Canadian adults who are Maru Voice Canada panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data.

For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 1.9%, 19 times out of 20. Respondents could respond in either English or French. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

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