

Q&A With a Former Digital Non-Believer

Hear from Doug Baker of Baker Pharmacy

Doug Baker is the owner and pharmacist at Baker Pharmacy in Cushing, Oklahoma. We first heard from Doug as a guest panelist during a Digital Pharmacist webinar. He was open about being a former non-believer and shared why he was against going digital, and how his mindset changed once he ultimately decided to give it a shot.



Doug Baker is like a lot of community pharmacists – dedicated to his patients, busy, and highly experienced. So we wanted to share his thoughts and experiences with the Digital Pharmacist Platform – both before and after he decided to go digital.

Q: How long have you been a pharmacist?

A: I'm going on 33 years.

Q: Before going digital, what were your thoughts about it?

A: It just wasn't on my radar. I'm 55, so I'm old school – I don't like technology or messing with it so that explains quite a bit. And before going digital, business was good, so I wasn't looking to change anything. I figured "I'm making money, what's the point of looking for other ways to do things?"

Q: Why do you think change is hard for pharmacists?

A: We're creatures of habit. Any change disrupts our ability to do what we feel is important in maintaining the integrity of what we do. We have to be diligent and sure of everything in our job, and that rolls over into anything pharmacists do.

Q: What made you think people would never use an app?

A: I'm hard-headed. I figured other people wouldn't use an app because I wouldn't use it.

Q: Why did you end up going digital if you were so against it?

A: My staff. They knew it would be a good move for us and they love to prove me wrong, there's definitely a "prove Doug wrong incentive" over here. Now they love rubbing it in my face. We'll get a bunch of refills through the app which sends a fax to the pharmacy, my staff will grab the fax off the machine and say, "oh really, no one would ever use an app?"

Q: What is the best part about being digital?

A: It comes down to making life easier. It frees up people, the phones, and it sets us apart because some people don't want to talk to people or on the phone, and now we appeal to them too. Plus we get a ton of refills through the web and app now.

Q: If you could say something to other non-believers, what would you say?

A: Things change and we have to adapt to that. You may not want things to change, but that's the reality of the world we live in now. And when you get comfortable or set in your ways, it's really easy to fall behind. So if you're not doing this, you're missing the boat. It's amazing how much time it will save, it's awesome and I love it.

If you'd like to learn more about the [Digital Pharmacist Platform](#) that Doug Baker uses, we're happy to chat with you (whether you're a believer or non-believer!). Give us a call at (877) 959-7550 or visit us at www.digitalpharmacist.com.

About Digital Pharmacist

Digital Pharmacist helps community pharmacists engage with their patients digitally, allowing patients to better manage their health and improve medication adherence. The digital platform includes pharmacist-written content and a fully managed website, mobile app, eNewsletter, and social media service.