

## Pharmacy: An Essential Healthcare Profession

### AACP Positioning and Messaging Framework

#### Objectives

- Achieve recognition of pharmacists as healthcare professionals whose services are covered within health insurance programs and care delivery models
- Achieve recognition for pharmacists as highly educated and accessible healthcare professionals
- Increase awareness of the quality and scientific rigor of pharmacy education
- **Raise the profile of pharmacy as an essential and prestigious healthcare profession**

#### Opportunities

- Affordable Care Act
  - Greater attention to health and wellness issues
  - New strategies for healthcare and wellness services
- Aging population
  - Greater incidence of multiple medication use
  - More chronic disease
- Changing healthcare models
  - Team-based care
  - Patient-Centered Medical Home (PCMH)
  - Retail healthcare environments

#### Target Audiences

- AACP members
- Other healthcare professionals
- Opinion leaders, influencers and policy makers
- Media: healthcare/medicine, public health, education, technology
- Future pharmacists: students interested in the health professions
- Baby boomers and women 21+

## Strategies

- Promote the **profession of pharmacy**, as well as pharmacy education
- Partner with other JCPP organizations to deliver a **unified message**
- Promote **patient centered care** as the key concept
- Focus on **medication management, chronic disease** and overall **health and wellness**

## Positioning

Pharmacists are essential healthcare professionals, who enhance patient care and promote wellness.

*“Pharmacists help people live healthier, better lives.”*

## Key Messages

*“When pharmacists are involved in patient care, outcomes improve and costs decline.”*

*“Current pharmacy graduates receive a minimum of six years of rigorous professional education, leading to the Doctor of Pharmacy degree.”*

*“Pharmacy is a diverse and rewarding career, with opportunities for patient care, scientific research and innovation.”*

## Message Pillars

- **Patients do best when pharmacists are part of their healthcare teams**
  - Improved outcomes
  - Innovative approaches to medication management, including recommended therapies, and the identification and resolution of problems

*“Pharmacists improve medication adherence. They are culturally competent healthcare providers who communicate effectively to evaluate many factors that affect a patient’s ability to take a medication. These include diet, lifestyle, transportation, language barriers and much more.”*

- **Pharmacists are the medication specialists on the healthcare team**
  - Expertise in medication interactions and medication therapy management
  - Optimal management of medication for chronic diseases such as diabetes, asthma, hypertension, etc.
  - Promoting wellness through counseling and monitoring on smoking cessation, obesity, etc.

*“Pharmacists review a patient’s complete medication history to ensure safety and develop comprehensive therapeutic plans. They provide health and wellness screenings throughout the community, at health fairs and in local pharmacies.”*

- **Pharmacists optimize the efficiency and cost-effectiveness of healthcare delivery**

- Asheville Project
- Project Impact: Diabetes
- “Advanced practice pharmacists” (CA) manage medications and chronic diseases

*“Pharmacists educate and monitor patients’ use of medications and devices, which increases adherence, helps improve health outcomes and reduces avoidable healthcare costs.”*

- **Pharmacists are accessible in all healthcare settings: inpatient, ambulatory and community**

- Convenient: the average American visits a pharmacy at least once a week
- Accessible: most Americans live within five miles of a pharmacy
- Trusted: available to answer questions about medications, supplements, etc.
- Student-run, team-based clinics in many areas
- Available to consult on issues of public health

*“Pharmacists are available to see patients at convenient times every day of the week, during morning, evening and weekend hours, and without an appointment. They are licensed to provide immunizations in all 50 states. Many states also allow student pharmacists to provide pharmacy services under the supervision of a pharmacist.”*

- **Colleges of pharmacy are centers of academic excellence, scientific research and innovation**

- Four-year professional degree program (following a minimum of 2 years of prepharmacy coursework), leading to Doctor of Pharmacy degree
- Graduate degrees in the pharmaceutical sciences
- Rigorous and competitive admission standards
- Scientific research on cancer (USC, Rutgers, UMin, Duquesne), alcoholism (URI), reproductive health (UMinn), infectious disease (Purdue), vaccinations (Pitt)
- Stringent requirements for pharmacist licensing, license renewal and continuing education
- Many graduates continue education and achieve further advanced degrees and postgraduate training

*“Pharmacists also receive interprofessional education and training that prepares them for team-based care with physicians, nurses and public health workers. Many also complete postgraduate residencies in specialized fields such as geriatrics or cardiology.”*

## **Tone**

Smart, Innovative, Collaborative, Accessible

# Positioning and Messaging Grid

## Positioning

Pharmacists are essential healthcare professionals, who enhance patient care and promote wellness.

*"Pharmacists help people live healthier, better lives"*

## Key Messages

When pharmacists are involved in patient care, outcomes improve and costs decline.

Current pharmacy graduates receive a minimum of six years of rigorous professional education, leading to the Doctor of Pharmacy degree.

Pharmacy is a diverse and rewarding career, with opportunities for patient care, scientific research and innovation.

## Message Pillars

| Patients do best when pharmacists are part of their healthcare teams   | Pharmacists are the medication specialists on the healthcare team   | Colleges of pharmacy are centers of academic excellence, scientific research and innovation  | Pharmacists optimize the efficiency and cost-effectiveness of healthcare delivery  | Pharmacists are accessible in all healthcare settings: inpatient, ambulatory and community   |
|--|---|--|--|--|
| <ul style="list-style-type: none"> <li>Improved outcomes</li> <li>Innovative approaches to medication management and therapies</li> <li>Identification and resolution of problems</li> </ul> | <ul style="list-style-type: none"> <li>Expertise in medication interactions and MTM</li> <li>Management of medication for chronic diseases</li> <li>Promoting wellness through counseling and monitoring on smoking cessation, obesity, etc.</li> </ul> | <ul style="list-style-type: none"> <li>Four-year professional degree program, leading to Doctor of Pharmacy degree</li> <li>Graduate degrees in the pharmaceutical sciences</li> <li>Rigorous and competitive admission standards</li> <li>Scientific research on cancer, alcoholism, reproductive health, infectious disease, etc.</li> <li>Stringent requirements for licensing, license renewal and continuing education</li> </ul> | <ul style="list-style-type: none"> <li>Asheville Project</li> <li>Project Impact: Diabetes</li> <li>"Advanced practice pharmacists" in CA</li> </ul> | <ul style="list-style-type: none"> <li>Convenient: the average American visits a pharmacy at least once a week</li> <li>Accessible: most Americans live within five miles of a pharmacy</li> <li>Trusted: available to answer questions about medications, supplements, etc.</li> <li>Student-run, team-based clinics in many areas</li> </ul> |

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