



Pharmacy and the Power of Branding

Kathy Pawlicki, ASHP Vice President, Business Development

What is a Brand?

NIKE

HEINZ

iPHONE



What is a Brand?



What is a Brand?

- Brands are not names, or logos
- They are collection of experiences and perceptions that vary from person to person
- Brands can be positive or negative
- They are established over time
- Too often, a brand is easily tarnished, but not easily polished

The Power of a Brand

BLINDED TASTE TEST

Peanut Butter A

Preferred By:
59.26%



Peanut Butter B

Preferred By:
40.74%



BRANDED TASTE TEST

Peanut Butter A

Preferred By:
85.19%

Peanut Butter B

Preferred By:
14.81%

The Power of a Brand

The Power of Negative Experiences



In Every Home



Old School Irrelevant



Dedicated to Safety



Profits over Safety



Wholesome Fresh Sustainable



Unsanitary Poor Quality

The Power of Pervasiveness



Cotton Swab Q-TIP



Bandage BAND-AID



Tissue KLEENEX

How do you change or evolve a brand?

- Brand evolutions require that perceptions change
- Not a new logo
- Not just what you say and show people
- Must create NEW experiences that generate positive feelings and good will

Changing Perceptions: Type 2 Diabetes

Perception of Type 2 Diabetes

“overweight”

“eats too much candy”

“makes bad choices”

“it’s that person’s fault they have diabetes”

- ADA launched a national PSA campaign in 2008
- Partnered with AMA, CDC & Ad Council in 2017
- Partnerships with drug manufacturers and other stakeholder groups to drive changes in perception

Desired End State

“empathy for all people with diabetes”

“educated patients”

“empowered patients”



Changing Perceptions: Radiologic Technologists

Perception of Technologists

“unseen”

“underappreciated”

Desired End State

“play a crucial role in patient diagnosis, intervention, and treatment”

- ASRT launched the “Be Seen” campaign in Feb 2024
- Campaign website
- Storytelling and multi-media assets
- Social media





What is Pharmacy's Brand?

Changing Perceptions: Pharmacists

Perception of Pharmacists

Count pills
Stand behind a counter
Work in retail settings

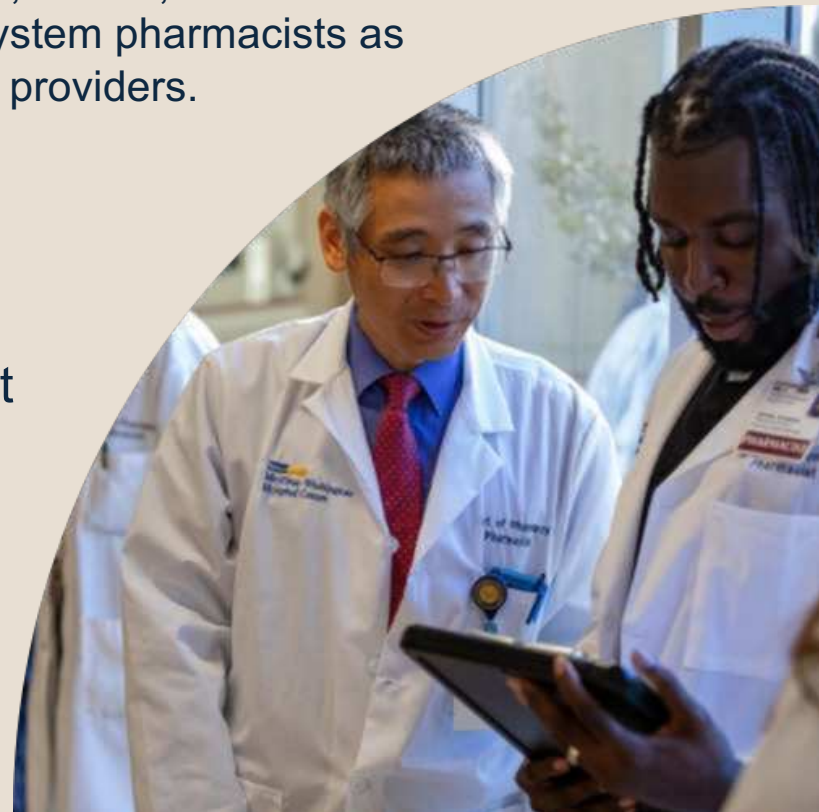
- Too few people understand the impact pharmacists have across the patient care continuum
- Need to enhance the pharmacy brand to attract students to the professions

Desired End State

The public is aware of, values, and seeks out hospital and health-system pharmacists as essential patient care providers.



pharmacists advancing healthcare®



We're Your Pharmacist

National Awareness Campaign





If I do my job right, people have a better understanding of how medications work and the benefits they have from them.



Tahvi Jari
PhD, PhD

Dr. Jari focuses on the details of your care, because she sees the bigger picture.

[Learn More](#)



Olivia Morgan
PharmD, BCCCP, BCGP

Dr. Morgan gets to know you as well as she knows your medication.

[Learn More](#)



Charrai Byrd
PharmD, MBA

For Dr. Byrd, being a health-system pharmacist means changing perceptions.

[Learn More](#)



Alex Kim
PharmD, PhD

Dr. Kim tailors your care to your needs.

[Learn More](#)



Charrai Byrd, PharmD, MBA



Every pharmacist brings a unique perspective.

[LEARN MORE](#) →

YourPharmacist.org **ashp**



Olivia Morgan, PharmD, BCCCP, BCGP




Health-system pharmacists are patient allies.

SWIPE →



ASHP @ASHPOfficial · Aug 13
 Have you shared your story yet? Get involved here: yourpharmacist.org/share-your-story... #YourPharmacist

ASHP @ASHPOfficial · Aug 8
 As a pharmacy residency program director, Kelly loves working with both residents and students to shape fulfilling careers. Learn more about her work across service links, and share your own story... [Show more](#)



Kelly Hoerig, PharmD, BCPS

ashpofficial · Following

Did you know?

Hospital and health-system pharmacists develop medication therapies for patients.

SWIPE →



126 likes

ashpofficial From developing drug therapy plans to monitoring patient outcomes, hospital and health-system pharmacists are medication... more

AACP American Association of Col... + Follow
 12,329 followers
 2mo ·

"I want to sit down with you and talk. I want to know what the factors are that might be limiting you from ...more



Alex Kim, PharmD, PGY 1 | We're Your Pharmacist
yourpharmacist.org

Jessie Hippie Rosario and 2 others

American Society of Health-System Pharmacists
 15k at 1:57 AM ·

Hospital and health-system pharmacists like Cate help people access and afford life-changing therapies. By helping her patients navigate the complexities of insurance, Cate ensures that her patients don't have to go it alone. Read her full story: <https://t.me/yourpharmacist>



Cate Harper, PharmD, BCACP, CPP

You and 11 others · 1 share

Missouri Society of Health @MoP · Aug 9

Meet Carli Luebbert, an informatics supervisor with the KCVIA! See what she has to say about working in informatics as a pharmacist. #YourPharmacist #ASHP



28 likes

North Dakota Society of Health-System Pharmacists + Follow
 233 followers
 2mo ·

Thank you to the ASHP for launching a new national awareness campaign to showcase all that hospital and health-system pharmacists do! NDSSH is proud to support this important effort. Share this post to spread the word, and ...more



Hospital and Health-System Pharmacists are Patient Allies.

LEARN MORE →




22 likes

ashpofficial Hospital and health-system pharmacists like Tanvi do much more than ensure medication effectiveness and safety. Learn... more

July 9

ashpofficial · Following



Tanvi Jani, BSPharm, MS, PhD

22 likes

ashpofficial Hospital and health-system pharmacists like Tanvi do much more than ensure medication effectiveness and safety. Learn... more

July 9

Oregon Society of Health-System Pharmacists (OSHP) + Follow
 338 followers
 2mo ·

Every day, hospital and health-system pharmacists like our members work to ensure patients receive safe, effective care. Learn more in this new campaign from ASHP! ...more

Hospital and Health-System Pharmacists are Essential Patient Care Providers.

LEARN MORE →



Kristine (Kari) Gulloian, PharmD, MBA, DPLA, RASHP, PCDHP and 13 others · 1 repost



For Pharmacists

Tell your followers about all that you do for patients as a hospital or health-system pharmacist.

[DOWNLOAD TOOLKIT →](#)



For Health Systems

Spread the word about hospital and health-system pharmacy to your community.

[DOWNLOAD TOOLKIT →](#)



For State Affiliates

Share stories about hospital and health-system pharmacy with your members and followers.

[DOWNLOAD TOOLKIT →](#)



For Schools and Colleges of Pharmacy

Spread the word about careers in hospital and health-system pharmacy.

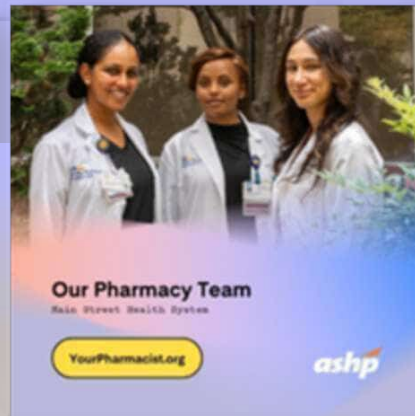
[DOWNLOAD TOOLKIT →](#)

Hospital and Health-System Pharmacists are Essential Patient Care Providers.

[YourPharmacist.org](#)



Susan Jones, PharmD



Our Pharmacy Team

Main Street Health System

[YourPharmacist.org](#)



John Smith, PharmD, BCPS

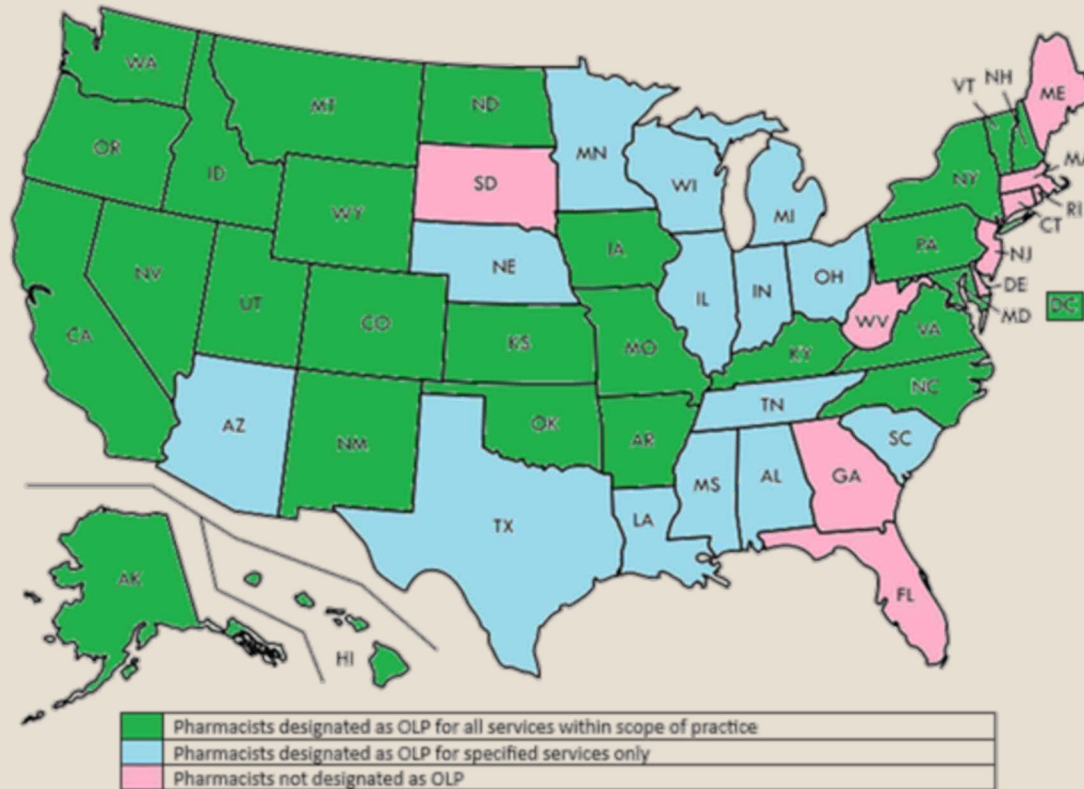


We're Your Pharmacist: What's Next

- Using the campaign to support our Policy Week and Pharmacy Week messaging and online content
- Highlighting more specialty areas and practice settings
- More voices including physicians, nurses, and patients
- Enhancing tools to make the campaign local
- Reaching and inspiring the next generation of hospital and health-system pharmacists

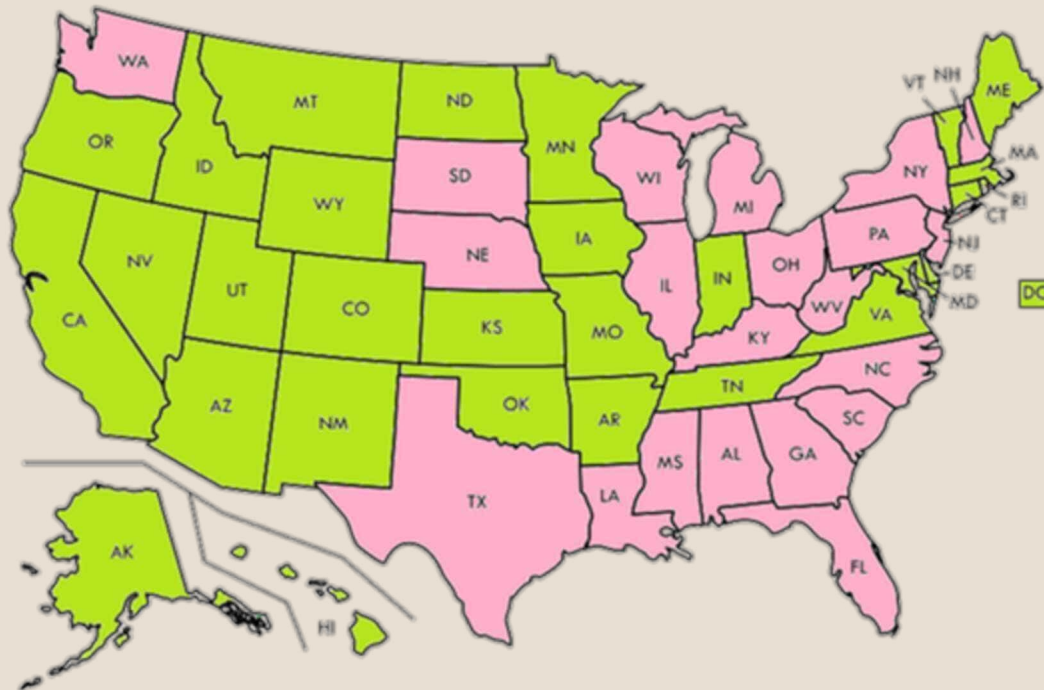
What is Driving Pharmacy's Brand?

Pharmacist Status as "Other Licensed Practitioner" in Medicaid



What is Driving Pharmacy's Brand?

Pharmacist Independent Prescribing Authority



Pharmacists permitted to independently prescribe at least one drug or device (not including vaccines)
Dependent prescribing only

Illinois

- HIV Prevention
- Hormonal Contraceptives

Indiana

- Hormonal Contraceptives
- Tobacco Cessation Therapy

Michigan

- HIV Prevention
- Hormonal Contraceptives
- Tobacco Cessation Therapy

What is Driving Pharmacy's Brand?

Expanding Health System Roles & Responsibilities

Pharmacists

- Outpatient Clinics
- Complex medication and treatment regimens

Pharmacy Technicians

- Purchasing/inventory control
- Medication history
- Medication Access
- Regulatory/Compliance
- Information Technology

Pharmacy Leaders

- CPO, VP+, C-suite

Workforce: Supply vs Demand

Schools and Colleges of Pharmacy Enrollment Trends

Year	First Professional Year Classes ^a	Percent Change from Previous Year	All Professional Years ^b	Percent Change from Previous Year	Total Enrollment	Percent Change from Previous Year
2016	13,975	-1.5%	59,978	0.4%	63,464	0.0%
2017	13,881	-0.7%	59,474	-0.8%	63,087	-0.6%
2018	13,546	-2.4%	59,208	-0.4%	62,504	-0.9%
2019	12,795	-5.5%	57,484	-2.9%	60,594	-3.1%
2020	11,769	-8.0%	54,552	-5.1%	57,375	-5.3%
2021	11,135	-5.4%	50,897	-6.7%	53,516	-6.7%
2022	9,324	-16.3%	45,261	-11.1%	47,592	-11.1%

25% reduction in total enrollment (15,872)

Based on AACP data through Fall 2022 enrollment

Workforce: Supply and Demand

U.S. Bureau of Labor Statistics

Pharmacy technicians

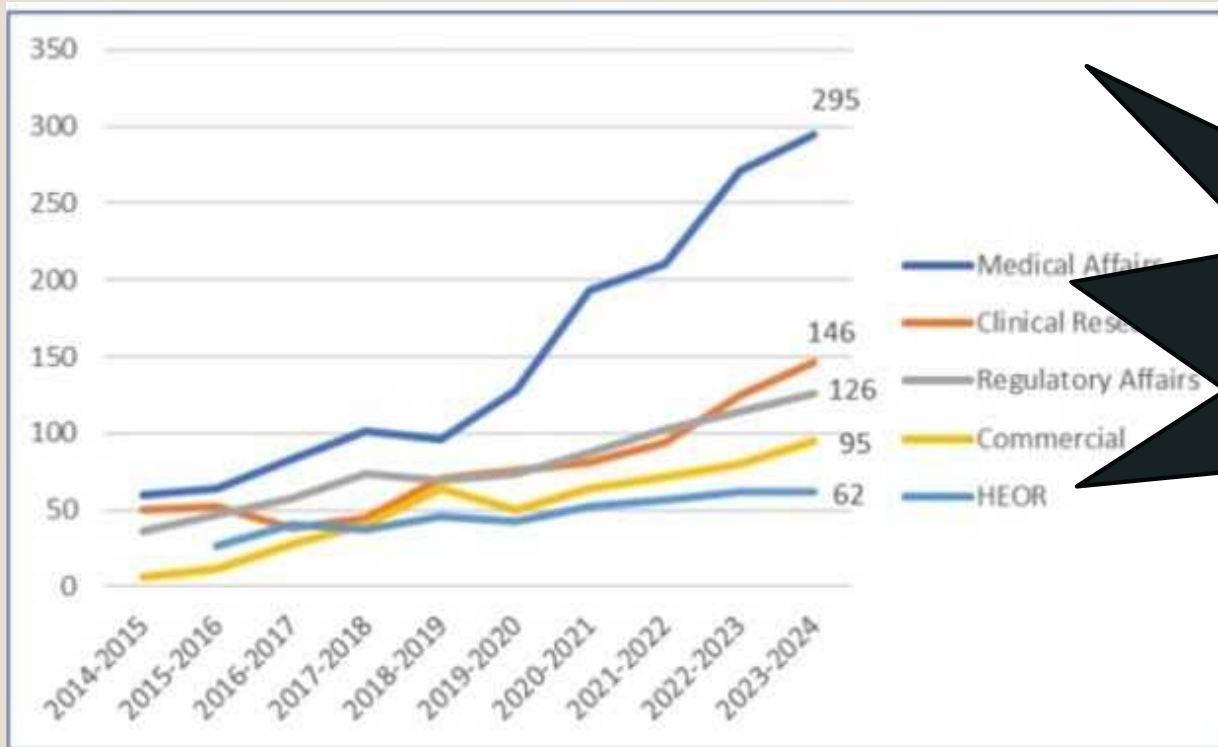
- 459,600 in 2022
 - 52% in community pharmacies
 - 16% in hospitals
- 6% growth anticipated

Pharmacists

- 334,200 in 2022
 - 48% in community pharmacies
 - 27% in hospitals
 - 6% in ambulatory health services
- 3% growth anticipated

Workforce: Supply and Demand

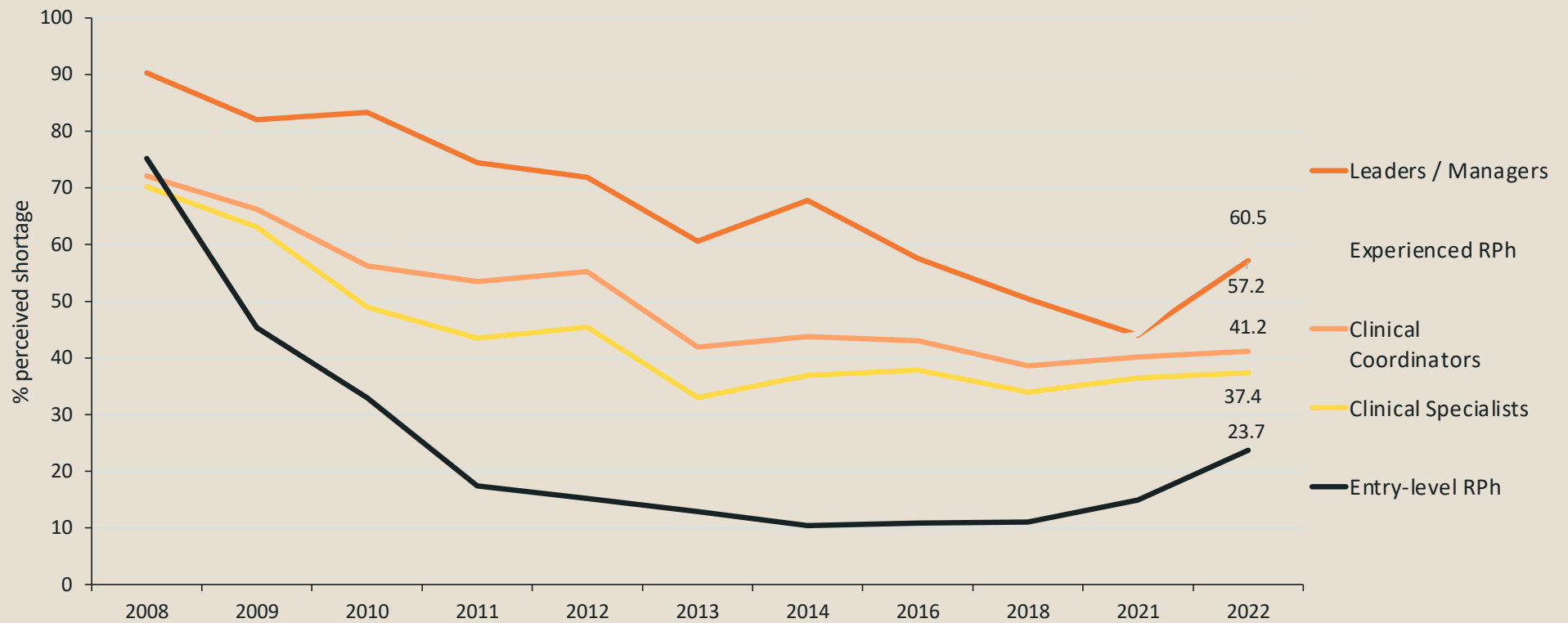
Post Graduate Fellowship Trends



**Dilemma –
obtain licensure or
not?**

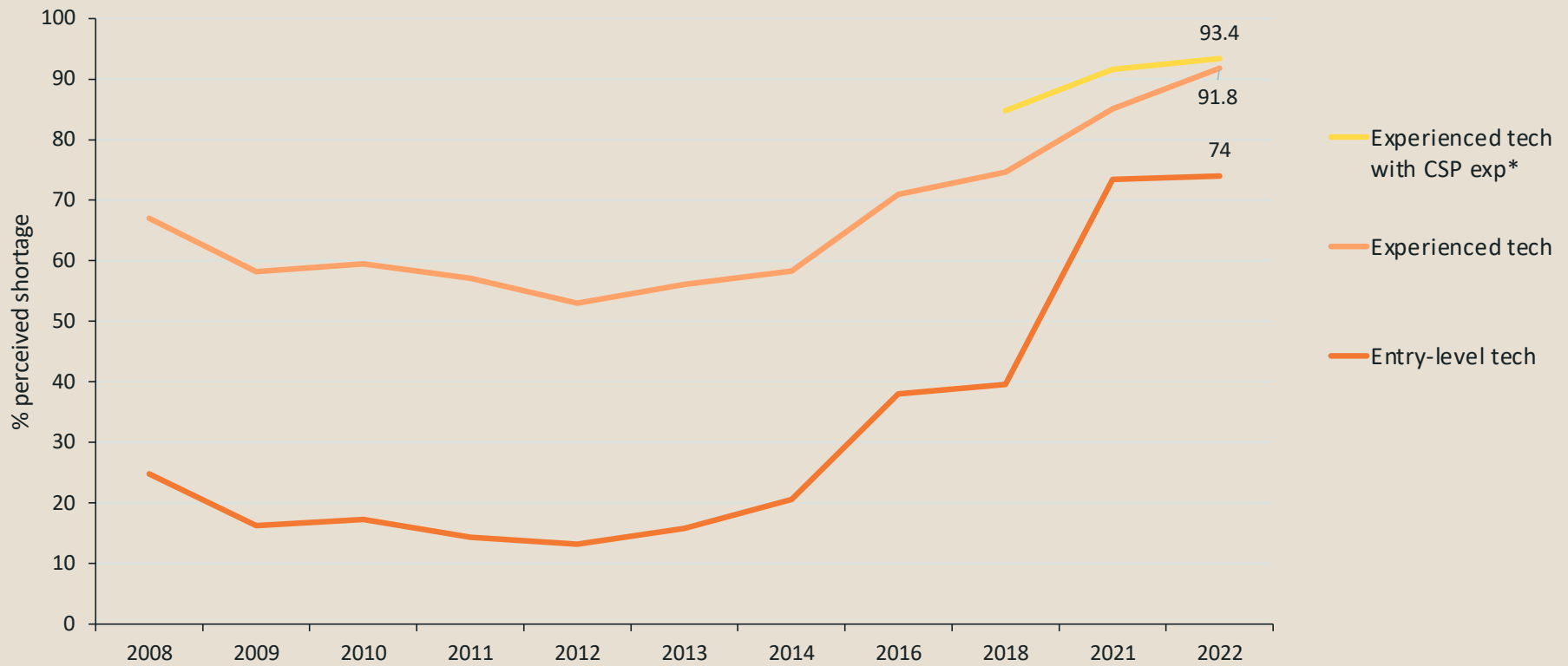
Workforce: Supply and Demand

Hospital Pharmacist Workforce Shortage



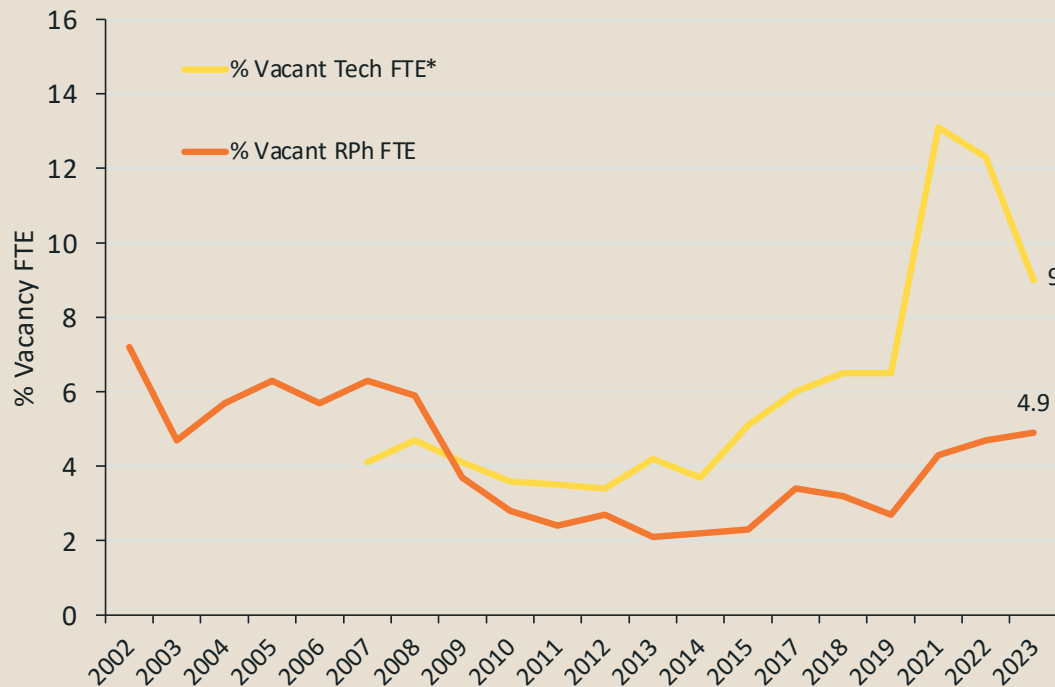
Workforce: Supply and Demand

Hospital Technician Workforce Shortage



Workforce: Supply and Demand

Hospital Pharmacist and Technician Vacancies



Reason for Leaving

Technician

- External tech position
- Leaving healthcare
- College or other education
- Internal position (higher wage)
- Retiring

Pharmacist

- Other health system position
- Retirement
- Pharmaceutical industry
- Community/retail
- Leaving healthcare
- Academia
- Pharmacy tech vendor

How can we create momentum to change the perception – the BRAND – of pharmacy?

BOARDS OF PHARMACY

- Pharmacist scope of practice
- Board member composition
- Work environment vs. competence
- Leverage safe/proven technology

SCHOOLS & COLLEGES OF PHARMACY

- Balanced perspective on career options
- Recruiting and skill building for problem solvers, compassionate, well-rounded practitioners
- Setting expectations

STATE SOCIETIES

- Influence professional behavior and impact on brand
- Mobilize grass roots advocacy for professional brand and regulatory change

ALL

How are we building an educated/skilled pharmacy technician workforce?