



Please sit
according to
your state

BE READY TO DISCUSS. WE HAVE
WORK TO DO.

Joining Forces

Working Together to Solve Challenges With Innovative Ideas

Susan L. Davis, PharmD, FIDP

Associate Dean for Pharmacy
and Clinical Professor
Wayne State University
Detroit, Michigan, US
sldavis@wayne.edu

Hannah Ferrari, PharmD

Clinical Assistant Professor
Wayne State University
Ambulatory Care Specialist,
Henry Ford Health
Detroit, Michigan, US
hannah.ferrari@wayne.edu



Disclosures

- Dr. Davis has no conflicts of interest relevant to this presentation.
- Dr. Ferrari has no conflicts of interest relevant to this presentation.
- This presentation does not include discussion of non-FDA approved medications
- Susan Davis and Hannah Ferrari declare that they do not have an affiliation or financial arrangement with any ineligible companies that may have a direct interest in the subject matter of this continuing pharmacy education (CPE) activity within the past 24 months.

Learning Objectives

- Describe the present brand position of pharmacy.
- Evaluate the challenges and potential strategies to develop and implement a unified brand position for pharmacy.
- Given a scenario, design a collaborative strategy to address the brand position of pharmacy that engages educational institutions, state regulatory agencies, and industry stakeholders.

The State of Pharmacy in Your State

- Data Sources
- AACP Office of Institutional Research and Effectiveness Databases
<https://www.aacp.org/research/institutional-research>
- NABP 2023 Survey of Pharmacy Law
<https://nabp.pharmacy/news-resources/resources/publications/survey-of-pharmacy-law/>
- NASPA State Fact Sheets
<https://naspa.us/blog/resource/2022-state-fact-sheets/>

State Roll Call

QUICK FIRE: at your table decide on one **Point of Pride** for pharmacy in your state.

Be ready to share it when your state is called.

Wisconsin



- 5,850 pharmacists
- 3 Schools/Colleges of Pharmacy
- 2023 Data
 - 740 Pharmacy Students Enrolled (across all years)
 - 574 Applications in 2023
 - 188 Pharmacy Graduates
- Pharmacy Examining Board
 - 5 licensed pharmacists
 - 2 public members
 - Appointed by governor for 4-year terms

Illinois



- 12,430 pharmacists
- 6 Schools/Colleges of Pharmacy
- 2023 Data
 - 1,819 Pharmacy Students Enrolled (all years)
 - 1,306 Applications
 - 582 Pharmacy Graduates
- State Board of Pharmacy
 - 8 licensed pharmacists
 - 2 public members
 - 1 pharmacy technician
 - Appointed by the governor

Indiana



- 5,830 pharmacists
- 3 Schools/Colleges of Pharmacy
- 2023 Data
 - 1,159 Pharmacy Students Enrolled (all years)
 - 912 Applications
 - 310 Pharmacy Graduates
- State Board of Pharmacy
 - 6 licensed pharmacists
 - 1 must be hospital pharmacist
 - 1 public member
 - Never associated with pharmacy other than as a patient
 - Appointed by governor for 4-year terms

Ohio



- 12,801 pharmacists
- 7 Schools/Colleges of Pharmacy
- 2023 Data
 - 2,314 Pharmacy Students Enrolled (all years)
 - 1,264 Applications
 - 588 Pharmacy Graduates
- State Board of Pharmacy
 - 8 licensed pharmacists
 - Representing each phase of pharmacy practice
 - 1 public member
 - Appointed by governor for 4-year terms


Michigan



- 10,170 pharmacists
- 3 Schools/Colleges of Pharmacy
- 2023 Data
 - 1,044 Pharmacy Students Enrolled (all years)
 - 794 Applications
 - 249 Pharmacy Graduates
- State Board of Pharmacy
 - 6 pharmacists
 - 4 public members
 - 1 technician
 - Appointed by governor for 4-year terms

What's our brand?

Goal: Describe the present brand position of pharmacy



Question 1. What is the brand perception of pharmacy in your state?

- For the general public?

Feedback responses will be typed here.

- For the profession and industry ourselves?

Feedback responses will be typed here.

Questions 2/3.

- What roles do the Boards of Pharmacy, Colleges of Pharmacy, and industry stakeholders play in public/internal perception?

Feedback responses will be typed here.

- What other factors influence the perception of the profession?

Feedback responses will be typed here.

Question 4. What is your “elevator pitch” when describing to others outside of the profession what you do for a living?

One volunteer will share. Group will offer feedback.

What is our vision?

Goal: Evaluate the challenges and potential strategies to develop and implement a unified brand position for pharmacy

Question 5. What is your group's desired vision for the brand of pharmacy? How does that differ from the current status?

One volunteer will share. Group will offer feedback.

Question 6. List some of the challenges to achieving the desired brand. You can divide these into challenges internal to the profession, external, or other.

Challenges	Factors Involved/ Resources Needed
Internal	
External	
Other	

Question 7. For the challenges listed, what factors influence those challenges? What resources are needed to address those challenges?

Challenges	Factors Involved/Resources Needed
Internal	
External	
Other	

How will we get there?

Goal: Design a collaborative strategy to address the brand position of pharmacy that engages educational institutions, state regulatory agencies, and industry stakeholders

Question 8. Pick one or two of the top challenges identified. List roles for how schools/colleges, boards, and pharmacy industry could contribute to addressing these issues.

Stakeholders	Contributions, Strategies (long term)
Schools and Colleges of Pharmacy	
Boards of Pharmacy	
The Pharmacy Industry	

Question 9. Now we're talking tactics. What can pharmacy stakeholders in your state do in the short term (let's say 1 year) to work toward implementing a cohesive branding strategy?

List Your Group's Tactics



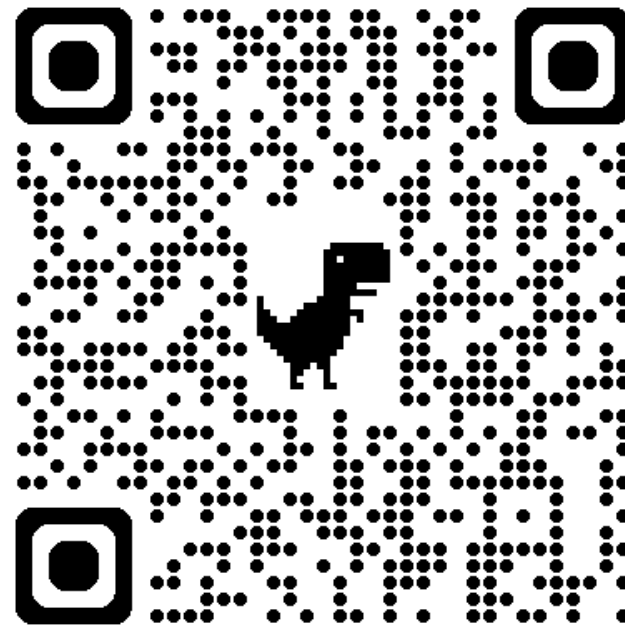
Question 10. Action Steps. Make it personal.

What will YOU do to contribute to this strategy. Give yourself a deadline.

Summary Remarks

Accountability. Make a Commitment.

Submit your action steps and commitment in the form at the QR code below.



<https://forms.gle/DKRa13vLVviXK2GH7>