

Session: *Positioning Pharmacists as the Supermarket Whole Health Specialist*

Sunday, September 13, 2009, 9:45 am – 11:00 am

Facilitator:

Catherine Polley, RPh, Vice President, Pharmacy Services, Food Marketing Institute

Panelists:

Don Clark, Vice President, Pharmacy Operations, K-VA-T Food Stores

Dave Jones, Vice President, Industry Initiatives, Kellogg USA

Dave Nazaruk, Senior Vice President, Business Development, Staywell Custom Communications

Jay Parsons, President, Catalina Health Resource

Cecil Russell, Vice President, Strategic Development, Save Mart Supermarkets

Program Objectives:

At the conclusion of this session the participant will be able to:

- Describe the role of the supermarket pharmacist and how their role should continue to evolve in the supermarket setting.
- Outline how a supermarket pharmacist can utilize their skills and training to effectively become a whole health specialist.
- Discuss effective ways educators, retailers, manufacturers and lawmakers can work together to help place the pharmacist as a key member of the whole health team.

Self-Assessment Questions:

1. Persistence curves shows the percent of patients continuing to fill prescription medications for chronic conditions such as cholesterol, type-2 diabetes and hypertension in the same pharmacy one year after purchasing their initial medication to be as low as:
 - a) 15%
 - b) 25%
 - c) 50%
 - d) None of the above
2. In a recent study, which of the following was the most important information to receive from the pharmacy?
 - a) Why to take the prescription exactly as directed
 - b) How to take the prescription with other medications
 - c) Information about websites related to the condition
3. True or False: In a recent Pharmacy Satisfaction Survey, shoppers who had the opportunity to speak with the Pharmacist were 2.1 times more likely to return to a store to fill a future prescription.
4. When seeking for advice and education on proper diet and nutrition, what percent of consumers speak to their pharmacist?
 - a) 5%
 - b) 15%
 - c) 20%
 - d) 35%

Answers: 1. a 2. b 3. True 4. a