

A Good Dosage of Information
About Pharmacists



R_x

Patient Name:

Prescription:

MD: _____

*A closer look at the current world of
Pharmacy*

Market Highlight Report, Winter 2011

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Market Highlight Report

Pharmacists Winter 2011

General Overview

Pharmacists fill many roles. They distribute prescription drugs to individuals, advise on the selection, dosages, interactions, and side effects of medications, as well as monitor the health and progress of patients to ensure that they are using their medications safely and effectively. Compounding—the actual mixing of ingredients to form medications—is a small part of a pharmacist's practice, because most medicines are produced by pharmaceutical companies in standard dosages and drug delivery forms. Most pharmacists work in a community setting, such as a retail drugstore, or in a healthcare facility, such as a hospital. About 65% of pharmacists work in a retail setting, mostly as salaried employees, with a small number being self-employed owners.

The 2009 National Pharmacist Workforce Survey, collected information on characteristics and work contributions of the pharmacist workforce in the United States. From a random sample of 3,000 pharmacists, 1,395 returned the following key findings:

- The number of licensed pharmacists actively practicing pharmacy increased from 86% in 2004 to 88.3% in 2009
- While pharmacists in all practice settings indicated that they would like to spend more time in patient care services, education, and research activities and less time on dispensing, the survey reveals that the majority of pharmacists' time in 2009 (55%) was used to dispense medication.
- More women are entering the pharmacy profession. Female practicing pharmacists have increased significantly, comprising 46% of the workforce in 2009, up 15% from 1990.
- Forty-eight percent of practicing male pharmacists are greater than 46 years of age and 30% are older than 60. Nearly half of active female pharmacists are between the ages of 31 and 45 while 40% are between 46 and 60 and only 4% are older than 60.
- The proportion of pharmacists working full-time decreased from 73% (2000) to 67% in 2009, and Pharmacists working part-time increased to 20% in 2009.
- The trend of part-time work is increasing for both men and women pharmacists:
 - Twenty-nine percent of women worked part-time in 2009, up from 26% in 2004 and 23% in 2000.
 - More men are also working part-time as the proportion increased from 11% to 15% to 18% for the years 2000, 2004 and 2009, respectively.

View the complete report here: [2009 National Pharmacist Workforce Survey](#).

Sources: Occupational Outlook Handbook, 2010-11 Edition. [Bureau of Labor Statistics](#). 26 November 2010 <<http://www.bls.gov/oco/ocos079.htm>>.

"Recession hurts, but pharmacists are still in demand". 10 March 2010. [Healthcare Finance News](#). 28 November 2010. <<http://www.healthcarefinancenews.com/news/recession-hurts-pharmacists-are-still-demand>>.

Licensing/Certification

Pharmacists who are trained in the United States must earn a Pharm.D. degree from an accredited college or school of pharmacy. The Pharm.D. degree has replaced the Bachelor of Pharmacy degree. There are currently 111 accredited colleges and schools that offer the Pharm.D. To be admitted to a Pharm.D. program, an applicant must have completed at least 2 years of specific professional study which generally includes courses in mathematics and natural sciences, such as chemistry, biology, and physics, as well as courses in the humanities and social sciences.

To obtain a license after one completes the Pharm.D. degree, they must then must pass a series of examinations:

- All states require the North American Pharmacist Licensure Exam (NAPLEX) which tests pharmacy skills and knowledge.
- Forty-four States and the District of Columbia also require the Multistate Pharmacy Jurisprudence Exam (MPJE), which tests pharmacy law.
- Both exams are administered by the National Association of Boards of Pharmacy (NABP).

There is at least one pharmacy school in every state in the union with the exceptions of Alaska and Delaware.

Growth

Employment is expected to increase faster than the average with excellent job prospects, growing an expected 17% between 2008 and 2018. The increasing numbers of middle-aged and elderly people—who use more prescription drugs than younger people—will continue to spur demand for pharmacists throughout the projection period. In addition, as scientific advances lead to new drug products, and as an increasing number of people obtain prescription drug coverage, the need for these workers will continue to expand.

Source: Occupational Outlook Handbook, 2010-11 Edition. Bureau of Labor Statistics. 26 November 2010 <<http://www.bls.gov/oco/ocos079.htm>>.

Pharmacists in Today's Economy

Although being a pharmacist is a fairly lucrative job, especially given the current economy, the stress level of the job is high, with more people filling prescriptions and cost cutting measures taken by companies. And though Pharmacist has been labeled a “Recession Proof” career with its good job opportunities, today’s economy may be responsible for some currents trends in the industry:

- As noted earlier, the increase in the number of practicing pharmacists, including those working part-time, may be due to the economic downturn in 2008 and 2009, as pharmacists working in other fields or not working at all may have decided to reenter the pharmacy workforce. According to the Workforce Survey referenced above, with the high demand for pharmacists, working part-time and choosing the number of hours to work has been an increasingly attractive option for both male and female pharmacists since 2000.
- The number of pharmacists over age 55 increased by almost 7% between 2004 and 2009, and pharmacists age 60 and older made up a large portion of the pharmacy

workforce. Due to the recession, pharmacists over age 60 may be returning or continuing to work in order to supplement retirement plans and gain economic security for their families.

The outcome of policy debates on Capitol Hill, could greatly affect pharmacists' salaries in the coming years. If the United States moves to a more socialized medicine structure, such as in Canada or England, pharmacists' salaries could be capped or even reduced if their value is marginalized. On the flip side though, many pharmacists would welcome the changes as it may benefit their customers who are unable to pay for medications.

Sources: Pharmacy Manpower Project Reveals 2009 Workforce Trends". 30 April 2010. National Association of the Boards of Pharmacy. 28 November 2010 <<http://www.nabp.net/news/pharmacy-manpower-project-reveals-2009-workforce-trends>>.

Rajecki, Ron. "Drug Topics' 2010 Pharmacists salary survey". 7 April 2010. Drug Topics. 28 November 2010 <<http://drugtopics.modernmedicine.com/drugtopics/article/articleDetail.jsp?id=664501>>.

Salaries for Pharmacists

A recent 2010 salary survey drew 1,619 responses from across the country. The findings suggest a stable and well-paying field with an average salary of \$115,455 and personnel boasting an average of 21.6 years of experience. The hours, in general, aren't grueling, with respondents working an average of 41.5 hours per week.

Most respondents (54.9%) said they are paid on an hourly basis. About two-thirds (66.5%) receive an hourly wage of between \$51 and \$60, the average hourly salary being \$55.06.

Among respondents who receive a salary, the majority (62.5%) report salaries falling between \$101,000 and \$130,000 per year, with an average of \$115,455. Only about 5% of the respondents reported earning less than \$80,000 annually.

In addition to salaries, almost half (48%) of the respondents said that in 2009 they received a bonus in some form, such as commission, profit-sharing, etc. The average value of the bonuses was \$5,474.

Average salary for full time Pharmacy Faculty for the 2009-2010 academic year was as follows:

Dean	\$215,655
Assoc. Dean	\$147,221
Asst. Dean	\$113,426
Professor	\$142,803
Assoc Professor	\$105,407
Asst. Professor	\$92,245
Instructor:	\$82,008
Lecturer:	\$90,547

Sources: Rajecki, Ron. "Drug Topics' 2010 Pharmacists salary survey". 7 April 2010. Drug Topics. 28 November 2010 <<http://drugtopics.modernmedicine.com/drugtopics/article/articleDetail.jsp?id=664501>>. American Association of Colleges of Pharmacy. 2010. Salary Data. 29 January 2010 <<http://www.aacp.org/career/salarydata/Pages/default.aspx>>.

Debt incurred by Pharmacists

The recently released 2009 National Pharmacists Workforce study found the following:

- In 2009, pharmacists reported an average current student loan debt of \$4,224 compared to \$14,936 when they graduated from pharmacy school.
- Pharmacists with five years or less years of experience reported an average of \$79,895 of student debt at the time of graduation from pharmacy school and a current student load debt of \$61,667.
- Only 5% of respondents in the group surveyed reported having zero student loan debt at time of graduation and 17% reported no student loan debt currently. For this group, average total household debt (not including student loan debt) was \$221,280 (with 12% reporting no household debt).

*It should be noted that the survey did not include any graduates from 2007 onward, however, a recent “Graduating Pharmacy Student Survey” conducted by the American Association of Colleges of Pharmacy during July 2009 showed that for the 6,578 graduating students who responded to their survey in 2009, 87.4% of the respondents reported having mean debt load of \$101,892 in 2009.

Source: 2009 National Pharmacists Workforce Survey. March 2010. Prepared by: Midwest Pharmacy Workforce Research Consortium. 28 November 2010

<http://www.aacp.org/resources/research/pharmacymanship/Documents/2009%20National%20Pharmacist%20Workforce%20Survey%20-%20FINAL%20REPORT.pdf>.

Market Challenge

There are no extraordinary circumstances that make this market any more challenging in this post-recession economy than any other professional field. If anything, it maybe a little easier as pharmacists work shorter schedules than many high-paid professionals and they often belong to associations which could lead to good networking opportunities.

A lot of pharmacists are coming out of graduate school and may not be able to enter their chosen field immediately due to the tight job market. This could present a recruiting opportunity for you to recruit young pharmacists that may want to network and sell within their own profession circles yet take a more entrepreneurial career path.

Since many pharmacists are salaried employees, either through a retail corporation, through a non-profit hospital or an educational facility, you will want to know about their current benefit packages and how you may augment any existing coverage with your company’s products and services.

Networking with Pharmacists

Pharmacists have a lot of expertise in the sciences and therefore, may be more prone to taking an academic and perhaps even analytic approach to important purchasing decisions. They have been trained to be good listeners, test for understanding and ask follow up questions. These would be good attributes for you to also employ when marketing to pharmacists.

Pharmacists often attend trade shows where they can receive continuing education credits and keep up with the latest in pharmaceutical developments. Becoming an ongoing sponsor of selected trade shows in your community will position you as a provider who specializes in the changing needs of pharmacists.

Of course, becoming an Associate Member of a local Pharmaceutical Association or at least becoming a sponsor or advertiser is another way to get involved at a local level with these highly paid professionals.

National Associations

National Community Pharmacists Association

<http://www.ncpanet.org/>

NCPA has represented the individual and business interests of community pharmacists for over 100 years, including the owners of 24,000 pharmacies. Over 25% of independent owners have ownership in two or more pharmacies and have at least one other pharmacist on site with them as well as 3.8 technicians. The Association's magazine, *America's Pharmacist*, has a circulation of almost 24,000 with three quarters of the readership being pharmacist owners or managers:

http://www.americaspharmacist.net/2011_ncpa_mediakit.pdf.

Non-pharmacist membership is available. Visit:

<http://www.ncpanet.org/membership/categories.php>.

American Pharmacists Association (APhA)

<http://www.pharmacist.com>

APhA was the first-established national professional society of pharmacists, having been founded in 1852 as the American Pharmaceutical Association. It remains the largest association of pharmacists in the United States, boasting more than 60,000 practicing pharmacists, pharmaceutical scientists, student pharmacists, pharmacy technicians, and others interested in advancing the profession. Non-pharmacist membership is available: Visit:

http://www.pharmacist.com/Content/NavigationMenu3/JoinAPhA/MembershipLevelsDues/Membership_Levels_Du.htm.

The APhA2011 Annual Meeting and Exposition is scheduled for March 2011 in Seattle. View the following link for information on networking and exposure for your company name:

<http://www.aphameeting.org/index.cfm?do=cnt.page&pg=1049&cb=1004>.

National Association of Boards of Pharmacy (NABP)

<http://www.nabp.net>

The National Association of Boards of Pharmacy is an international association which assists state licensing boards in developing, implementing, and enforcing uniform standards relating to pharmacies. The following link gives a listing of Boards for each state:

<http://www.nabp.net/boards-of-pharmacy/>. Note that some states will sell their license lists.

The American Association of Colleges of Pharmacy (AACP)

<http://www.aacp.org/Pages/Default.aspx>

Founded in 1900, the American Association of Colleges of Pharmacy (AACP) is the national organization representing pharmacy education in the United States. The mission of the Association is to both represent and be an advocate for all segments of the academic community in the profession of pharmacy. AACP is comprised of all accredited colleges and

schools with pharmacy degree programs, including approximately 54,700 professional degree students, 5,500 students enrolled in graduate studies and more than 5,300 full-time faculty.

Learn more about Association marketing by reading [About Association Marketing](#) which includes tips for vetting an association, becoming a resource, and surveys for the association leadership and members.

Marketing Checklist

- Narrow niches within the market to a reasonable size and scope.
- Visit websites and flag the best ones for ongoing reference.
- “Follow” companies and associations of interest on LinkedIn.com and join market-related groups.
- Note names of at least 15 individuals that would be good Centers of Influence in the market.
- Conduct informational interviews and/or networking appointments
 - with potential strategic alliances also active in the market.
 - ask for “personal introductions” to others in the market.
- Subscribe to market-related blogs and magazines, note calendar dates, editors names and sponsorship or advertising opportunities.
- Determine which association(s) is most worthwhile and attend networking events; obtain meeting with Association Director and be sure to “ask” more rather than “tell.”
- Determine a Unique Value Statement that appeals to the market and sets you apart from the competition.
- Announce your presence in the market through social media, letters, ads, and press releases.
- Obtain membership lists for cultivation and look into targeted list buying if needed.
- Organize a mix of cultivation pieces. For ex., avoid sending all email or all snail mail. Aim for a minimum of six to twelve touch-points per year.
- Explore what types of seminar topics and/or guest speakers are of interest to this market.
- Contact local business journals and find out if they plan on dedicating a special issue to the market where you can advertise and/or get an article published.

SAMPLE One Page 90-Day Strategic Planning Template
Target Market Focus: Physicians in (Region)

Three Year Vision: 40 pharmacist clients in database; Receive X number of leads per mo.; Conduct min. of 2 Workshops per year and 3 C of I Appreciation Events

One Year Vision: 12 new pharmacist clients in database with a min. of 5 who will provide ongoing introductions

90 Day Objectives/Tactics	Challenges	Action Items	Person	Date
1. Continue Research & Build Top 15 List		<ul style="list-style-type: none"> - Obtain local research & dig deep into links in report; - define profile of best client. - Identify 5 C of I's who work w/ physicians - Drill down to find out more about individuals and create a file. - Determine which associations to join or volunteer - Become active on LinkedIn.com. - Ask for introductions 		
2. Create Unique Value Proposition and Brand Statement		<ul style="list-style-type: none"> - Find out needs/wants - Come up with unique characteristics of product line and hone approach - Create brand statement; get approved by Compliance - Test out w/ Advisors 		
3. Build Cultivation Program		<ul style="list-style-type: none"> - Vet communication materials - Select best approved pieces (2 or 3) - Create Approach letter - Get approved - Set up first mailing program 		
4. Conduct 5 Center of Influence Surveys; goal is min. of 5 per month.		<ul style="list-style-type: none"> - Modify interview as appropriate - Send hand written thank you's & follow up on any tasks/requests - Get responses from surveys into database - Schedule more appts. 		
5. Set up database/admin. needs		<ul style="list-style-type: none"> - Make sure database can manage cultivation process for follow up, etc. 		