

# Pharmacists are becoming trusted healthcare providers

Article

**The trend:** Consumers trust pharmacists to take on more direct patient care responsibilities and deliver health guidance.

**Digging into data:** Findings from two recent surveys—one from Kilo Health and one from Wolters Kluwer—show how consumers want pharmacists to play a bigger role in their care

journeys.

- Consumers say they'd **trust pharmacists (56%) even more than nurse practitioners (55%) and physician assistants (50%) to provide healthcare and prescribe medications in pharmacy and retail clinic settings**, according to Wolters Kluwer's survey.
- **72%** would be open to having medications prescribed by a specially-trained pharmacist rather than a doctor. **Gen Z (78%) and millennials (80%)** were most open to this, per Wolters Kluwer.
- And **consumers ages 18-24 (21%) are much more likely than the general population (13%) to turn to pharmacists for health advice**, according to Kilo Health's survey.

**The new-era pharmacist:** Pharmacists' authority to prescribe medications, administer vaccines, and conduct tests has historically varied from state to state. But the pandemic ignited an "all-hands-on-deck" situation in which pharmacists took on many more patient-facing responsibilities.

- Last July, **the FDA authorized pharmacists to prescribe the COVID-19 antiviral treatment Paxlovid to give patients quicker access to the medication.**
- Excluding public health sites, over **90% of COVID-19 vaccinations provided through medical centers or pharmacies were delivered at pharmacies in 2021 and 2022**, per recent IQVIA data.

Plus, **CVS and Walgreens** both took steps to **empower pharmacists** to practice at the top of their licenses during the pandemic.

- CVS allowed pharmacists to process prescriptions remotely, freeing up their time to administer vaccines and conduct health screenings.
- Walgreens eliminated all task-based metrics for retail pharmacy staff as part of their performance reviews.

**Why it matters:** More frequent touchpoints between patients and pharmacists triggered higher levels of trust.

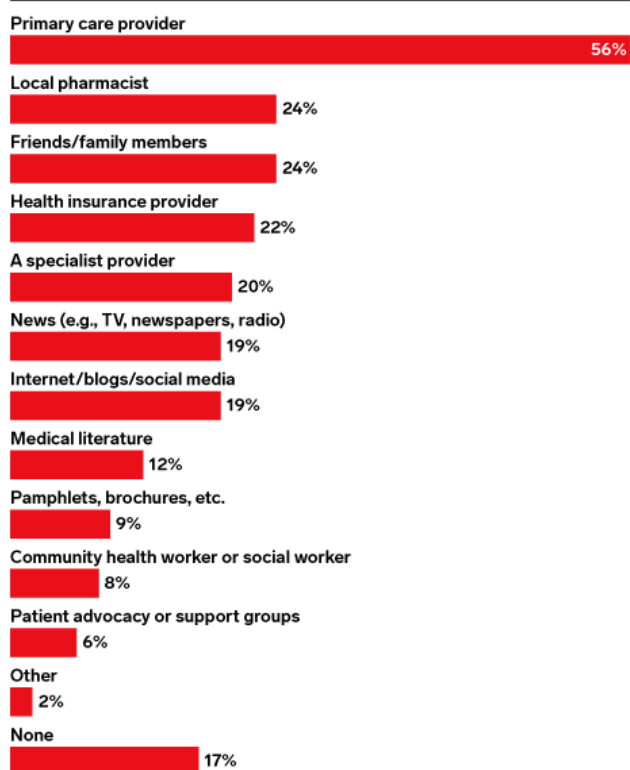
- **Nearly 9 in 10 US consumers live within 5 miles of a community pharmacy.**

- Patients visit their **community pharmacies** nearly twice as often as their physicians or other qualified healthcare professionals.
- **61% of US adults** now want to get a greater range of health services from their **local pharmacy**, per CVS' October 2022 Rx Industry Report.

**Our take:** Pharmacists are becoming a go-to healthcare source for consumers, from older patients who regularly take medications to younger generations who may not have a dedicated primary care physician. Expect to see savvy pharma brands that have relied on reaching consumers via physicians to run more marketing campaigns through local pharmacies.

### Information and Advice Resources US Healthcare Consumers\* Used During the Coronavirus Pandemic, Oct 2021

% of respondents



Note: n=4,188 ages 18+; \*saw a healthcare provider, used any healthcare, or received any prescription medications in the past 3 years

Source: Teva USA "Pandemic Impact Survey: Healthcare Consumers and Healthcare Professionals" conducted by The Harris Poll, Jan 1, 2022

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