

THE FACE OF
PHARMACY

SURVEY

2014

How does the pharmacy profession view it's visual identity and brand?

Gavin Birchall, BPharm (Hons), PGCM

ABSTRACT

Objectives

The aim of this research was to gather the views of a representative group of pharmacy professionals working accross a range sectors, into the visual and brand identity of the profession in 2014, both in terms of how they percieve the brand and how they think stakeholders percieve it.

Methods

An original investigation was developed in two stages, to gather both qualitative and quantitative stakeholder opinion. A set of 12 qualitative, one to one interviews were carried out with professional leaders from a range of sectors, which informed the development of a predominantly quantitative, online survey open to all. Four areas of inquiry were investigated: demographic, stakeholder awareness, visual identity and promotion.

Key findings

86% of respondents rate the public's awareness of a single professional pharmacy brand as 'poor' or 'very poor'. 85% believe that the public percieve them as 'shopkeepers' whilst 94% would like to be perceived as 'clinicians'. 14% of respondents were 'satisfied' or 'very satisfied' with the way in which the profession currently promotes itself.

Conclusions

The profession may still be searching for a new identity and in the absence of a conscious attempt to fill the gap a new and unintended identity has developed in its place. There is no other healthcare profession with as recognisable a symbol in the UK, providing the pharmacy profession with a distinct advantage in branding terms that is waiting to be taken. It is clear that the there is a gap between the ambitions of the profession, and the impact that it is delivering with it's current branding strategies. The current visual and brand identity is decades behind the reality of what the pharmacy profession can contribute.

Keywords: Pharmacy, pharmacist, visual identity, branding, profession.

CONTENTS

Rationale	1-2
Method	3-6
Results	7-8
Discussion	9-14
Conclusion	15-22
References	23
Appendix	24

The UK pharmacy
profession does not have a consistent
visual identity through which it can
communicate with society.

RATIONALE

It is evident, following a thorough literary and contextual review, that the UK pharmacy profession does not have a consistent, visual identity through which it can communicate with society. The self-image of its members is changing rapidly as their role develops to become more clinically diverse while retaining the core characteristic of unique expertise in medicines.

An increasing number of pharmacies are operated by large multi-national corporations (HSCIC, 2012, pp 26-27) and their homogenised, corporate and retail focused approach to visual identity and branding is driving public perception of the profession into the retail space rather than the healthcare space. Smaller, independent pharmacist operators who have the flexibility to adapt their visual identity and retain the traditional focus, often do not have the expertise or the resources to do so.

This, alongside other non-design related factors, has resulted in the public's overall perception of the profession changing to that of a general retailer. Significant stakeholders in the future of the UK pharmacy profession, including politicians, health commissioners and the pharmacist population themselves are also influenced by this change, reducing the potential of the pharmacy profession to contribute to meeting the health needs of the nation.

A clear Modernist aesthetic exists across the majority of the profession which originated in Switzerland following Bauhaus principles in the early 20th century and has spread internationally. While functional, it may be seen as unapproachable and unfeeling. (Medley, S. 2009 pp 146-151.)

This survey aims to begin the process of gathering data regarding the pharmacy professions view of its own visual identity in 2014.

An original investigation was
developed in two stages to gather
both qualitative and quantitative
stakeholder opinion.

METHOD

As part of a wider range of primary, secondary and tertiary research methodologies (Nobel, I & Bestly, R. 2011, pp 18), an original investigation was developed in two stages to gather both qualitative and quantitative stakeholder opinion.

The first stage of this investigation involved one to one interviews with professional leaders within the profession known to the author. This group have direct experience across a wide range of activities throughout the pharmacy profession and were selected to be representative of the majority of the profession. The interviews involved open questions to illicit opinion regarding the interviewees perception of the current professional, visual identity, its effectiveness and the value of change. The responses were collated and analysed to identify common perceptions and opinions which were then used to inform the next stage of the process.

The second stage of the investigation involved a predominantly quantitative survey of 25 unbiased questions. Questions took various quantitative, close ended forms including: multiple choice with one answer, multiple choice requiring rating and multiple choice matrices with one answer per row. In addition three qualitative, open ended questions were included involving a text box with a suggested limit of 140 characters per answer.

The survey was presented online using the Survey Monkey platform to increase ease of development, sharing, access and analysis. Two versions were created to maximise engagement across digital platforms including a laptop / tablet version and a mobile version. A range of methods were used to raise awareness of the survey in an attempt to maximise uptake and increase sample size.

A project website was created to provide information about, and host, the survey. Direct mail was used to share the survey with a wide range of stakeholders known to the author. A 'Face of Pharmacy' twitter feed was set up.

Four areas of
enquiry were investigated:
demographic, stakeholder awareness,
visual identity and promotion.

METHOD

The support of a range of national, professional bodies was requested and two such bodies provided direct support by inclusion of the survey with website links in their weekly newsletters.

The support of a range of industry press publications was requested and one such publication provided direct support by hosting a blog and working collaboratively on the production of a public vox pop in Covent Garden, London.

Four areas of inquiry were investigated over a period of 58 days between the 3rd May 2014 and the 30th June 2014. Demographic: Professional role, sector and age. Stakeholder awareness: Professional visual identity, associations with that visual identity, the character of a pharmacist, pride in that visual identity, 360° stakeholder perception. Visual identity: Current visual campaigns and icons, keywords, focus, colour, symbol, the past, meaning, aim and message. Promotion: Satisfaction with the status quo, benefit of a new visual identity and marketing campaign, communication channels.

RESULTS

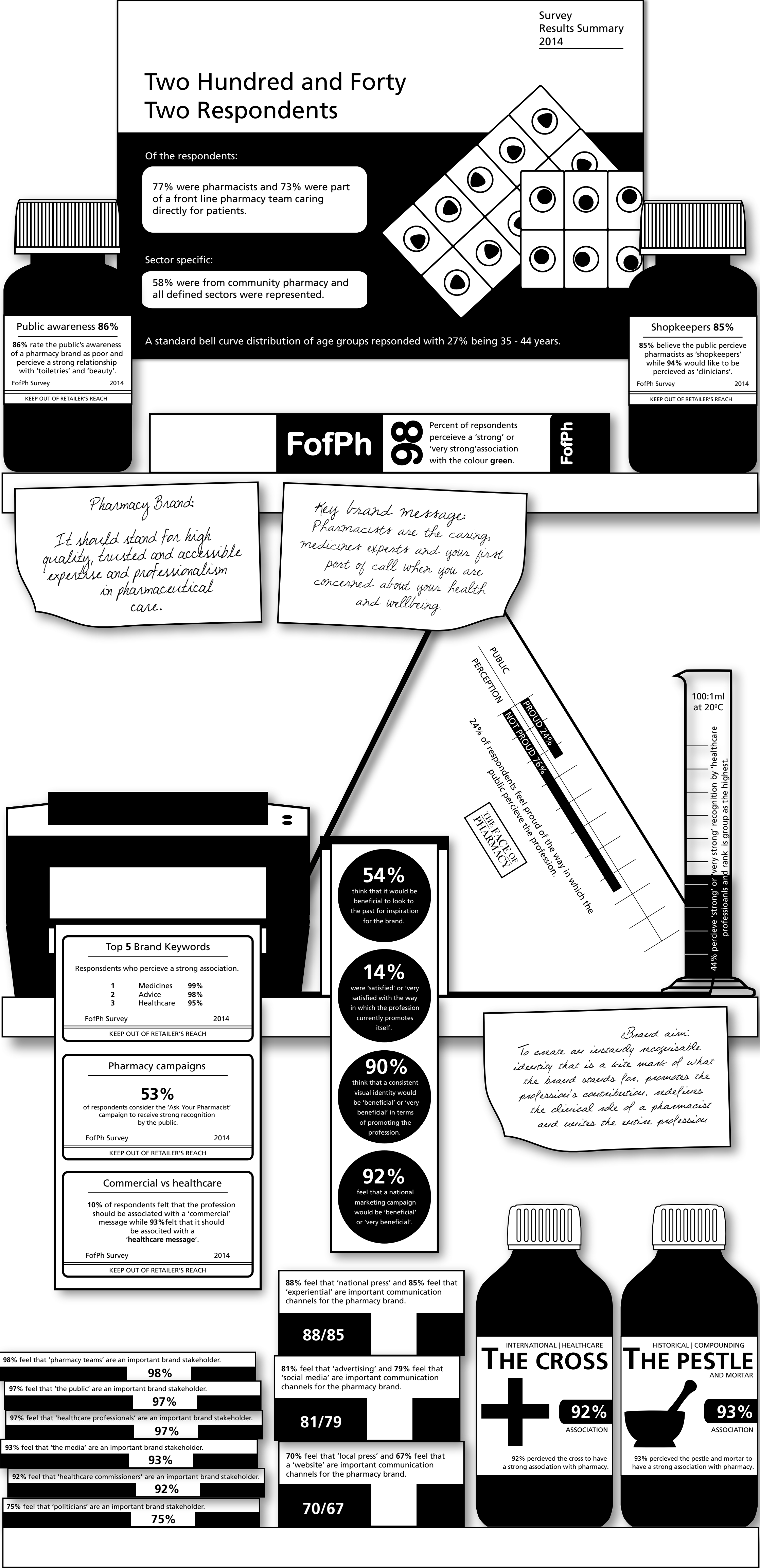
A summary of the results has been provided as an infographic to highlight key findings and to allow rapid understanding of the findings.

The number of questions was too great which reduced the total number of respondents who completed the entire survey from 242 to 168 which is 69% of the respondents who started the survey. While some respondent attrition is expected during the course of a survey a reduced, focused range of questions would increase completion rates and the final sample size. The combined population of all respondent groups is likely to be in excess of 100,000 although it is not easily possible to accurately identify the total number. The final sample size at 168 is low in relation to the population. However, the majority of the results present a high percentage to one or other extreme suggesting that a narrow confidence interval and a high confidence level can be predicted irrespective of sample size.

The survey sought to identify the perception of the visual identity of the pharmacy profession by its stakeholders and also asks respondents to consider how they believe other stakeholders perceive it. A direct survey of each of the 360° stakeholders would provide additional useful information and would be a worthwhile range of investigations. The promotion of the survey on-line has resulted in a proportion of respondents being based overseas. It is not possible to quantify this proportion however it is expected to be less than 15%. The addition of an additional demographic question would have removed this limitation.

Full results have been provided as raw data sets in the appendix to this document. In addition to tabulated quantitative results, written results have to qualitative questions have been included.

THE FACE OF PHARMACY



86% of respondents
rate the public's awareness
of a single professional, pharmacy
brand as 'poor' or 'very poor'.

DISCUSSION

Of the 242 respondents, 77% chose to describe themselves as a pharmacist and a total of 73% were part of a front line pharmacy team directly caring for patients. A wide range of other respondents types were recorded with a significant percentage of student and pre-registration pharmacists (10.7%), pharmacy technicians (7%) and owner / superintendents (5.4%) contributing.

Respondents came from each of the five defined sectors within the profession with 'community' receiving by far the largest representation at 58%. A standard bell distribution of age ranges can be seen with the highest number of respondents (27%) being in the 35 - 44 years range. 86% of respondents rate the public's awareness of a single, professional pharmacy brand as 'poor' or 'very poor' and perceive a stronger brand association with 'toiletries' and 'beauty' than with 'diagnostic services', 'minor ailments services', 'stop smoking services' and 'supervision services'. While traditional services such as prescription supply, over the counter sales and advice were seen as having a strong association with the pharmacy brand it is clear that well established newer services are not seen to achieved a strong association to date.

Respondents strongly believe that the public currently perceive pharmacists as 'shopkeepers' (85%) and 'business people' (63%) rather than 'scientists' and 'clinicians'. In contrast the situation is reversed when respondents were asked how they believe the public 'should' view the role of a pharmacist. 94% of respondents would like to see a 'strong' or 'very strong' association between the pharmacist and the 'clinician' role and 81% would like to be viewed as 'scientists'.

Only 24% of respondents feel proud of the way in which the public perceive the profession including 4% who 'strongly agree' that they feel proud. The majority of respondents also perceive a lack of recognition by a range of 360° stakeholders of the contribution that pharmacy makes to society.

DISCUSSION

Of the campaign brands and icons defined, 91% of respondents felt that there is a 'strong' or 'very strong' recognition of 'the pharmacy cross' with 52% perceiving the same level of recognition for the 'Ask your pharmacist' campaign. Similar associations were made with the pharmacy cross as with the pharmacy brand. 44% believing that 'strong' or 'very strong' recognition is received from 'healthcare professionals' and rank this group as having the highest recognition. Only 13% of respondents believe that 'politicians' recognise the profession in the same way and 6% regarding 'The media'.

The traditional services were again considered to have strong associations while newer services were considered to have less strong associations. A significant difference however can be seen when comparing the strength of association between 'beauty' and 'toiletries'. Respondents feel that both are significantly less strongly associated with the pharmacy cross than they are with the pharmacy brand as a whole. The following five words ranked as having a 'strong' or 'very strong' association with the pharmacy brand: 'medicines' (99%), 'advice' (98%), 'healthcare' (95%), 'accessibility' (93%) and 'availability' (93%). Only 10% of respondents felt that the profession should be associated with a 'commercial message' while 93% felt that it should be associated with a 'healthcare message'.

98% of respondents perceive a 'strong' or 'very strong' association between the profession and the colour 'green'. The second strongest colour association was with the colour 'white' (71%) and thirdly, 'blue' (40%). Of the five defined symbols the strongest association with the pharmacy profession was felt with the 'pestle and mortar' with 93% of respondents perceiving a 'strong' or 'very strong' association. 92% perceived the 'pharmacy cross' to have a strong association.

More detailed analysis shows that when considering the 'very strong' association category alone that 70% of respondents view the 'pharmacy cross' to have this level of association and 57% view the 'pestle and mortar' to have this level of association.

DISCUSSION

54% of respondents thought that it would be beneficial to look to the past for inspiration for the professions current visual identity.

A total of 168 comments were recorded in relation to what the brand of pharmacy should 'stand for', what 'one message' it should communicate and what its 'aim' should be. The most common words used when considering what the brand should 'stand for' were 'Healthcare', 'Professionalism' and 'Medicines'.

The most common words used when considering what the brand 'message' should be were the same. The most common words used when considering what the brand 'aim' should be were 'Healthcare', 'Pharmacy' and 'Raise awareness'.

Only 14% of respondents were 'satisfied' or 'very satisfied' with the way in which the profession currently promotes itself with 90% thinking that a consistent visual identity would be a 'beneficial' or 'very beneficial' in terms of promoting the profession in the future. 92% felt that in addition, a national marketing campaign would be 'beneficial' or 'very beneficial'.

Over 90% of respondents felt that the following stakeholders were 'important' or 'very important' in relation to the pharmacy brand: 'Healthcare professionals', 'Healthcare commissioners', 'The media', 'Pharmacy teams' and 'The public'. 75% of respondents felt the same regarding politicians.

Respondents felt that all of the communications channels defined could be 'effective' or 'very effective' when promoting pharmacy to a greater or lesser extent. Over 65% of respondents felt that all six channels would be beneficial. Respondents perceived the 'National press' as the most effective channel and a 'website' as the least effective channel.

85% believe that
the public perceive them
'shopkeepers' whilst 94% would
like to be perceived as 'clinicians'.

14% of respondents
were 'satisfied' or 'very satisfied'
with the way in which the profession
currently promotes itself.

CONCLUSIONS

The respondent group contained representatives of all sectors within the industry, a wide range of individual roles and a spread of age groups. The levels of representation of individual sectors broadly mirrors the distribution of pharmacists within the profession with the exception of the academic and student sectors which were represented to a greater extent. Based on this demographic data the author has a high confidence level in the subsequent survey results and also believes that for the majority of results a narrow confidence interval can be applied. It is clear that there is a gap between the ambitions of the profession, and the impact that it is delivering with its current branding strategies.

Across a range of roles, sectors and age groups there is a clear belief that the public does not recognise a single visual identity relating to the pharmacy profession and that through developments within the profession over recent decades the role of the pharmacist in the public's eye has become de-professionalised. There is a belief that pharmacists are perceived as retailers and business people rather than the desired self-image of clinicians and scientists. In addition when considering the view of the profession's stakeholders this lack of understanding and recognition is perceived across all stakeholders.

The role of pharmacists as makers of medicines gradually started to disappear in the 1960's (Elvey, R. 2013, pp 322 - 323) and alongside it the self-image of pharmacists changed. This was a significant shift in how the profession sees itself and potentially how the public see it. The profession may still be searching for a new identity since this traditional one weakened and in the absence of a conscious attempt to fill the gap a new and unintended identity has developed in its place. There is evidence that a desire exists to return to a role that is perceived by the public as having a scientific and clinical basis.

Much success has been had in designing and implementing a new range of non-traditional services over recent years and many patients have benefited from improved patient outcomes as a result.

The profession may still be
searching for a new identity, and in
the absence of a conscious attempt to fill
a gap a new and unintended identity has
developed in its place.

CONCLUSIONS

We can see that there is a belief that the traditional services provided by pharmacists and their teams are very strongly associated with the profession while an association has also developed with retail and beauty. Newer services have not achieved that association as yet which may be a function of the relatively short time since inception, sporadic commissioning or lack of effective promotion. The green pharmacy cross is considered to be the strongest established symbol associated with the pharmacy profession and while the pestle and mortar also ranked highly it is reflective of the now defunct 'Medicines Maker' identity of a pharmacist and does not communicate an accurate message.

The green cross is thought to be widely recognised by the public and initial indications are that this is the case (Birchall, G & Scullard, R. 2014). It is also used widely across Europe and has an international association. The value of the green cross to pharmacy as an icon can be further highlighted when considering the Sequence of Cognition theory (Wheeler, A. 2013 p50). The brain recognises shapes more rapidly than the colour of the shape and the colour of a shape more rapidly than it recognised the form of the shape.

The simple and highly recognisable shape of a cross is instantly recognisable and when associated with the colour green produces an enviable brand symbol. While use of the green pharmacy cross is not currently ubiquitous in the UK it would be unwise of the profession to abandon it. The value in current levels of recognition of the cross shape and the colour green can be built upon and developed to reignite and grow the value of the symbol further.

There is no other healthcare profession with as recognisable a symbol in the UK, providing the pharmacy profession with a distinct advantage in branding terms that is waiting to be taken. While a division of opinion about the value of referring to the past is evident an evolution of the way in which the green pharmacy cross is used may be the way forward.

There is no other
healthcare profession in the UK with
as recognisable an icon, providing the
pharmacy profession with a distinct
advantage waiting to be taken.

CONCLUSIONS

It is a lost opportunity of great value that the profession has not already united around such a potent and well recognised symbol. The 'Ask your pharmacist' campaign brand is considered to be well recognised and also has significant value to the profession. Newer campaign brands have not had sufficient time to develop an association.

A total of 33 different keywords were suggested during the initial qualitative interviews demonstrating a diverse range of opinion regarding the nature of the pharmacy brand and how to define it. Of those words a focus on medicines, the advice required to use the safely, and an element of healthcare all ranked very highly during the quantitative survey. At its core the pharmacy profession has a common identity across sectors, roles and age groups. This language is reflected in the associations made with the professional brand and begins to crystalize that which could form the core of a brand identity and inform a visual identity.

A second group of two related words also ranked in the top five both of which express a sense that the pharmacy profession is easy to engage with which is a valuable secondary strength. In addition there is a strong demand for a profession focused on a healthcare message rather than a commercial message. Whilst pharmacy is a commercial enterprise it may best be served by association with that which other retailers cannot offer i.e. a healthcare focus.

The pharmacy brand should stand for high quality, trusted and accessible expertise and professionalism in pharmaceutical healthcare.

The pharmacy brand should send the following key message: Pharmacists are the caring, medicines experts and your first port of call when you are concerned about your health and wellbeing. The aim of the pharmacy brand should be to create an instantly recognisable identity that is a kite mark of what the brand stands for, promotes the profession's contribution, redefines the clinical role of a pharmacist and unites the entire profession.

CONCLUSIONS

The opinions expressed in the survey are a wealth of information and could assist the development of verbal branding for the profession.

The profession is dissatisfied with the manner in which the profession is currently promoted and by inference the levels of success achieved by these methods and feels that a wide range of stakeholders must be reached through all available channels.

In summary there is a belief that the contribution of the pharmacy profession is very poorly recognised by all stakeholders, the role of the pharmacist is grossly misrepresented and that the current methods of promoting the profession are not successful in addressing these issues.

There is an appetite for a consistent visual identity to be developed and used to communicate the value the profession can add to the healthcare of the nation through a national marketing campaign.

While some differences of opinion exist regarding the precise nature of the brand there is significant agreement sufficient to define some core characteristics upon which to build an identity and campaign.

The current visual and brand identity is decades behind the reality of what the pharmacy profession can contribute. As an investigation into the status quo, an analysis of the current visual identity and of the appetite for change, the investigation has been successful.

Neumeir states that 'Brand is not what you say it is. It is what they say it is,' (Neumeir, M. 2005, pp 4-7) which suggests that additional research is necessary to engage directly with each stakeholder group and improve understanding of their views.

The current visual
and brand identity is decades
behind the reality of what the pharmacy
profession can contribute.

Pharmacy Stamp  23 Sept 14 Please don't stamp over box		Age 173 yr 5 mths D.o.B. 15/04/1841	Title, Forename, Surname & Address The Pharmacy Profession United Kingdom Europe Earth MK1 WY1
Endorsements Enhance public recognition and perception of the pharmacy profession STAT ut dictum Quantity 1 Capitalise on current public trust and an internationally recognised symbol Hodie et perpetuo PRN Quantity 1 Increase understanding of and engagement with the professions contribution Secundum artum quaque die Quantity 21,900 * * * * * * * * * * * * * * *		60 yr NHS Number	

Signature of Prescriber
The Face of Pharmacy
 Date

For dispenser No. of Prescs. on form
 3
FoPH

The Face Of Pharmacy Survey
 United Kingdom
 Europe
 Earth
 gavin@thefaceofpharmacy.com
 @faceofpharmacy

Pharmacy Stamp  23 Sept 14 Please don't stamp over box		Age 173 yr 5 mths D.o.B. 15/04/1841	Title, Forename, Surname & Address The Pharmacy Profession United Kingdom Europe Earth MK1 WY1
Endorsements A new patient facing brand and visual identity for the pharmacy profession Unus STAT Quantity 1 A national marketing campaign promoting the profession's USPs through the new brand Unus ter die anni Quantity 180 A multi-generational commitment to embedding the new professional brand Unus die hereditas Quantity 3 * * * * * * * * * * * * * * *		60 yr NHS Number	

Signature of Prescriber
The Face of Pharmacy
 Date 23/09/2014

For dispenser No. of Prescs. on form
 3
FoPH

The Face Of Pharmacy Survey
 United Kingdom
 Europe
 Earth
 gavin@thefaceofpharmacy.com
 @faceofpharmacy
 MK1 WY1
 052014
 FOFPH1977

REFERENCES

Birchall, G & Scullard, R. (2014) **The Face Of Pharmacy Vox Pop**. <http://www.thefaceofpharmacy.com/the-face-of-pharmacy---media.html> Covent Garden, London. Chemist and Druggist.

Elvey, R. (2011) Who do you think you are? Pharmacists' perceptions of their professional identity. **International Journal of Pharmacy Practice**. Vol 21. pp 322 - 323.

Medley, S. (2009) The feeling is neutral for pharmaceutical packaging aesthetic equals the Modernist aesthetic. **Australian Medical Journal**. Vol 1 (12) pp 146-151.

Neumeier, M. (2006) **The Brand Gap**. New Riders. United States. pp 4-7.

Nobel, I & Bestly, R. (2011) **Visual Research**. 2nd ed. AVA academia. Switzerland. p 18.

Prescribing and Primary Care Team. (2012) **General Pharmaceutical Services in England: 2002-03 to 2011-12**. V1.0 Health and Social Care Information Centre. pp 26-27

Wheeler, A. (2013) **Desinging Brand Identity**. 4th ed. Philadelphia, United States. John Wiley & Sons Inc.

ACKNOWLEDGEMENTS

All 242 people who responded to the survey.

Those who spared their time for an initial qualitative interview;

Victoria Birchall, Alastair Buxton, Rob Daracott, John Davies, Stephen Gough, Michael Holden, Ian Facer, Vicki James, Steve Jeffers, Steven Mosely, Neil Patel, Jennifer Richardson.

Those who promoted the survey;

Chemist and Druggist Magazine
The National Pharmacy Association
The Pharmaceutical Services Negotiating Committee
@FaceOfPharmacy Twitter Followers

APPENDICIES

Tabulated data	25 - 31
Written responses	32 - 40

WHICH OF THE FOLLOWING WOULD BEST DESCRIBE YOUR PROFESSIONAL ROLE?

Answer options	Response percentage	Response count
Accredited checking technician	2%	4
Delivery driver	0%	0
Clinical pharmacist	19%	46
Consultant pharmacist	9%	22
Dispenser	2%	4
Healthcare assistant	0%	0
Pharmacy manager	23%	56
Pharmacy student	9%	22
Pharmacy technician	5%	17
Pre-registration student	2%	4
Sales assistant	0%	1
Other	30%	71

- Clinical academic pharmacist,
- Pharmacy academic,
- Pharmacy contractor / superintendent,
- Educational pharmacist,
- Superintendent / director,
- Superintendent / owner,
- Education and training pharmacist,
- Pharmacy proprietor,
- Superintendent,
- Academic,
- Community pharmacist,
- Superintendent,
- Commercial assistant,
- Support function,
- Purchase ledger clerk,
- Non-pharmacy staff,
- Chief pharmacist (hospital),
- Superintendent / General manager,
- Clinical governance pharmacist and research strategy lead,
- Pharmacy education and training,
- Superintendent,
- Primary health care professional,
- Pharmacy consultant,
- Pharmacist,
- LPC CEO,
- Superintendent,
- LPC chief officer,
- Sessional community pharmacist,
- Pharmacist,
- Superintendent,
- HLP development pharmacist,
- Owner,
- Head office team for community pharmacy,
- LPC pharmacist,
- Superintendent and director,
- Senior business manager,
- Pharmacist national pharmacy body,
- Communications officer,
- LPC staff,
- Prescribing support pharmacist,
- Academic pharmacist,
- Sales marketing,
- Researcher,
- Academic pharmacist,
- Academic pharmacist,
- Locum pharmacist,
- Research associate,
- PhD student,
- Academic pharmacist,
- Community pharmacist,
- Sociologist,
- Lecturer in pharmacy school,
- Marketing,
- Technical support officer,
- Retail pharmacist,
- Academic,
- Pharmacist academic,
- Marketing (industry),
- Academic pharmacist,
- Academic pharmacist,
- Education,
- Pharmacy owner and Superintendent,
- Pharmacy marketing,
- Area manager,
- CEO,
- Finance director,
- Pharmacy director,
- Pharmacist,
- Relief pharmacist,
- Operations and marketing director.

TABULATED DATA

WHICH SECTOR DO YOU MOST COMMONLY WORK IN?

Answer options	Response percentage	Response count
Academia	16%	37
Community	58%	138
Hospital	10%	24
Industry	2%	4
Primary care	11%	25
Professional leadership	3%	7

WHAT AGE RANGE DO YOU FIT WITHIN?

Answer options	Response percentage	Response count
19 to 24 years old	13%	32
25 to 34 years old	24%	58
35 to 44 years old	27%	64
45 to 54 years old	22%	53
55 to 64 years old	11%	27
65 to 74 years old	2%	4

WHICH OF THE FOLLOWING DO YOU THINK ARE CURRENTLY ASSOCIATED WITH THE PHARMACY BRAND?

Answer options	Very poor	Poor	Strong	Very strong	Response
Advice	2%	20%	67%	11%	209
Beauty	8%	40%	46%	6%	208
Diagnostics	37%	52%	11%	0%	208
Healthcare	2%	24%	60%	13%	209
Medicines	0%	2%	34%	63%	208
Minor ailments	11%	54%	30%	6%	208
OTC	1%	8%	52%	39%	209
Prescriptions	1%	0%	13%	86%	199
Stop smoking	9%	51%	35%	4%	203
Supervision	22%	50%	26%	2%	203
Toiletries	4%	26%	55%	14%	202

HOW DO YOU RATE THE PUBLIC'S AWARENESS OF A SINGLE PROFESSIONAL BRAND THAT COMMUNICATES PHARMACY?

Answer options	Response percentage	Response count
Very poor awareness	22%	49
Poor awareness	64%	146
Strong awareness	14%	31
Very strong awareness	1%	2

TABULATED DATA

TO WHAT EXTENT DO YOU THINK THE PUBLIC ASSOCIATE THE FOLLOWING ROLES WITH PHARMACISTS?

Answer options	Very poor	Poor	Strong	Very strong	Response
Clinician	24%	52%	20%	3%	208
Business person	8%	29%	56%	7%	209
Scientist	26%	59%	14%	1%	207
Shopkeeper	1%	14%	54%	30%	208

TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THIS STATEMENT: 'AS A PHARMACY PROFESSIONAL I AM PROUD OF THE PUBLIC'S PERCEPTION OF PHARMACY AND THE RECOGNITION THAT WE RECIEVE FOR OUR CONTRIBUTION TO SOCIETY'?

Answer options	Response percentage	Response count
Strongly disagree	20%	41
Disagree	56%	116
Agree	20%	41
Strongly agree	4%	9

TO WHAT EXTENT DO YOU THINK THAT THE FOLLOWING STAKEHOLDERS RECOGNISE THE CURRENT CONTRIBUTION OF THE PHARMACY PROFESSION TO SOCIETY?

Answer options	Very poor	Poor	Strong	Very strong	Response
Commissioner	12%	55%	31%	2%	198
Professional	5%	52%	41%	4%	200
Politician	38%	49%	12%	1%	198
The media	35%	59%	5%	1%	199
The public	9%	61%	28%	2%	199

HOW SATISFIED ARE YOU WITH THE WAY IN WHICH THE PHARMACY PROFESSION CURRENTLY PROMOTES ITSELF?

Answer options	Response percentage	Response count
Very unsatisfied	28%	55
Unsatisfied	59%	115
Satisfied	13%	25
Very satisfied	1%	1

HOW DO YOU RATE THE PUBLIC'S RECOGNITION OF THE FOLLOWING ICONS AND CAMPAIGN BRANDS?

Answer options	Very poor	Poor	Strong	Very strong	Response
Ask your	7%	41%	47%	6%	195
Dispensing health	46%	49%	5%	0%	195
Healthy living	26%	57%	16%	1%	193
Pharmacy cross	4%	5%	40%	52%	197
Treat yourself	44%	50%	6%	2%	196

TABULATED DATA

HOW BENEFICIAL DO YOU THINK A CONSISTENT VISUAL IDENTITY WOULD BE IN TERMS OF PROMOTING THE PHARMACY PROFESSION?

Answer options	Response percentage	Response count
Very little benefit	3%	5
Little benefit	7%	13
Beneficial	42%	81
Very beneficial	49%	96

WHICH OF THE FOLLOWING DO YOU THINK ARE CURRENTLY ASSOCIATED WITH THE PHARMACY CROSS?

Answer options	Very poor	Poor	Strong	Very strong	Response
Advice	5%	19%	61%	15%	195
Beauty	22%	49%	25%	4%	194
Diagnostics	33%	55%	9%	3%	190
Healthcare	4%	15%	65%	16%	194
Medicines	2%	2%	38%	59%	193
Minor ailments	13%	50%	29%	7%	194
OTC	4%	6%	56%	35%	194
Prescriptions	1%	0%	22%	77%	188
Stop smoking	14%	62%	23%	2%	190
Supervision	24%	55%	20%	0%	186
Toiletries	15%	40%	38%	7%	185

HOW BENEFICIAL DO YOU THINK A NATIONAL MARKETING CAMPAIGN WOULD BE IN TERMS OF PROMOTING THE PHARMACY PROFESSION?

Answer options	Response percentage	Response count
Very little benefit	2%	3
Little benefit	6%	11
Beneficial	35%	69
Very beneficial	58%	113

HOW SATISFIED ARE YOU WITH THE WAY IN WHICH THE PHARMACY PROFESSION CURRENTLY PROMOTES ITSELF?

Answer options	Response percentage	Response count
Very unsatisfied	28%	55
Unsatisfied	59%	115
Satisfied	13%	25
Very satisfied	1%	1

TABULATED DATA

WHICH OF THE FOLLOWING WORDS WOULD YOU ASSOCIATE WITH THE PHARMACY PROFESSION?

Answer options	Very poor	Poor	Strong	Very strong	Response
Accessibility	2%	5%	42%	51%	185
Advice	1%	1%	38%	61%	188
Availability	1%	6%	45%	48%	185
Care	1%	12%	44%	43%	189
Caring	2%	22%	40%	37%	189
Communication	5%	28%	40%	27%	187
Compassion	4%	25%	47%	24%	189
Convenience	3%	8%	41%	48%	189
Expertise	1%	8%	38%	53%	188
Excellence	3%	26%	40%	32%	187
Healthcare	1%	5%	43%	52%	189
Help	2%	12%	55%	31%	186
Holistic	19%	51%	22%	7%	188
Integration	23%	46%	21%	10%	188
Integrity	3%	20%	44%	33%	186
Knowledge	1%	6%	53%	40%	187
Medicines	1%	1%	21%	78%	185
Outcomes	15%	37%	29%	19%	187
Patient	2%	17%	37%	44%	187
Prevention	7%	34%	35%	24%	187
Professionalism	2%	9%	39%	51%	187
Quality	2^	14%	44%	40%	186
Relationship	7%	41%	30%	21%	187
Safety	2%	11%	43%	44%	188
Science	11%	34%	41%	13%	187
Self-care	2%	23%	49%	26%	187
Simplicity	14%	47%	31%	8%	187
Skill	5%	24%	44%	27%	187
Supply	3%	17%	47%	33%	186
Triage	21%	38%	28%	13%	187
Trust	1%	9%	41%	50%	185
Value	4%	28%	45%	23%	187
Wellness	4%	25%	42%	29%	187

TABULATED DATA

SHOULD THE PHARMACY BRAND BE ASSOCIATED WITH A COMMERCIAL MESSAGE? FOR EXAMPLE: 'BUY ONE MEDICINE, GET ONE FREE.'

Answer options	Response percentage	Response count
Strongly disagree	64%	120
Disagree	28%	52
Agree	9%	16
Strongly agree	1%	1

SHOULD THE PHARMACY BRAND BE ASSOCIATED WITH A HEALTHCARE MESSAGE? FOR EXAMPLE: 'WE'LL ADVISE YOU ON THE BEST TREATMENT FOR YOU.'

Answer options	Response percentage	Response count
Strongly disagree	5%	9
Disagree	2%	4
Agree	36%	67
Strongly agree	57%	108

WHICH OF THESE COLOURS DO YOU ASSOCIATE WITH THE PHARMACY PROFESSION?

Answer options	Very poor association	Poor association	Strong association	Very strong association	Response count
Black	76%	20%	4%	1%	181
Blue	33%	28%	30%	9%	181
Green	1%	2%	19%	79%	188
Red	60%	33%	6%	2%	178
Yellow	66%	31%	3%	1%	180
White	18%	11%	40%	31%	181

WHICH OF THESE SYMBOLS DO YOU ASSOCIATE WITH THE PHARMACY PROFESSION?

Answer options	Very poor association	Poor association	Strong association	Very strong association	Response count
Asclepius staff	26%	43%	24%	7%	182
Bowl of hygieia	23%	37%	27%	14%	182
Carboy	16%	24%	35%	25%	178
Cross	3%	5%	22%	70%	183
Pestle and mortar	1%	6%	36%	57%	180

TABULATED DATA

HOW IMPORTANT DO YOU THINK THE FOLLOWING STAKEHOLDERS ARE IN RELATION TO THE PHARMACY BRAND?

Answer options	Not	Minimal	Important	Very	Response count
Commissioners	1%	7%	41%	51%	183
Professionals	0%	3%	35%	62%	184
The media	1%	6%	47%	46%	183
Pharmacy teams	0%	2%	28%	70%	183
Politicians	4%	21%	42%	33%	183
The public	0%	3%	22%	74%	182

TO WHAT EXTENT DO YOU THINK THE PUBLIC SHOULD ASSOCIATE THE FOLLOWING ROLES WITH PHARMACISTS?

Answer options	Very poor association	Poor association	Strong association	Very strong association	Response count
Clinician	1%	5%	27%	67%	184
Business person	13%	54%	30%	2%	184
Scientist	4%	15%	60%	21%	182
Shopkeeper	37%	48%	13%	3%	182

TO WHAT EXTENT DO YOU THINK IT WOULD BE BENEFICIAL FOR THE PHARMACY PROFESSION TO LOOK TO ITS PAST FOR INSPIRATION FOR ITS VISUAL IDENTITY?

Answer options	Response percentage	Response count
Very little benefit	12%	22
Little benefit	34%	63
Beneficial	44%	80
Very beneficial	10%	19

WHICH OF THE FOLLOWING COMMUNICATION CHANNELS DO YOU THINK WOULD BE THE MOST EFFECTIVE FOR COMMUNICATING THE PHARMACY BRAND MESSAGE?

Answer options	Not important	Minimal importance	Important	Very important	Response count
Advertising	2%	17%	44%	37%	180
Experiential	3%	12%	28%	57%	178
Local press	4%	26%	49%	21%	175
National press	2%	10%	44%	44%	178
Social media	3%	18%	37%	42%	180
Website	3%	30%	38%	29%	174

TABULATED DATA

IN LESS THAN 140 CHARACTERS WHAT SHOULD THE PHARMACY BRAND STAND FOR?

- Supporting each individual patient to get the best from the medicines they want & need.
- Healthcare, accessibility, trust, patient care and excellence.
- Experts in healthcare advice and delivery.
- First class, reliable, accessible healthcare.
- The Pharmacy brand should stand for clinical professional advice on your doorstep.
- Excellence in healthcare.
- Stand for the community and patients.
- Full integration into the health and wellness of every patient.
- Clinical excellence in ensuring the safe and effective use of medicines and promoting public health.
- A vital part of a patient's journey through the NHS.
- Trust, honesty and integrity.
- Optimising medications to empower patients for achieve health goals.
- Professional and accessible, the healthcare professional within your community.
- Professionalism, caring, patient comes first.
- To be well recognise, welcoming, and to show patients they will be treated as an individual.
- A caring and compassionate service that promotes healthy living, self care and supports patients with conditions both minor and major back to health through advice and best use of medicines, honesty integrity and professional.
- Readily accessible health focused care.
- Health with care- healthcare expertise in the community.
- Accessible help from professional, knowledgeable teams.
- Trust, integrity, high quality and compassionate care.
- Uniform high quality level of expertise in healthcare and medicines.
- Professionalism, knowledge, value.
- United profession with clear aim to improve health of the population.
- Getting in the way of patients getting what they want.
- Quality.
- Healthcare for the whole community.
- Accessible healthcare .
- Professional caring advice that you can trust.
- Trust and confidentiality.
- Expert support and advice for patient driven healthcare and health promotion.
- Trust, medicines, health, scientist, partner, enabler, problem olver, collaborator.
- Expertise in health care for the general public and providing advice on how their medicine works and how to optimise its use.
- Quality advice assisted sales and an all round wellness service.
- Quality, excellence, support and healthcare service provider.
- An excellent, professional, caring medicine service.
- Accessible quality healthcare advice.
- The Pharmacy brand should stand for the first port of call for health related matters.
- Medical/Health advice and care at the heart of the community.
- Experts in managing patients health through the best use of medicines.
- ...for available and fast holistic healthcare for everyone.
- Confidential, friendly advice- the first port of call for those with minor ailments.
- Knowledge, Trust, Safety always putting patients first without compromising ethics.
- The Experts in Medicines and their uses and the place where the public can always obtain advice on their health from experts.
- Professionalism, advice and availability. Pharmacies should be a premium health care destination that is not associated with business enterprise or attached to cheap products.
- Obviously getting medicines, but that's just a starting point.
- Healthcare and professionalism.
- Medicines expert with an understanding of health and disease and how this is relevant to everyday life.
- Health.
- Professional, confidential and personalised advice and treatment for the individual patient.
- Good healthcare advice.
- Integrity knowledge trustworthy helpful.
- Quality & professional whole life care for the public.
- Care, accessibility and quality.
- Easily accessible high quality healthcare services and advice.
- Caring, expertise and accessible.
- A Primary Healthcare profession that cares, is easy accessible for advice on health and management of self care and long term conditions.
- Easily available and informed advice on medicines.
- Trust in receiving healthcare.
- It should stand for care.
- Healthcare, trust, honesty and respect.
- Accessible healthcare .
- Integrity and probity.
- Health for all.

WRITTEN RESPONSES

IN LESS THAN 140 CHARACTERS WHAT SHOULD THE PHARMACY BRAND STAND FOR?

- Integrity, clinical excellence and expertise in medicines.
- Integrity, respectability and reliability.
- Best use of medicines.
- High standards of care and a personalised service.
- Safety and excellence.
- Health, advice, prevention and wellbeing.
- A complementary professional that elicits compliments.
- Accessible, friendly and highly trained healthcare professionals.
- Consistent excellence in healthcare advice available where and when I need it.
- Professional healthcare and services and advice provider.
- A quality intervention to help the patient get the most from their medication.
- Our brand should stand for expert healthcare in the community.
- Sound clinical advice on your medicines whenever you need it.
- Quality, Trust, Care and Expertise.
- Healthcare.
- Reliability, timeliness, trustworthy.
- Professionalism. Medicines Safety. Advice and treatment. Urgent Care.
- High quality, accessible healthcare from well qualified, caring professionals.
- Good accurate health care advice.
- High standards of professional integrity.
- Professional caring clinicians, working in a clinical environment, optimising the use of medicines and improving the health and wellbeing of individuals and the nation.
- Patient's first contact and directing to services.
- High quality, consistent, professional healthcare.
- Care before commercialism.
- Access to high quality, professional healthcare advice and medicines.
- Consistent, quality healthcare.
- Integrity, professionalism, healthcare, medicines.
- Quality advice, care and support in partnership with people.
- Excellence in healthcare.
- Convenience, advice, genuine help for improving health & wellbeing.
- Trust and respect, ambition, adaptability, accessibility, forward looking, professional, caring.
- Pharmacy is in the heart of the community
- Accessible care for all.
- Accessible Quality Healthcare in the Community.
- Experts in Medicine.
- The pharmacy brand should stand for promotion of patient's care and safety.
- Expert advice in words you can understand.
- FIRST PORT OF CALL FOR MINOR PROBLEMS.
- Care.
- Public Health, Healthcare, self-care leaders patient-centred care.
- Healthcare, professionalism, trust.
- Healthcare, patient focus and science.
- Providing free medical advice to any person that wants it .Centre for excellent first stop healthcare.
- Excellence in serving the medical needs of the public.
- Healthcare.
- Professional healthcare advice.
- Healthcare in the community. Services and supply.
- Professionalism and excellence in the management of medicines.
- Healthcare excellence.
- The role of pharmacists in the health care profession.
- Safety, healthcare, advice, expert.
- Self-care, knowledge and professionalism.
- Excellent care, preventing ill health and empowering patients.
- Prevention of disease and optimal use of medicine.
- Professionalism, expertise, excellent service, accessible.
- Survey too long.
- Accessible, knowledgeable pharmaceutical advice and care.
- Trust.
- Pharmacy should stand for accessible care that is accessed first and can treat or signpost where necessary.
- Health excellence.
- Pharmacy as the gatekeeper to primary care.
- The pharmacy brand should stand for having purpose in people's health care.
- Pharmacy should inspire confidence of receiving the very best advice, care and treatment for everyone.
- Experts in medicines, trusted to provide health information, helping people to help themselves improve their own health.
- Experts in their field.
- It should stand for a medicine's expert who is an integral part of the healthcare system.
- Professional and caring.
- Effective medication shared decision making.
- Integrity, compassion, care.

WRITTEN RESPONSES

IN LESS THAN 140 CHARACTERS WHAT SHOULD THE PHARMACY BRAND STAND FOR?

- Pharmacists are a valued and trusted source of medication information & chronic disease management.
- Medicines focused; person centred; outcome driven.
- Accessible, personal care in conjunction with other professions to ensure a positive outcome for health.
- Excellence in healthcare.
- A united, clear & strong vision to help the public be healthier through pharmaceutical interventions
- Pharmacists are patients' partners to support health related needs & are the medication expert health care professional.
- Consistent and helpful healthcare advice in a professional environment.
- Professional, efficient integrated healthcare service.
- The first port of call for healthcare advice and services.
- Professional quality health advice on lifestyle, medicines and signposting. Pharmacy should be the main advice centre for many issues, some not currently available such as bereavement signposting, others more common such as medicines advice.
- Great service.
- The professional supply of medicines and advice to promote the health and well-being of the local community.
- Healthcare, positive outcomes, public health initiatives.
- Healthcare where and when you need it.
- Professional, caring, trustworthy, first port of call.
- Quality, knowledge, honesty, trustworthy.
- Timely access to expert professional advice which takes pride in our role as supportive clinicians to other HCPs.
- Open, honest healthcare and wellbeing through medicines and lifestyle advice.
- Professional Pharmacy Healthcare.

WRITTEN RESPONSES

IN LESS THAN 140 CHARACTERS WHAT ONE MESSAGE WOULD YOU COMMUNICATE ABOUT THE PHARMACY PROFESSION?

- It's the single most underused resource the NHS has.
- Professionalism, expert in medicines, accessible healthcare provision approachable, reliable, and caring to put patients first.
- First port of call for all your healthcare needs.
- The Pharmacy Profession is the gateway to the public helping themselves to stay healthy or referral to healthcare when needed.
- Impartiality.
- Pharmacy helps you get the most benefit from medicines.
- Professional innovators for quality accessible healthcare.
- We are scientists, experts in medicines and fully trained to offer the best in evidence based advice and treatment.
- We can do more than you think.
- Patient centred.
- Your pharmacist is your problem solver, know their name and they should know yours!
- Ask your pharmacist.
- We do care about you.
- Friendly, always willing and you can ask anything we also can give sign post when necessary.
- We're here to advise, support, prescribe, signpost and most of all listen.
- Modern.
- The patient comes first.
- Available for a wide range of healthcare queries without appointment.
- Pharmacy provides care on self medication, dispenses medicines and delivers health related services - an underused resource in hard NHS times.
- Pharmacy should be the gateway to primary healthcare services for most patients, most of the time.
- Highly trained, accessible professional in healthcare and medicines.
- Here to help.
- We can do much more than just dispensing.
- We protect you the client.
- Skill, knowledge, expertise accessibility.
- Healthcare knowledge on every corner.
- We will do whatever we can to help with your healthcare. Medicines, advice and help all in one location.
- Knowledgeable people who are always willing to give advice.
- We are here for the patient and the needs they have.
- Accessible, available without appointment, expert in medicines and health.
- Hardworking, patient driven, sound knowledge and advice providers.
- Q24> Pharmacist are the specialist in the medicine/drug sector but all this knowledge is not being utilised at the moment.
- The world is changing and we as a profession must change to keep up with our patient's needs and health priorities.
- The pharmacist is the professional who knows more than any other professional about your medicines.
- Pharmacy has your healthcare interests at heart.
- We are competent, knowledgeable, professional, accessible and caring.
- Government registered individuals with the care of the patient/community at the centre of their profession.
- Reliable delivery of professional healthcare in a convenient setting.
- Working with healthcare professionals to provide patient centred care.
- Pharmacists can do more than dispense for you today.
- More than just a shopkeeper.
- A lot more to offer than patients/public realise.
- We must be healthcare professionals who can communicate at all levels with both patients and fellow professionals.
- Pharmacists are knowledgeable and well educated professionals who can advise in quality use of medicines, management of chronic disease and minor ailments.
- Pharmacists are cool.
- We are there to help. We are experts in medicine, not business people.
- Medicines and much more.
- First stop for healthcare.
- Pharmacy is more than dispensing medicines, it is to ensure the safety of prescribed medicines and to give patients the best evidence based advice.
- First port of call for health matters.
- Caring professional confident.
- Q24> Accessibility & quality care for everyone.
- We are the authority and experts on medicines.
- Pharmacists are clinically trained members of the healthcare team.
- We know and we care.
- Integrated Primary Care Professional who is the medicine expert.
- Health care and advice for you on your high street.
- Professional care.
- Pharmacy is here to help the public stay well, get well, be looked after when they aren't well.

WRITTEN RESPONSES

IN LESS THAN 140 CHARACTERS WHAT ONE MESSAGE WOULD YOU COMMUNICATE ABOUT THE PHARMACY PROFESSION?

- We are the drug experts.
- Experts in medicines.
- Use everything we have to offer.
- Hard-working caring trusted professionals.
- The experts in medication and its use.
- Port of call and an understanding of our role as healthcare professionals.
- Supporting self-care with medicines.
- It's more than just counting pills!
- Experienced professionals here to help.
- Your first contact to health.
- Foundation Training and Ongoing Training - they all think we've got 2 O-levels!
- The public can trust their pharmacy team to provide safe healthcare and medicines advice in a professional, confidential environment which is also both friendly and accessible.
- Get off your laurels and deliver high quality services.
- It is well trained and motivated to provide a gateway to other NHS services.
- We aim to provide safe and cost effective services and self-care strategies with other healthcare professionals.
- Pharmacists are a highly qualified, effective and caring healthcare profession making a positive difference to the health of their community every day.
- Here for medicines advice and support, when you need us.
- Quality Service in an accessible location staffed by Experts in Healthcare working as part of the NHS Primary Care Team.
- People should go to a pharmacy first before visiting their local GP or a&e department.
- Medicine, service, quality in a caring environment.
- Shopkeepers do not have a Masters degree.
- We spend 5 years qualifying in healthcare use our skills.
- We are here to help as clinicians not just as shopkeepers.
- Good Advice to improve your health.
- Caring, accessible, clinical professionals, forming part of the healthcare team, optimising the use of medicines and caring for the health of the nation.
- Medicines the CORE of patients' healthcare.
- There to help and support.
- Care before commercialism.
- Pharmacy is an under utilised resource that can help address much of the burden faced in primary care.
- Accessible, instant healthcare professionalism.
- Experts in medicines.
- If you don't know what they can do, ask. You'll be surprised.
- Knowledge on medicines and health to help people.
- We don't just count tablets. Dispel the myth.
- Experts in medicines.
- Pharmacists go out of their way to make sure you're treated well.
- No appointment required to see a competent health professional.
- We do more than count tablets.
- Experts in medicines as part of the healthcare team. Not greedy shopkeepers!
- Experts in medicine.
- Pharmacists are drug experts and could have a big impact on the patient's health if they had better involvement in the primary healthcare sector.
- Not everyone gets bad advice!
- ALWAYS AVAILABLE AND NO APPOINTMENT NEEDED.
- Professional, caring experienced.
- Pharmacy should no longer be about sale and supply of medicines alone - it should be about care of people.
- Expertise.
- Very important.
- Clinicians have the 'know how' knowledge, pharmacists should have the 'know why' knowledge.
- We are the medicines expert, ask about your medicines.
- Given an opportunity we can help fix the NHS by opening up healthcare to all without appointment.
- Professionalism, accuracy and integrity.
- Highly qualified clinical practitioners.
- First port of call.
- We are healthcare scientists.
- Making medicines safer.
- They should be the first to be contacted for minor ailments and advice on management of terminal illnesses.
- Safety, healthcare, advice, expert.
- Competency.
- Valuable resource of highly skilled professionals to help change the future of NHS healthcare.
- Healthy life style living for every patient consultation.
- Expertise, services beyond traditional OTC sales and dispensing.
- Survey too long.
- Accessible, knowledgeable pharmaceutical advice and care.
- Professional experts in the field of medicine/treatments/healthcare.
- Pharmacy do more than just dispense prescriptions.

WRITTEN RESPONSES

IN LESS THAN 140 CHARACTERS WHAT ONE MESSAGE WOULD YOU COMMUNICATE ABOUT THE PHARMACY PROFESSION?

- The most accessible healthcare provider.
- That pharmacists does not equal pharmacy. Vast bulk of pharmacists not motivated by personal financial interest.
- We are here to CARE for your HEALTH, like all HEALTHCARE professionals!
- There is so much more to pharmacy than dispensing prescriptions.
- Trust us to help you get the best medicine.
- Under utilised.
- To go to your pharmacist first before visiting your GP AND ON SOME OCCASIONS A&E.
- Professional, caring, get the job done well.
- Caring.
- Ensuring optimal medicine outcomes.
- It should include the positive impact that expanded pharmacy practice has on patient outcomes.
- Committed to your health.
- Pharmacists are specialist clinicians, who work with other professionals to promote the holistic care of the patient.
- Experts.
- Accessible knowledgeable and professional patient care, currently under-utilised.
- Pharmacists are responsible for medication related needs of patients, community & nations. Important contributors in prevention & treatment.
- We understand patient need.
- We do more than you think.
- A centre of expertise on a wide range of health, medicinal and life style issues where no appointment is necessary.
- Trusting.
- We should be proud of our profession and our role in the healthcare of the nation.
- We need to ensure standards of excellence are conserved across the profession whether from pharmacists or staff.
- We can do more than give out pills.
- Pharmacists work with and not against your doctors, we are here for you as patients and have your interests at our heart.
- We care.
- Pharmacy is: there for you. Pharmacy is: healthcare through medicines. Pharmacy is: accessible wellbeing advice.

WRITTEN RESPONSES

IN LESS THAN 140 CHARACTERS WHAT SHOULD BE THE AIM OF THE PHARMACY BRAND?

- Clinical expertise delivered in a way that each patient can understand & use to get the best out of their medicines.
- Simple, caring, professional trustworthy.
- Promote the quality provision of health and well being.
- The aim should be non-profit making, part of the NHS, confidential, professional, compassionate and there to listen.
- Safety and clinical experts.
- To promote the profession among stakeholders.
- To champion the profession and what it can bring to healthcare.
- Improve the perception of pharmacists as health professionals with expert knowledge - ask us!
- To promote our skills and knowledge.
- Trusted, honest and reliable health care professional.
- Healthcare professional, medication expert, clinical goal achiever and economic benefit to the entire system.
- To unite pharmacy under one banner.
- To provide the best service to the patient that is physically possible.
- Something people will recognize and come too for any advice they may need.
- Promotion of the many different roles that pharmacists have across the sectors.
- Promote pharmacy and kick the backsides of the laggards.
- Maintain professionalism over commercialism.
- Improving the health of our customers through medicines support.
- Convey safety and quality of care in relation to all aspects of medicines and medicines use.
- Pharmacist first for healthcare and medicines.
- To raise awareness of our role, knowledge and abilities.
- To promote pharmacy as a part of healthcare, not only promotion of dispensing but also various services.
- Improve professionalism.
- To be a badge of quality.
- Truth, honest and trust for the community.
- To give the best healthcare to every single patient.
- Unite under one strong identity.
- Putting the Patient first.
- Convey to the public our core values and increase their faith in what we have to offer.
- To achieve excellence within healthcare.
- Develop on the trust that the profession has had for a long period of time, reduce commercialism and build on the care message now and for future, NHS partner, patient, parent and carer friend.
- To get the general public to come and ask for advice about their medicines and for other general self-help issues.
- To put patients at the heart of what we do and promote joined up working with other healthcare providers.
- To build up the reputation for the pharmacists to the public as just not shopkeepers.
- Place pharmacy at the top of all healthcare professions.
- Promote knowledge, professionalism and accessibility.
- To position ourselves as the gateway to the healthcare system.
- To be recognisable and promote the pharmacy profession and services.
- Demonstrate why pharmacy has to be part of the holistic care of patient wellness.
- To raise awareness of the services available.
- Promote the value of the pharmacist in the community- we know a lot more than people think! Why aren't our skills being utilised to their full potential, thus reduce doctors waiting times?
- To promote the myriad of services that pharmacy can provide. To showcase all the profession talent working in pharmacies all over the country.
- To make the public see Pharmacists as healthcare professionals first and Shopkeepers very firmly last.
- To educate the public, politicians and health commissioners the importance of pharmacists in the health care team and the value for money and expertise that pharmacists provide free of charge!
- Explain to people that pharmacists aren't just crazy potion makers like they used to be...
- To show the public what we can do!
- Promoting primary prevention.
- We are professionals with skills relevant to you.
- Excellent standard of practice to give the patient the best health outcomes.
- Consistent high quality delivery in everything to do with health.
- Logo recognisable across the board.
- To tell people that pharmacy services are available here.
- To engage stakeholders & public in using pharmacy as a solution.
- To instill trust and confidence in our abilities.
- To promote the profession of pharmacy so that it can evolve from a supply based service to a more complete clinical interaction with the public.
- Telling people nationally / internationally that pharmacists are knowledgeable, caring and accessible.

WRITTEN RESPONSES

IN LESS THAN 140 CHARACTERS WHAT SHOULD BE THE AIM OF THE PHARMACY BRAND?

- Recognition of Health care service provision including medicines.
- Promote Pharmacy as a place where you get more than just your prescription.
- To help the public understand how much pharmacy can do for them and their families.
- The promotion of the profession to the public.
- Get rid of shopkeeper impression.
- To raise our profile and improve our reputation.
- Promoting an accessible and trusted health profession.
- To convince pharmacists that their role is CLINICAL not commercial.
- Increase the public (& commissioner) perception of pharmacy and its services.
- Quality provision of medicine related support.
- To raise awareness of what Pharmacy actually does in the community.
- Time to care.
- Unity.
- Promote awareness of a clinical professional that is easily accessible.
- To convey the identity of accessibility to expert healthcare and medicines advice and services.
- To raise awareness of the role that pharmacy can play in wellness and ill health.
- Something for those within the profession to aspire to and for those outside to respect.
- To get us recognised and used as the healthcare experts that we are.
- To promote pharmacy as a caring, knowledgeable profession which is part of the healthcare team.
- To improve quality in the Pharmacy teams to reflect the brand and become the destination profession for accessing healthcare in the High street.
- To treat more patients, rather than them going to A&E or a GP.
- To improve the perception of pharmacy to the public and politicians and healthcare professionals.
- Increase awareness of the role of pharmacy in medicines advice and urgent care.
- We can help keep you well. To promote all aspects of pharmacy care, healthcare services, advice not just dispensing.
- To promote health care as part of the community medical team.
- Distinct, easy to recognize and universal.
- Identifying and recognisable pharmacies and pharmacists as clinical and professional, experts in medicines supporting their colleagues in the healthcare team to improve health of individuals and nation.
- More clinical doing more diagnostics, move away from multiples hijacking our profession.
- Make pharmacy the first port of call for the public.
- Care before commercialism.
- Create a new identity for Pharmacy to be seen as a place to access reliable, impartial and expert.
- Advice on health and medicines.
- To ensure that all stakeholders, patients, commissioners and politicians understand the difference.
- Pharmacists make to the health of the nation.
- Recognition.
- Give confidence to all people about using pharmacy more.
- Communicate to the public what we actually do in our role or on a day to day basis.
- To improve the current low awareness for all of the fantastic services offered.
- To offer a consistent, positive message that pharmacy knows its strengths and is fighting the patient's corner.
- To promote Pharmacists as competent health professionals.
- To make the public aware that great care is available for all.
- To represent a professional, quality, member of the healthcare team.
- To Unite the profession.
- It should promote professionalism and integrity. It should instill the confidence in the public that pharmacists can provide excellent clinical advice.
- Something that pharmacists want to live up to.
- HEALTHCARE OF THE PUBLIC.
- Communicate access to local pharmacy services.
- Promoting holistic healthcare and public health protection.
- Awareness of the many aspects of pharmacy, not just community pharmacy.
- Promote the role of the pharmacist profession.
- We are part of the healthcare team giving advice on medicines.
- Removing barriers to Pharmacy succeeding and demonstrating pharmacists capabilities.
- To serve the public.
- Increase the awareness of pharmacy role.
- To effectively communicate the benefits of the service to its potential market.
- Brand aim?
- Improved use of medicines - medicines optimisation!
- Represent community only - cannot encompass all I think.

WRITTEN RESPONSES

IN LESS THAN 140 CHARACTERS WHAT SHOULD BE THE AIM OF THE PHARMACY BRAND?

- To promote the importance of the pharmacy and pharmacists in everyday life in terms of health care.
- Promote the roles & responsibilities of the pharmacy team.
- Expand on clinical skills already obtained during training.
- Improve the national quality of health by providing local solutions.
- Unity across whole sector. Raising standards of presentation.
- Survey too long.
- Accessible, knowledgeable pharmaceutical advice and care.
- To gain patient's trust that we can provide excellent healthcare and excellent medical treatments where appropriate.
- The aim of the pharmacy brand should be health promotion and better utilisation of the NHS services to improve care for everyone.
- To convey holistic healthcare excellence.
- To remind patients what we are here for, and what we can do for them.
- To promote a consistently high level of service in all pharmacies.
- For the public and commissioners and politicians to understand and appreciate just what we are capable of.
- Pharmacy first , clinician first shopkeeper last.
- An instantly recognisable brand denoting accessible care and expert advice.
- To educate the public that there's a medicines expert in every pharmacy waiting to dispense free expert advice which in a lot of cases can prevent unnecessary visits to the GP and A&E.
- Restore faith in the profession.
- Increase understanding of scope of practice.
- Safety and efficacy of medications.
- To help bring the profession of pharmacy into the future. I'm now able to use the principles of pharmaceutical care on a daily basis. This was a concept pioneered over 20 years ago. It is an exciting time as a primary care pharmacist!!
- To promote personal and public health advice, and be the most accessible source of health advice for patients.
- To promote excellence in healthcare.
-
- Supporting health care by ensuring medication related needs of patients, communities & nations.
- Promoting, preventing & treating health.
- To unify the community pharmacy profession.
- Integrate, support advice- Healthcare professionals and patients alike.
- To promote awareness of the service available .
- To promote pharmacy as the place to go for reliable professional advice before visiting GPs or A&E departments.
- Reliable.
- Define our role and responsibilities more clearly and ensure fair remuneration.
- To promote pharmacy and pharmacy services across all sectors of the public.
- To shift perceptions so they better reflect the reality of the profession.
- To help the public help themselves safely without having to make a sale.
- Promoting our role as clinicians and dispelling the 'shopkeeper' image and mentality.
- To accurately reflect the contribution of the pharmacy profession to society.

WRITTEN RESPONSES

THE FACE OF
PHARMACY

© The Face Of Pharmacy

www.thefaceofpharmacy.com

@faceofpharmacy