

## Promotion of the Profession & National Pharmacy Recruitment Plan

*Jennifer Adams, PharmD, EdD*

American Association of  
Colleges of Pharmacy **AACP**  
Discover • Learn • Care: Improve Health

## The Importance of Recruitment



Successful admission of students with  
**the potential to impact pharmacy practice**  
begins with and is contingent upon a  
strong and diverse applicant pool.

—AACP Special Committee on Admissions  
White Paper, July 2015

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## National Pharmacy Recruitment

- Pharmacy Career Information Council (PCIC)
  - Members are national pharmacy associations (AACP, ACCP, AMCP, APhA, ASCP, ASHP, BPS, HOPA, NASPA, NACDS Foundation, NCPA and PTCB)
  - Mission: to assist prospective and current student pharmacists in accessing accurate information regarding the profession of pharmacy and pharmacist career pathways

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## Activities Supported by PCIC

- Pharmacy is Right for Me 
  - www.pharmacy4me.org or www.pharmacyforme.org
  - Promotional materials for prospective students and health profession advisors
  - Innovation Challenge
  - Social media campaign FOLLOW US!
    -   @pharm4me
    -  www.facebook.com/pharm4me

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## PHARMACY Is Right For Me



- Exhibit strategy: American School Counselor Association, Midwest Prehealth Conference, NAAHP, UC Davis Prehealth Conference, USA Science & Engineering Festival

2014 Reach = 390,000 students, parents, teachers, counselors, and health profession advisors

2015 Reach = 47,000 students, parents, teachers, counselors, and health profession advisors

Anticipated 2016 Reach = 400,000 students, parents, teachers, counselors, and health profession advisors



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### Virtual Pharmacy School Fair

October 21 & 22, 2015

Up to 4,000 applicants registered in prior Virtual Fairs

Looking for an efficient way to recruit applicants to your Pharmacy Schools? Participate in the October 2015 Virtual Pharmacy School Fair.

All AACP member schools are invited to leverage the power of technology to engage and recruit more quality applicants.

#### Why Participate?

- communicate with applicants both domestically & internationally
- conduct live video sessions from your desk via your own chat room
- interact live with prospective applicants in your own chat room in group chat and private chat formats
- choose your own chat hours (daytime & evening hours are available)
- reach sought-after applicants in this unique cost-effective way
- an innovative way to build awareness of your programs



Virtual Fair Dates: October 21 & 22, 2015

Register at [www.CareerEco.com/events/aacp](http://www.CareerEco.com/events/aacp)

For more information:  
770.980.0088 | [aacp@careereco.com](mailto:aacp@careereco.com)



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### Pharmacy Grad School Virtual Fair

Featuring Graduate Programs offered at Schools & Colleges of Pharmacy  
October 20, 2015

Leverage the power of this AACP Virtual Fair to efficiently recruit applicants to your Master's & PhD Programs

All AACP member schools offering graduate-level degrees in Pharmaceutical, Clinical, Regulatory, and Social & Administrative Sciences can increase program awareness and reach more applicants in this unique online event.

#### Why Participate?

- communicate with applicants both domestically and internationally
- conduct live video sessions from your desk via your own chat room (optional)
- interact live with prospective applicants in your own chat room in group chat and private chat formats
- choose your own chat hours (daytime and evening hours are available)
- reach sought-after applicants in this unique cost-effective way
- register by August 14th for a discounted price of \$350



Virtual Fair Date: October 20, 2015

Register at [www.CareerEco.com/events/aacpgrad](http://www.CareerEco.com/events/aacpgrad)

For more information:  
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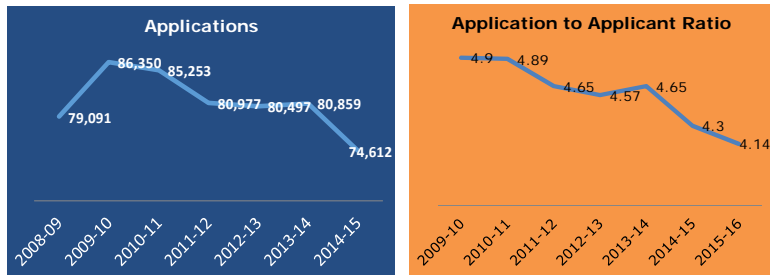
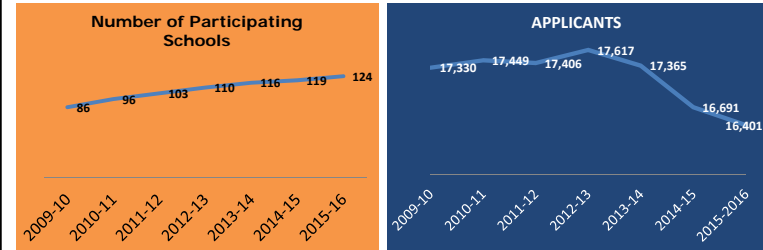
## Additional AACP Activities

- Serve on the Advisory Council for the National Association of Advisors for the Health Professions
- Serve on the National Advisory Committee of the RWJF Summer Medical Dental Program
- Support the Tour 4 Diversity in Medicine
- Serve on the INSIGHT Into Diversity Higher Education Excellence in Diversity (HEED) Award Advisory Committee

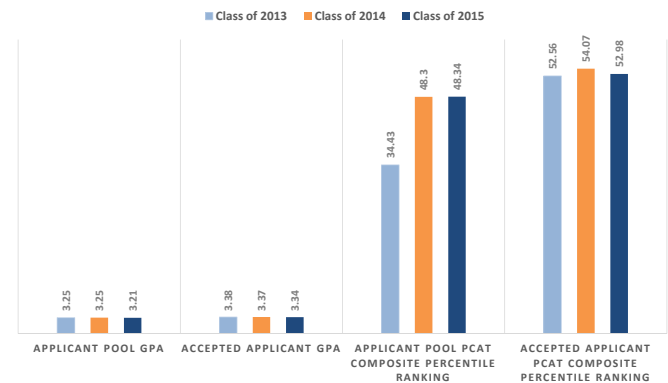


## Recruitment Challenges

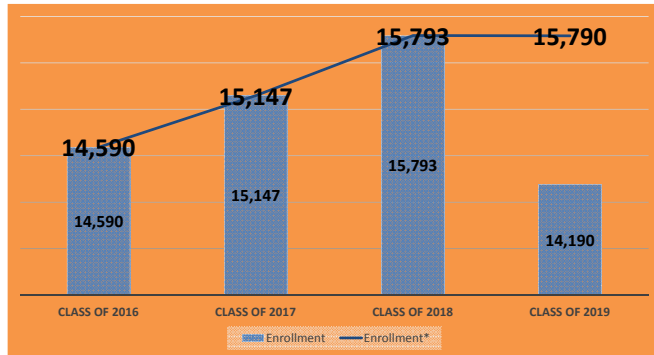
- Decline in applications to schools and colleges of pharmacy
  - Changes in demographics of applicant pool
- Multiple health profession career options available to qualified applicants
- Continuing financial pressures associated with professional education



## Applicant Pool GPA & PCAT



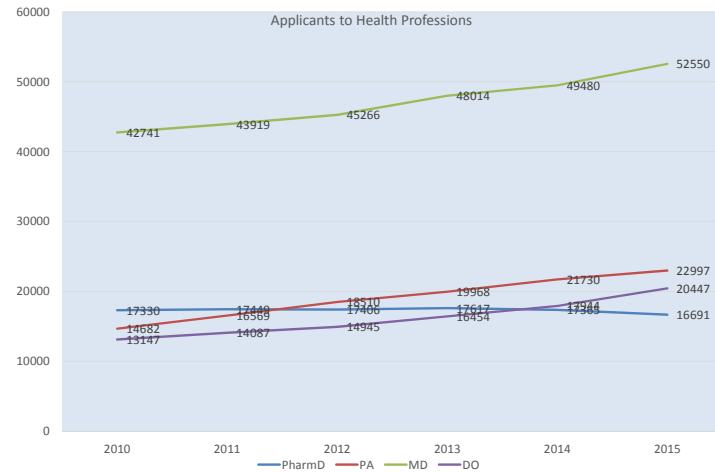
## PharmD Enrollment



\* Estimated enrollment due to 3-year accelerated programs



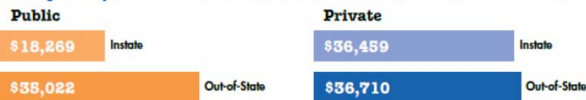
## PharmD vs Other Health Professions



## How Much Does a Pharm.D. Education Cost?



Average first year Pharm.D. tuition, 2014-15\* (costs reported do not include mandatory fees)



Median amount of money borrowed by students at the time of graduation<sup>2+</sup>



## Where do we want to be?

We envision  
*a world of healthy people*  
 through the transformation  
 of health professions education.



## How Do We Get to the Flag?

Promote the  
*Profession of Pharmacy*

Create a powerful Brand



## AACP Strategic Priorities

1. Enriching the Applicant Pipeline
2. Creating a New Portrait of Pharmacists and Pharmacy Careers
3. Innovation in Education and Practice
4. Expanding Research & Graduate Education

*JCPP Goal 2: Stakeholders understand and recognize the evidence that demonstrates and validates the value of pharmacists' patient care services*



A brand is a set of  
**enduring and shared perceptions**  
in the minds of consumers.

—Nigel Hollis, *The Global Brand*



The stronger, more coherent  
and motivating those perceptions  
are, the more likely they will be to  
**influence decisions and add value.**

—Hollis



## Positioning and Messaging Grid

### Positioning

Pharmacists are essential healthcare professionals, who enhance patient care and promote wellness.

*"Pharmacists help people live healthier, better lives"*

### Key Messages

When pharmacists are involved in patient care, outcomes improve and costs decline.

Current pharmacy graduates receive a minimum of six years of rigorous professional education, leading to the Doctor of Pharmacy degree.

Pharmacy is a diverse and rewarding career, with opportunities for patient care, scientific research and innovation.

### Message Pillars

Patients do best when pharmacists are part of their healthcare teams

Pharmacists are the medication specialists on the healthcare team

Colleges of pharmacy are centers of academic excellence, scientific research and innovation

Pharmacists optimize the efficiency and cost-effectiveness of healthcare delivery

Pharmacists are accessible in all healthcare settings: inpatient, ambulatory and community

### Tone

Smart, Innovative, Collaborative, Accessible

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## Two Key Recruitment Messages

- Pharmacists help people live healthier, better lives.
- Pharmacy is an exciting career, where you can make a real difference in people's lives.

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@AACPharmacy

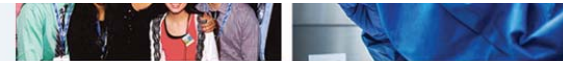
Follow

The #pharmacist helps people live healthier, better lives:  
Join today's tweet-a-thon & help kick off #APhM2015!

9:48 AM - 1 Oct 2015

40 21

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PHARMACISTS HELP PEOPLE LIVE HEALTHIER, BETTER LIVES.

**CHAPMAN.EDU/PHARMACY**

**CHAPMAN UNIVERSITY** | SCHOOL OF PHARMACY

# Proposed National Recruitment Plan

June 2016

American Association of  
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## Empowering Pharmacy Recruitment

- Strategies focused on engagement at multiple levels
  - Primary focus grades 4–12
- Partnerships will be required
- Long-term commitment

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## Goals

1. Maintain (increase) applicant pool
2. Further understand target audiences and how to best reach them
3. Unified brand campaign for the profession of pharmacy

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## Tactic 1: Messaging Platform

1. Develop a specific message platform to promote pharmacy careers to be used by:
  - a. AACP member schools
  - b. Academic pharmacy leaders
  - c. Other national pharmacy associations

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### Tactic 2: Develop Recruitment Champions

- Charge champions at member schools
- Charge champions at national pharmacy associations
- Collect information from champions about activities



### Tactic 3: Pharm4Me Innovation Challenge

- A challenge to pharmacy schools to partner with high schools in their area to solve medication-related problems in an innovative way
- Winners will be selected by PCIC and rewarded by *Pharmacy is Right for Me*



### Tactic 4: Health Professions Week

- September 26–30, 2016
- Interprofessional, online event educating high school, community college, and prehealth college students about health professions careers
- Multiple webinars highlighting health careers and the daily lives of practitioners
- Live virtual fair for health professions and careers – September 26, 30



### Opportunities for JCPP Member Engagement

- Designate Pharm4Me champions and brand ambassadors
- Engage in the branding and positioning campaign
- Host recruitment activities
- Consider financial support







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Join today's tweet-a-thon & help kick off #APHM2015!  
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