



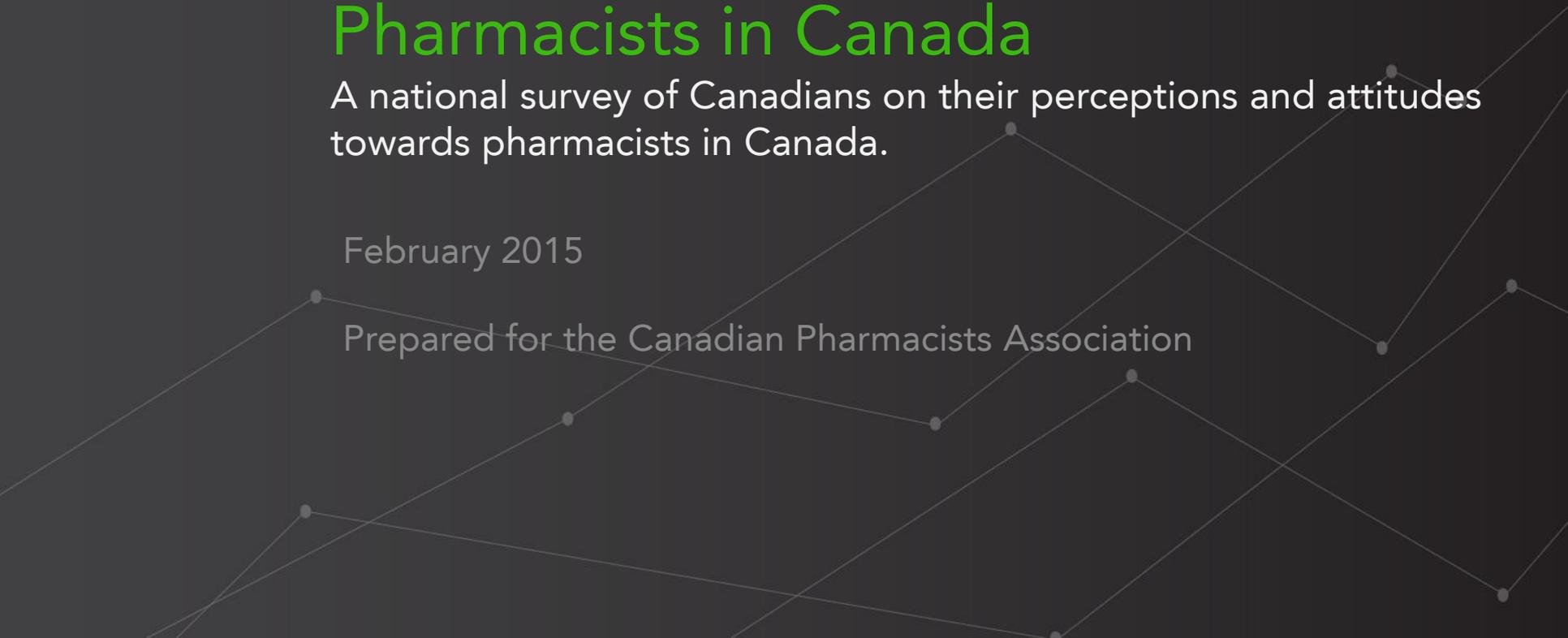
ABACUS DATA

Pharmacists in Canada

A national survey of Canadians on their perceptions and attitudes towards pharmacists in Canada.

February 2015

Prepared for the Canadian Pharmacists Association

The background of the lower half of the slide features a complex, abstract line art graphic. It consists of several thin, light-colored lines that intersect and form a series of irregular, interconnected shapes. Small circular dots are placed at various points along these lines, creating a network-like structure that resembles a stylized map or a data visualization. The overall effect is a modern, geometric pattern that adds depth and visual interest to the slide's design.

Methodology

Online Survey	Survey was conducted online with a representative sample of Canadians from Research Now's online panel.
Sample Size	2,937 (Comparable Margin of Error \pm 1.8%)
Field dates	February 14 to 22, 2015
Statistical Weighting	Data was weighted by age, gender, education and region. In Quebec, results were also weighted by official language.

Results in the report highlighted with a dashed blue line indicate findings and/or relationships that are worth noting.

Executive Summary

Abacus Data's survey of 2,937 Canadians finds that pharmacists are viewed positively by almost all Canadians and a large majority consider pharmacists to play a central or important role in their province's health care system. Moreover, few Canadians said that their impression of pharmacists was getting worse over time.

While almost all Canadians have a strong affinity for pharmacists, opinions are particularly positive among those who regularly visit a pharmacy, among Canadians aged 60 and over, and among women.

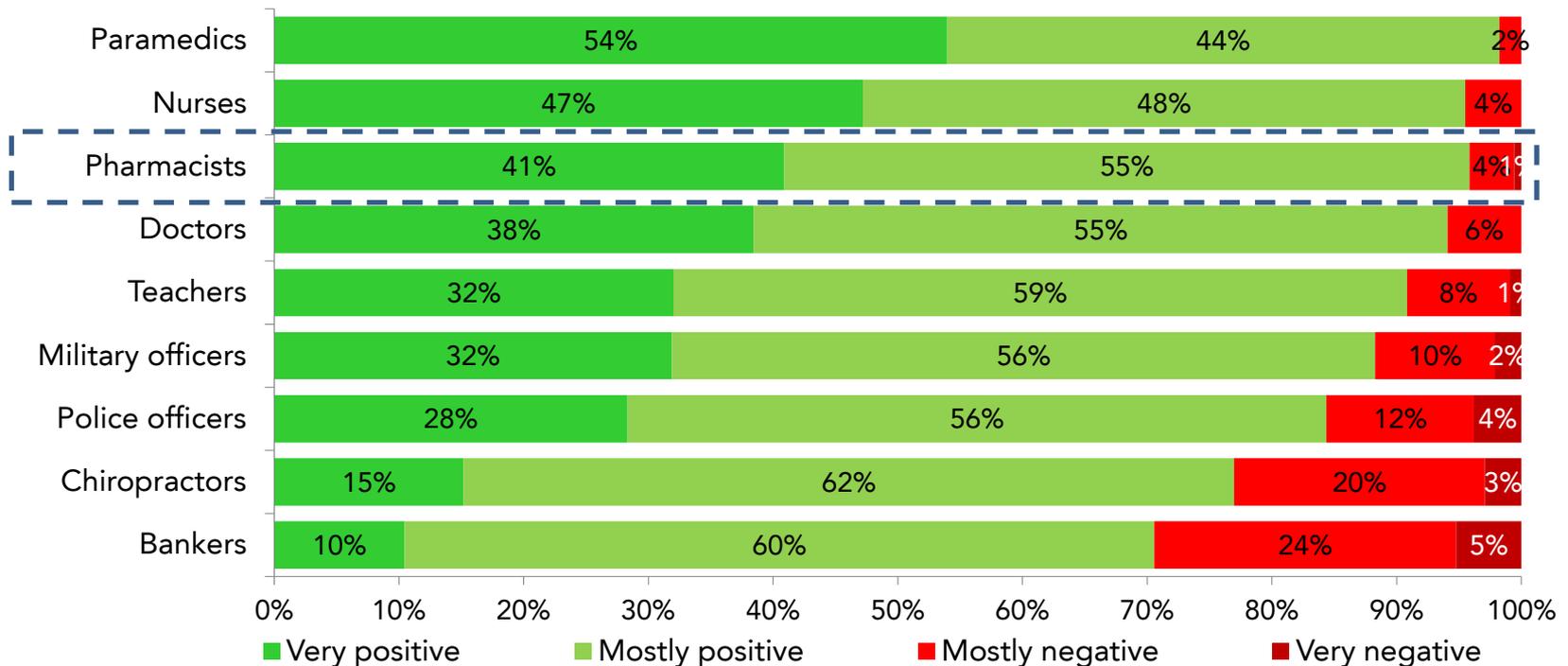
Canadians also make the connection between an increased role for pharmacists in delivery health care and better health outcomes. Most Canadians agree that expanding the role of pharmacists in delivery health care would improve patients overall quality of life, reduce overcrowding in emergency rooms and walk-in clinics and reduce overall health care costs. A large majority also consider a pharmacist to be part of their overall health care team – especially older Canadians who rely on pharmacists more regularly.

Key findings:

- 96% of those surveyed said they had a positive impression of pharmacists. Only 4% said they had a negative impression.
 - While positive impressions were fairly consistent across Canada, residents of PEI, Quebec, Saskatchewan, Newfoundland and Labrador and New Brunswick were more likely to have a "very" positive impression of pharmacists.
- Canadians were more likely to have a positive impression of pharmacists than teachers, military officers, police officers, chiropractors, or bankers.
- Seven in ten Canadians (73%) said their impression of pharmacists were staying about the same over time while 23% reported that their impression of pharmacists were improving. Only 4% reported their impressions of pharmacists were getting worse.
- When asked to classify different health professionals as playing a central, important, or supporting role in the health care system, 82% rated pharmacists as either central (54%) or important (28%). Pharmacists were grouped most closely with nurses, paramedics, and doctors as central players in the healthcare system.
- A majority of Canadians (72%) consider pharmacists to be health care providers. 51% consider pharmacists to be both health care providers and prescription fillers while another 21% consider them to be more health care provider than prescription filler.
- 85% of Canadians agreed that "if pharmacists were able to prescribe medication for minor ailments, it would alleviate overcrowding in emergency rooms and walk-in clinics."
- 85% of Canadians also agreed that "pharmacists have the education and professional training to do more for patients than just filling prescriptions."
- 84% of Canadians agreed that "pharmacists working with other members of a health care team to provide care to patients with chronic diseases care would result in better health outcomes."
- 82% of Canadians agreed that "if pharmacists were included as members of health care teams, patients overall quality of life would improve."
- 82% of Canadians considered a pharmacist part of their overall health care team.
- 79% of Canadians agreed that "if pharmacists worked more closely with doctors it would reduce overall health care costs."

Impression of Different Professions

Below is a list of different professions in Canada. Please tell us if you have a very positive, mostly positive, mostly negative, or very negative impression of each.

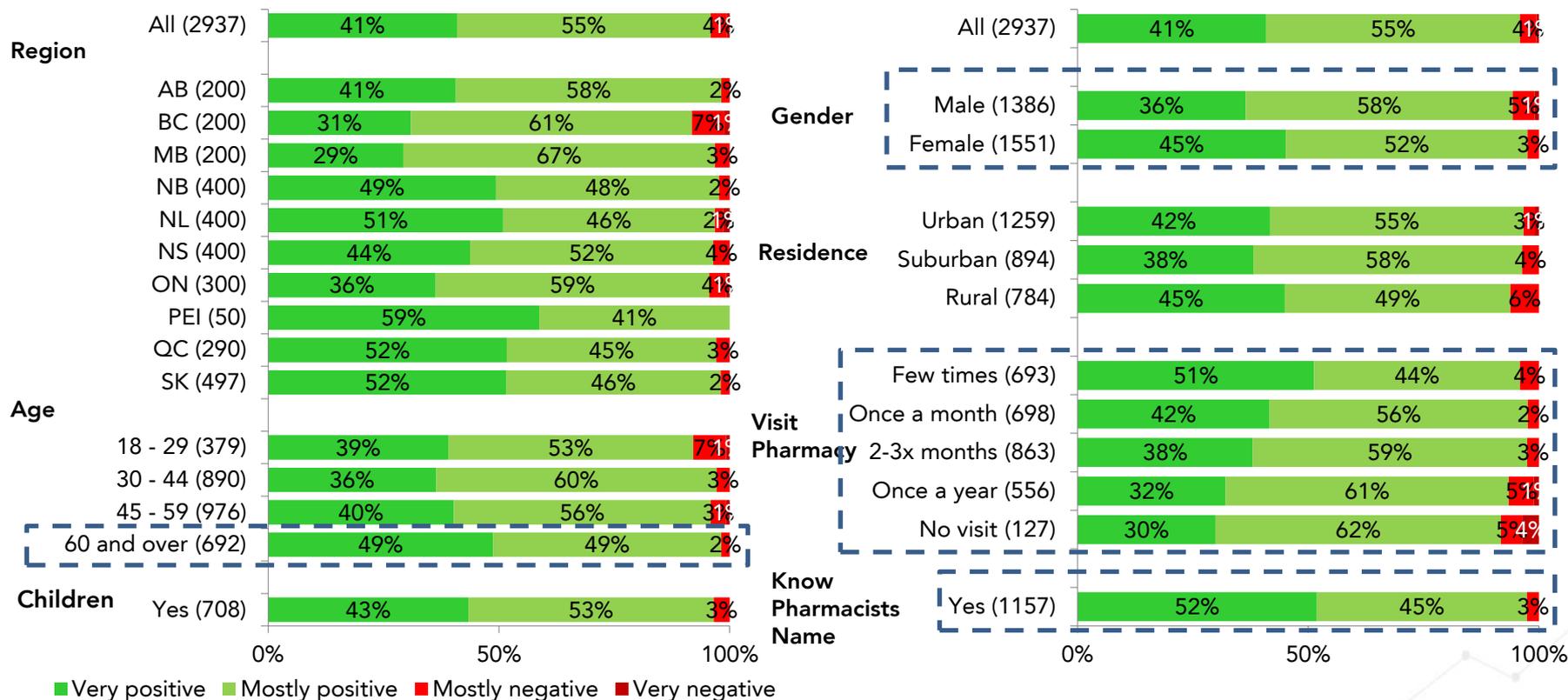


Almost all Canadians have a positive impression of pharmacists. Moreover, pharmacists are viewed positively by more Canadians than teachers, military officers, police officers, and chiropractors. Of note, health professionals were most likely to have positive impressions of the professions we tested.

Overall, 96% of Canadians have a positive impression of pharmacists with 41% saying they have a very positive impression and 55% indicating a mostly positive impression.

Impression of Pharmacists

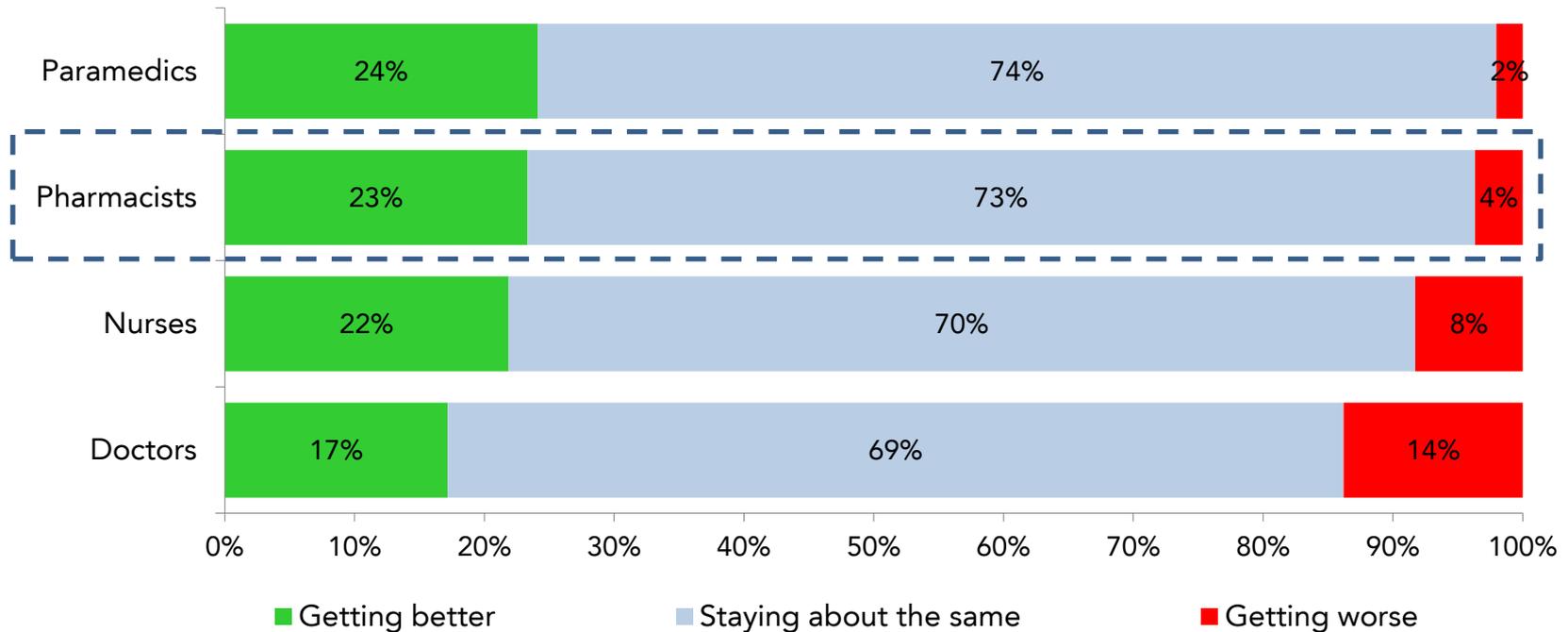
Below is a list of different professions in Canada. Please tell us if you have a very positive, mostly positive, mostly negative, or very negative impression of each. - **Pharmacists**



Respondents living in Atlantic Canada and in Saskatchewan were more likely to have a very positive impression of pharmacists as were those aged 60 and over (49% very positive), women (45% very positive) and those who visited a pharmacy more frequently in the past 12 months. Also of note, among the 36% of Canadians who say they know their pharmacist by name, 52% have a very positive impression while another 45% say they have a mostly positive impression of pharmacists.

Impression of Professions

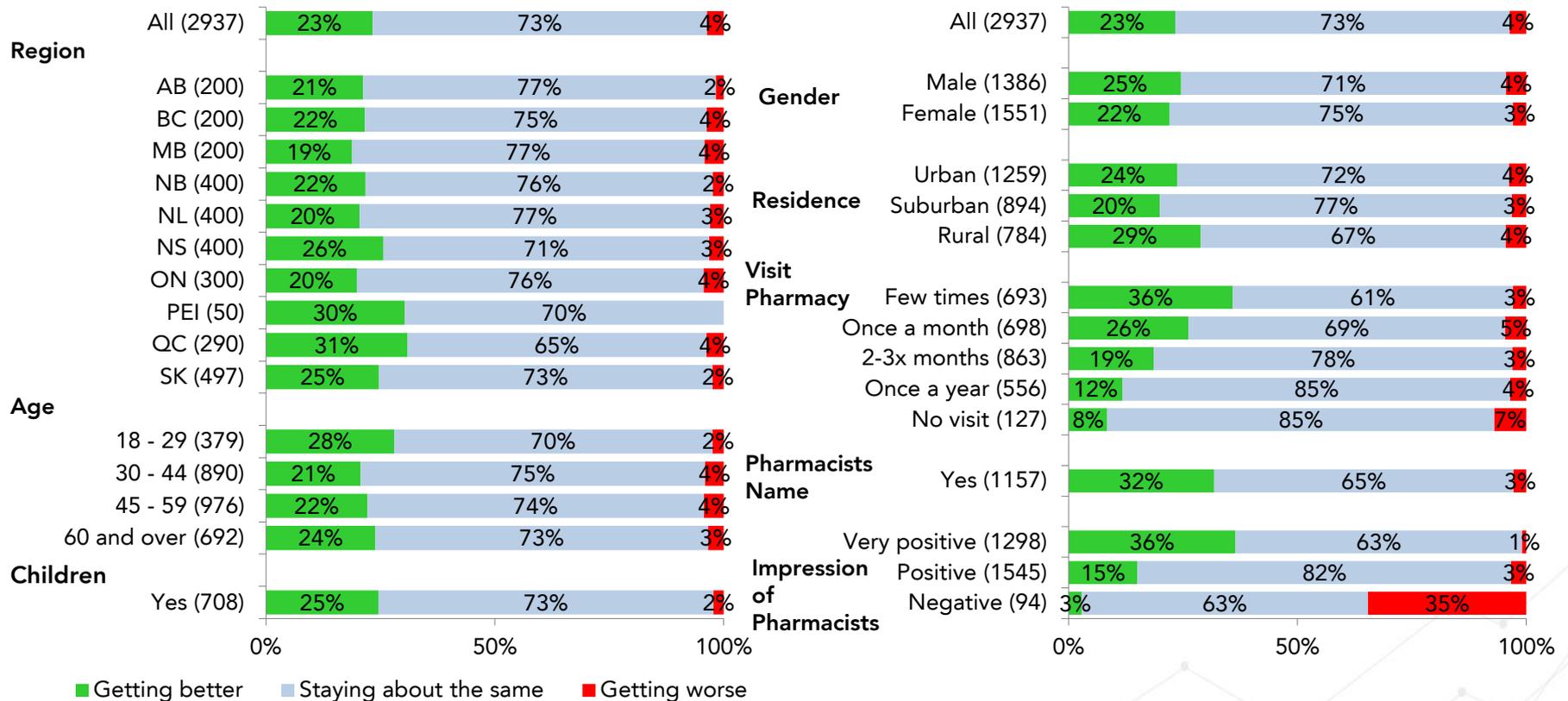
For each of these professions, would you say your impression is improving, getting worse, or staying about the same?



Few Canadians report their impression of pharmacists are getting worse. Only 4% of those surveyed said their impression is getting worse compared to 23% who said their impression of pharmacists is getting better. The remaining 73% said their impressions are staying about the same.

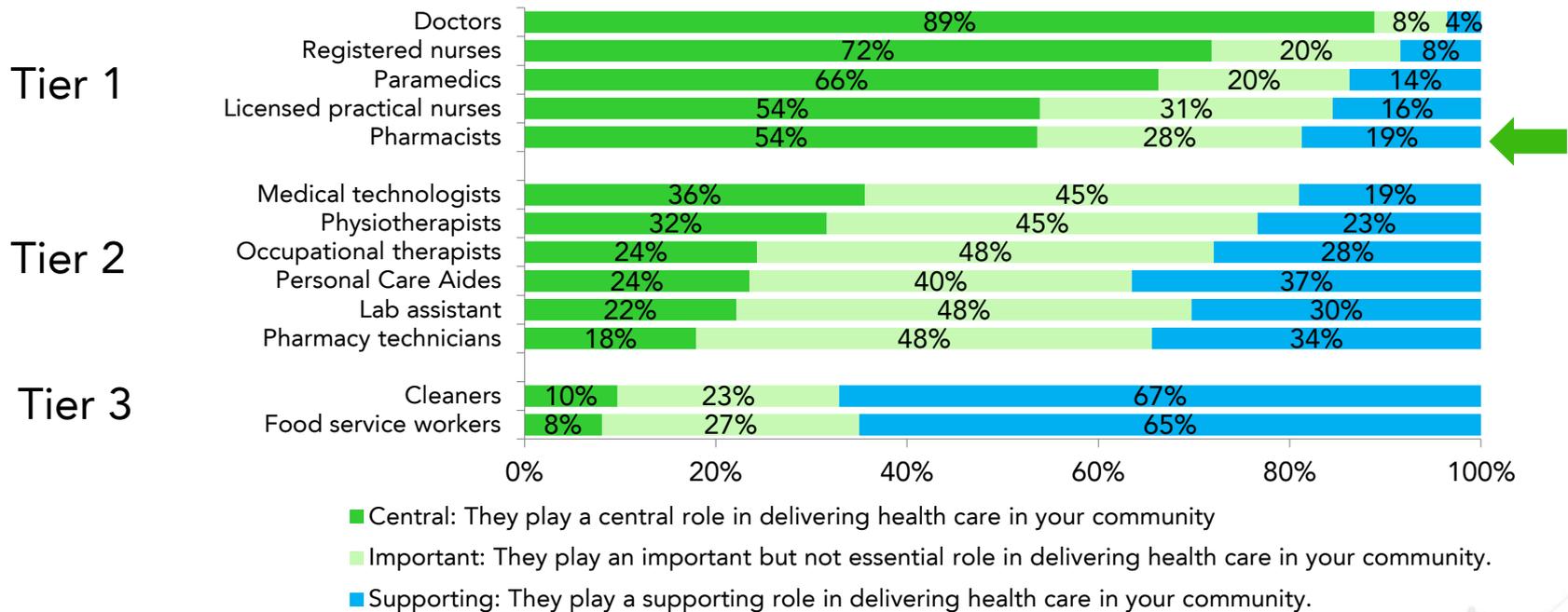
Impression of Professions

For each of these professions, would you say your impression is improving, getting worse, or staying about the same? - **Pharmacists**



Roles in Healthcare

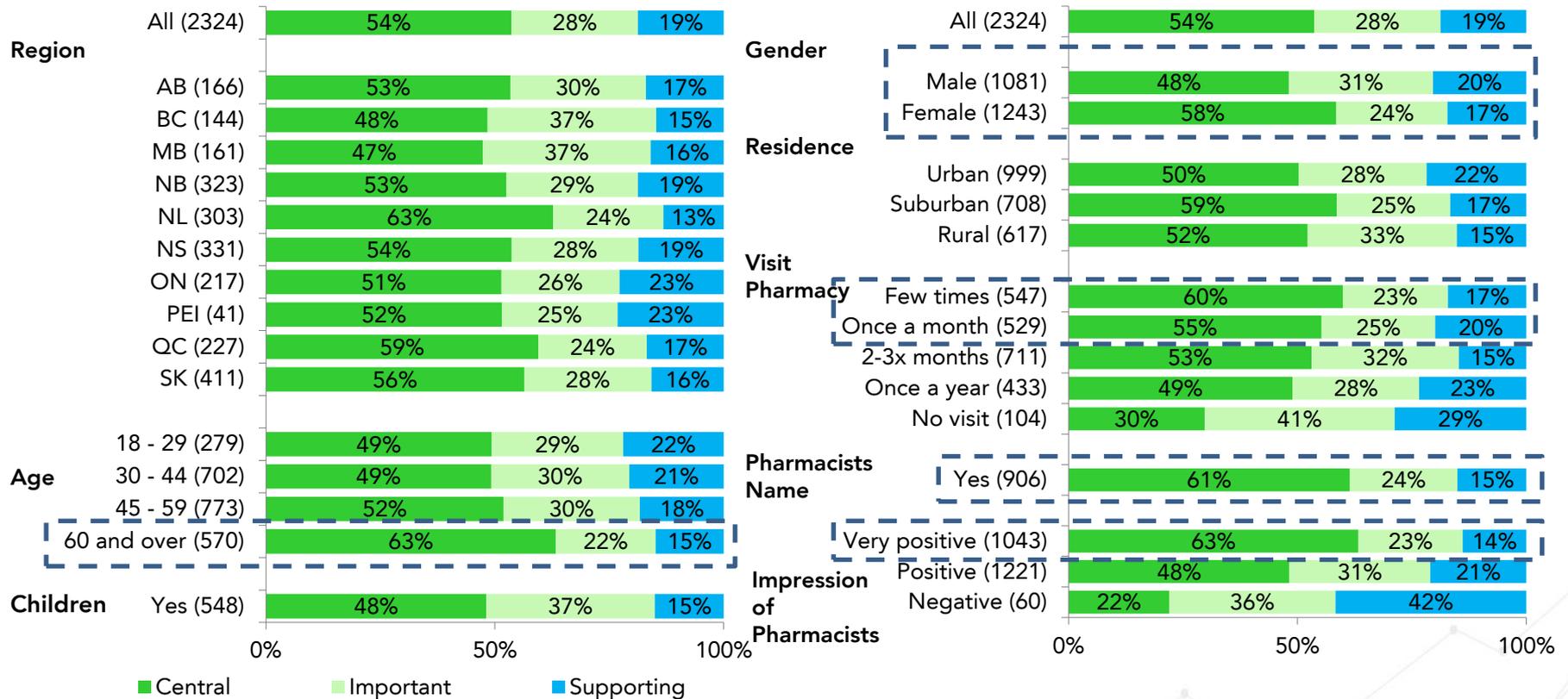
Think about the health care system overall and the role and importance of different people within the system. We are going to show you a number of different professions within the health care system and ask you to classify their role into one of three groups.



Respondents were asked to sort a number of health professions into one of three categories based on the role they play in the health system. The top tier of professions considered most important to the health care system were doctors, nurses, paramedics and pharmacists. Overall, 82% of Canadians considered pharmacists as either central or important to the health care system with a majority (54%) considering pharmacists central to the system.

Role of Pharmacists in Health Care

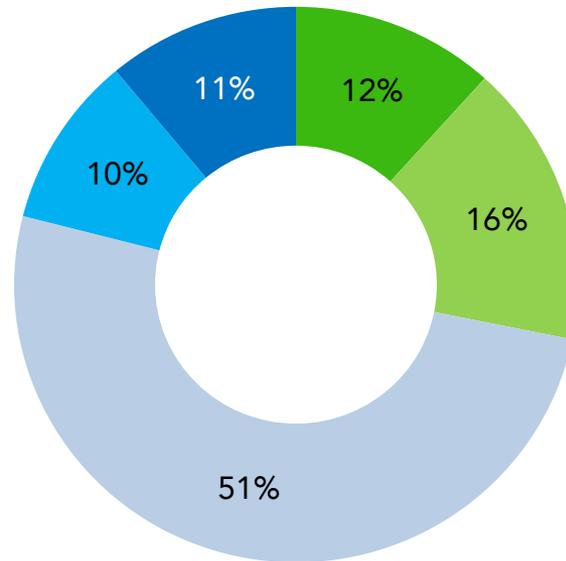
We are going to show you a number of different professions within the health care system and ask you to classify their role into one of three groups. - **Pharmacists**



Those aged 60 and over, women and those living in suburban communities were more likely to consider pharmacists central to the health care system. Moreover, those with a very positive impression of pharmacists, those who know the name of their pharmacist and those who visit a pharmacy more frequently were also more likely to have a very positive impression of pharmacists.

Role of Pharmacists

Some people consider pharmacists to be prescription fillers while others consider them health care providers. Using the scale below, how do you see the role pharmacists?

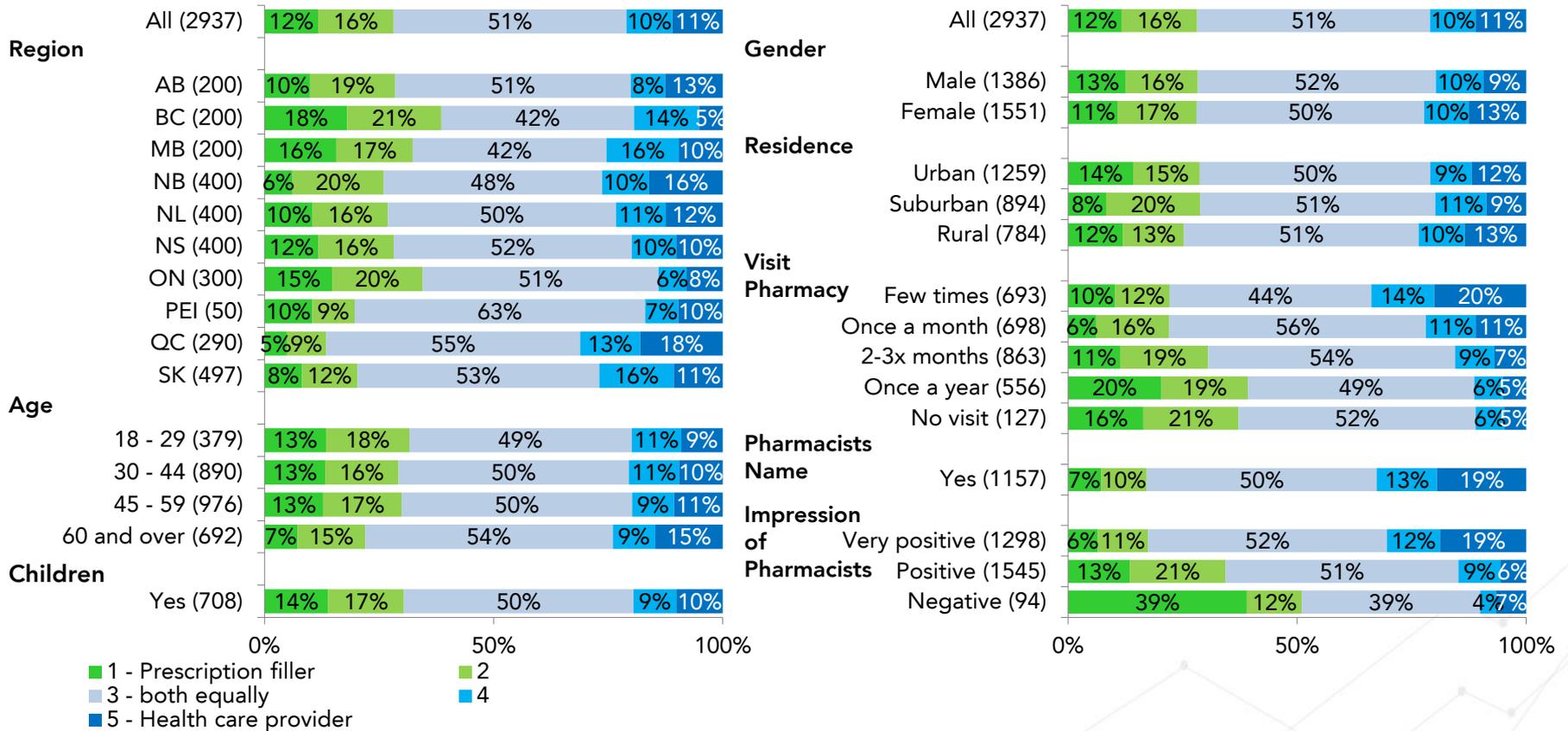


■ 1 - Prescription filler ■ 2 ■ 3 - both equally ■ 4 ■ 5 - Health care provider

A majority of Canadians (72%) consider pharmacists to be health care providers. 51% consider pharmacists to be both health care providers and prescription fillers while another 21% consider them to be more health care provider than prescription filler.

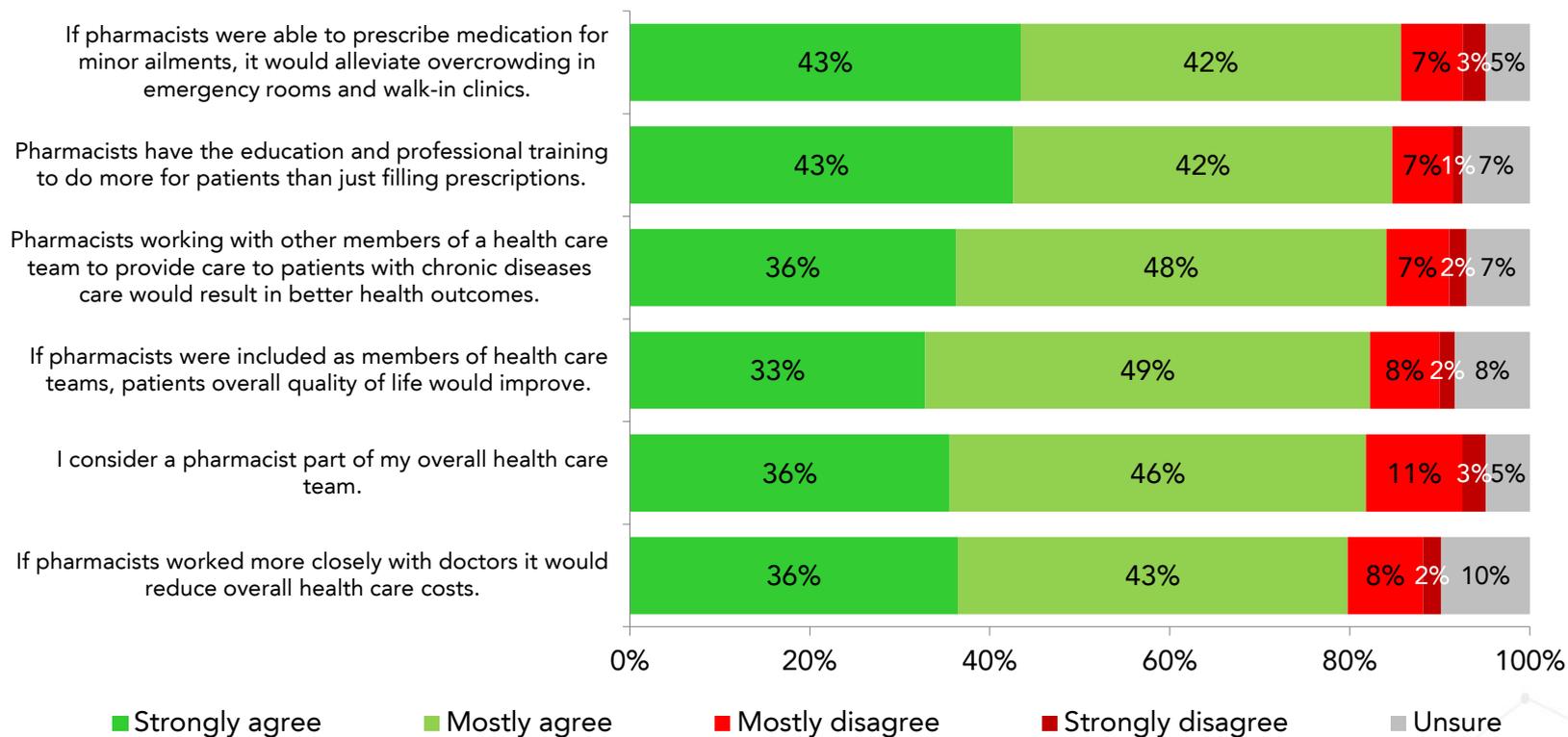
Role of Pharmacists

Some people consider pharmacists to be prescription fillers while others consider them health care providers. Using the scale below, how do you see the role pharmacists?



Statements About Pharmacists

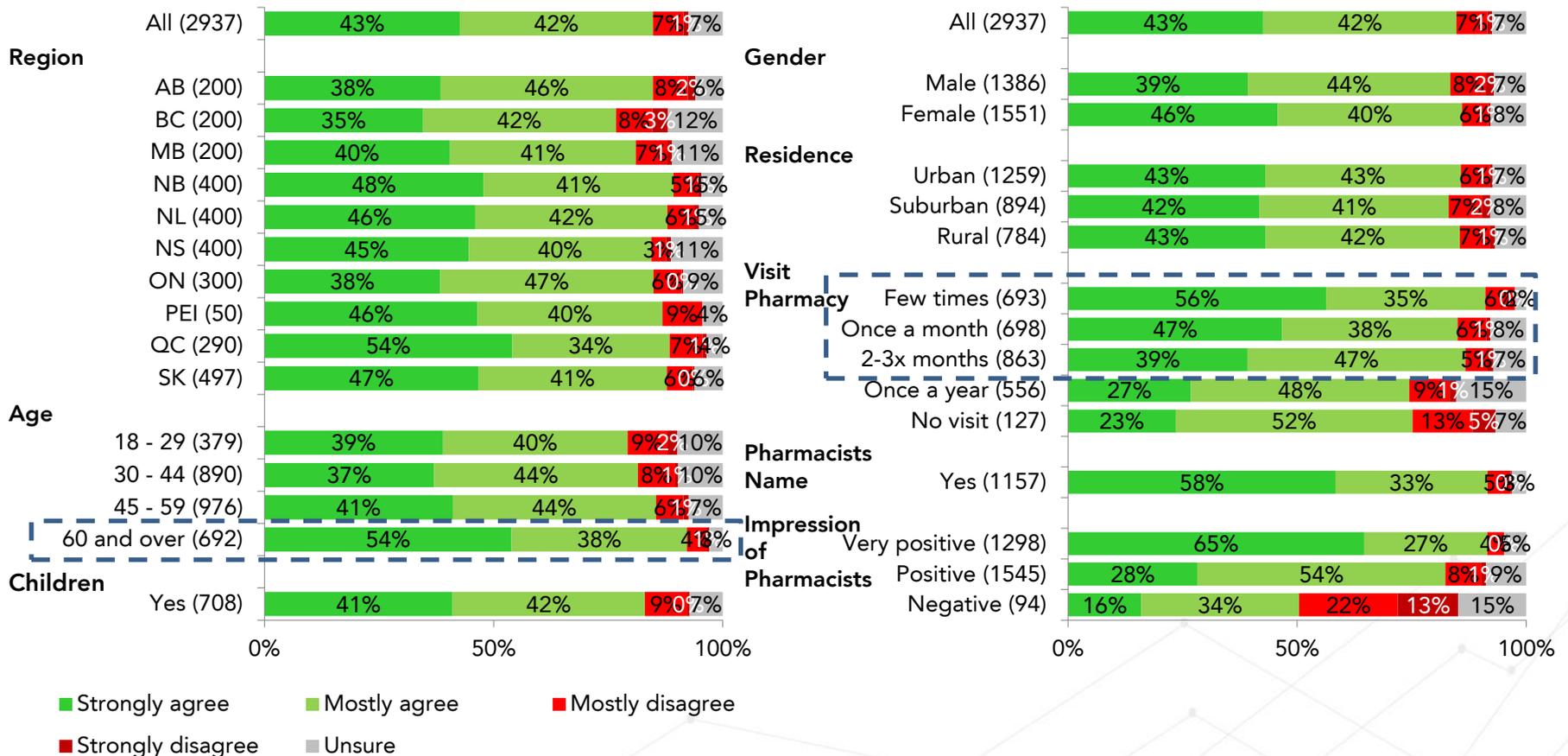
Below are a number of statements that could be used to describe pharmacists in your community. Please tell us whether you agree or disagree with each statement.



Respondents were shown a number of statements and asked whether they agreed or disagreed with each. Overall, large majorities of Canadians agreed with all the statements about pharmacists.

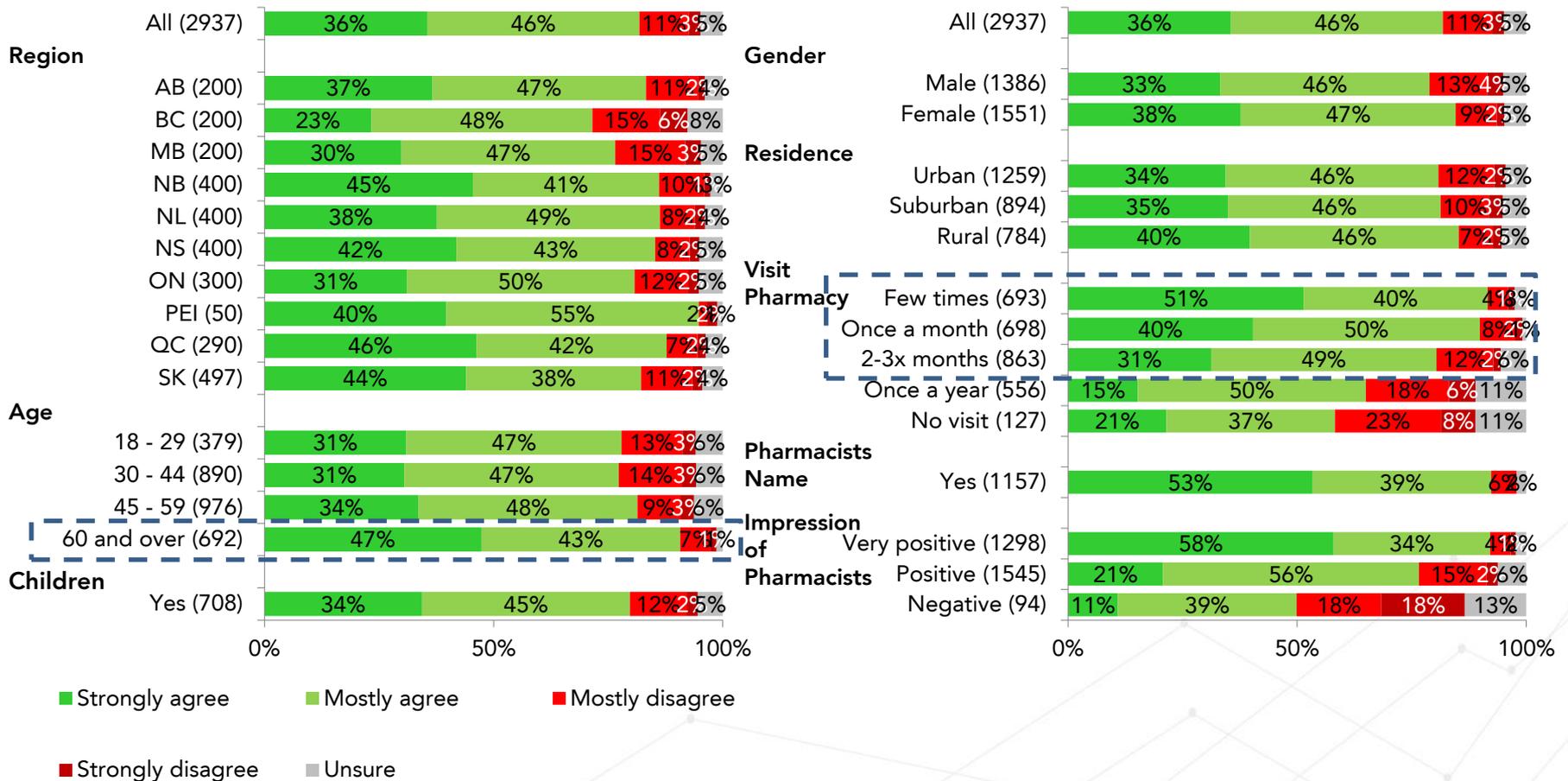
Statements About Pharmacists

Below are a number of statements that could be used to describe pharmacists in your community. Please tell us whether you agree or disagree with each statement. - **Pharmacists have the education and professional training to do more for patients than just filling prescriptions.**



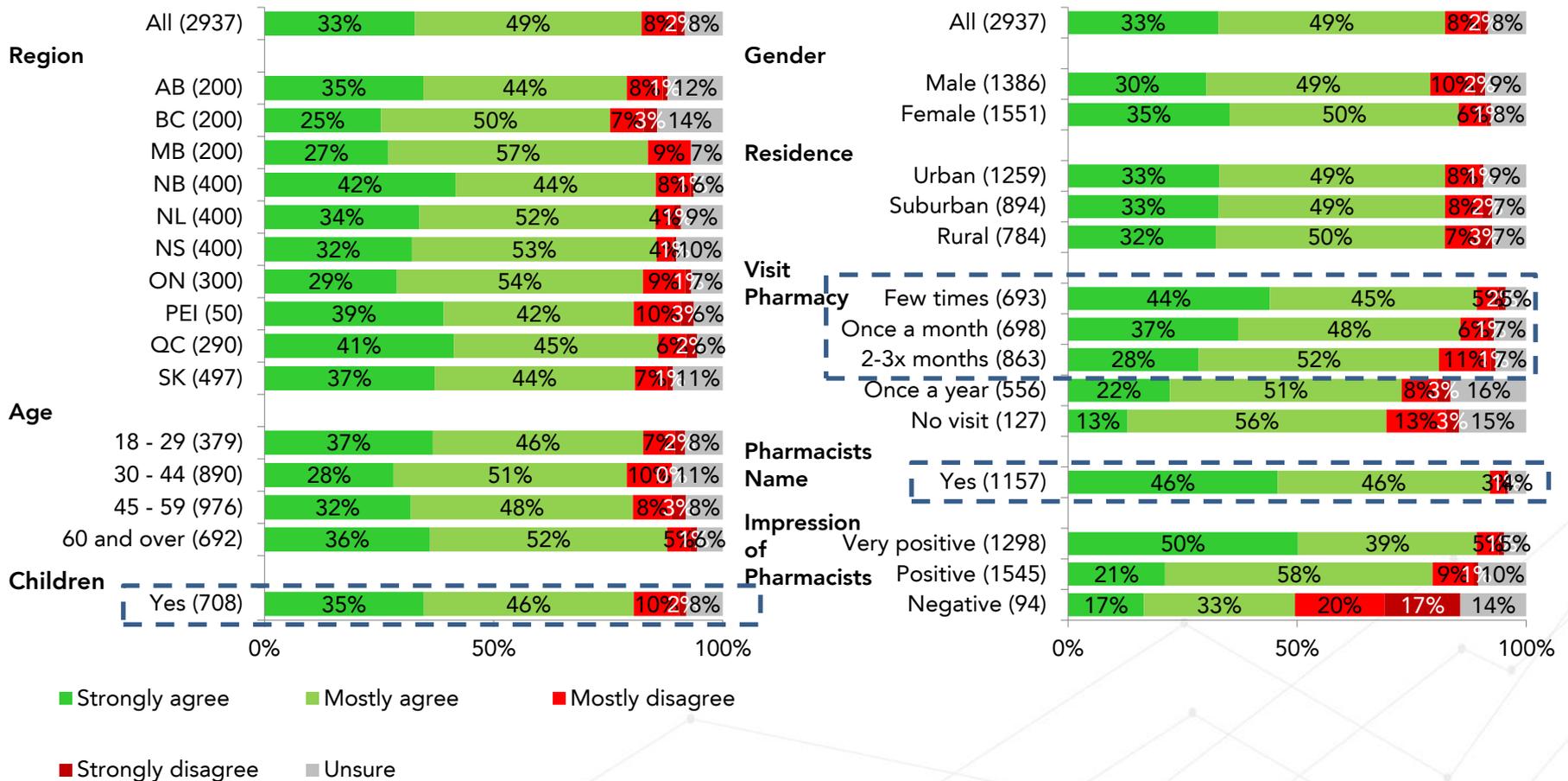
Statements About Pharmacists

Below are a number of statements that could be used to describe pharmacists in your community. Please tell us whether you agree or disagree with each statement. - **I consider a pharmacist part of my overall health care team.**



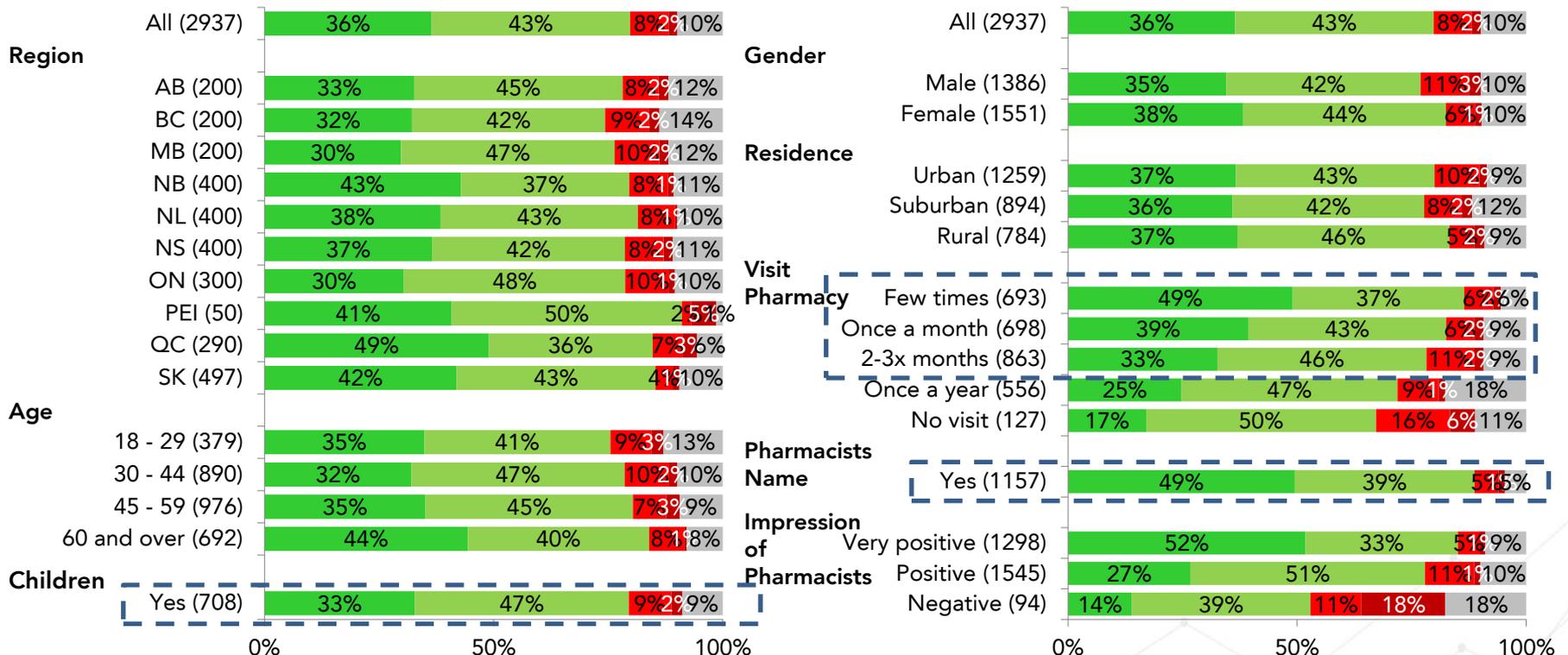
Statements About Pharmacists

Below are a number of statements that could be used to describe pharmacists in your community. Please tell us whether you agree or disagree with each statement. - **If pharmacists were included as members of health care teams, patients overall quality of life would improve.**



Statements About Pharmacists

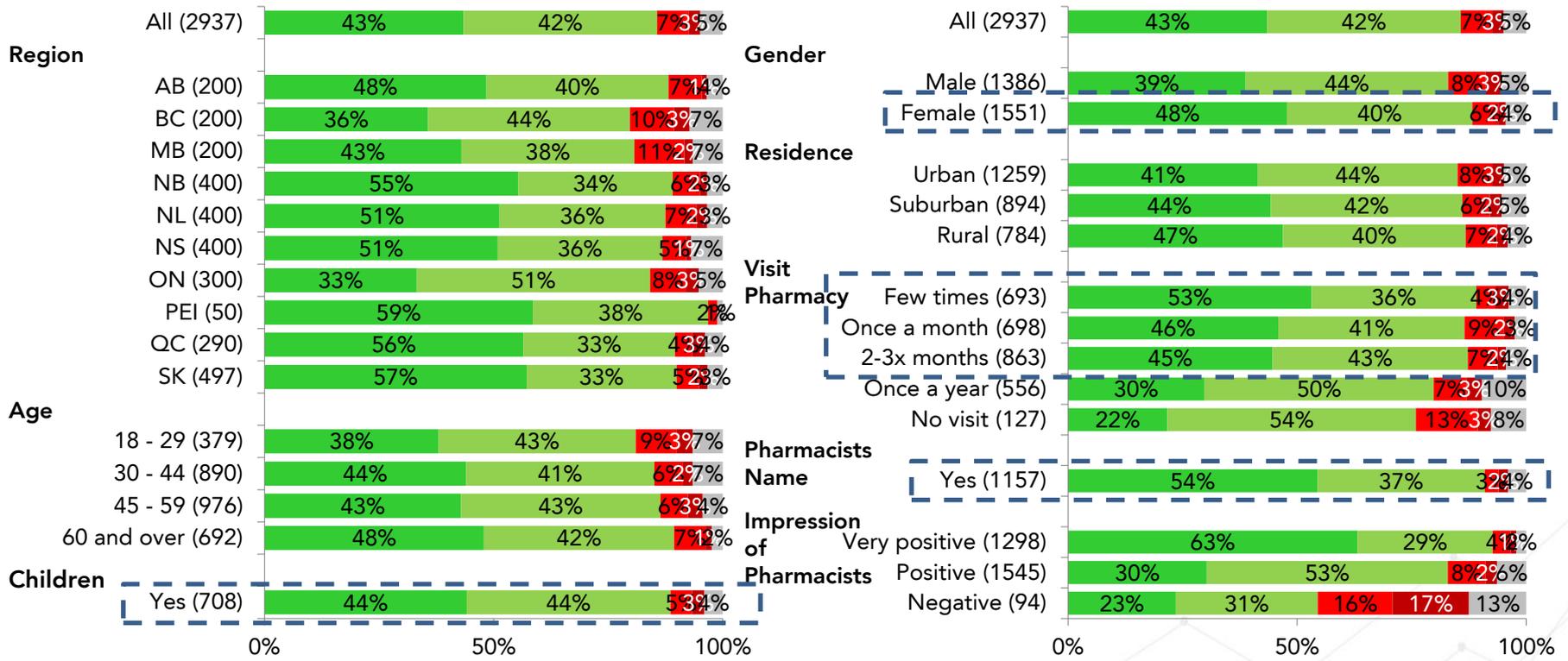
Below are a number of statements that could be used to describe pharmacists in your community. Please tell us whether you agree or disagree with each statement. - **If pharmacists worked more closely with doctors it would reduce overall health care costs.**



■ Strongly agree
 ■ Mostly agree
 ■ Mostly disagree
■ Strongly disagree
 ■ Unsure

Statements About Pharmacists

Below are a number of statements that could be used to describe pharmacists in your community. Please tell us whether you agree or disagree with each statement. - **If pharmacists were able to prescribe medication for minor ailments, it would alleviate overcrowding in emergency rooms and walk-in clinics.**

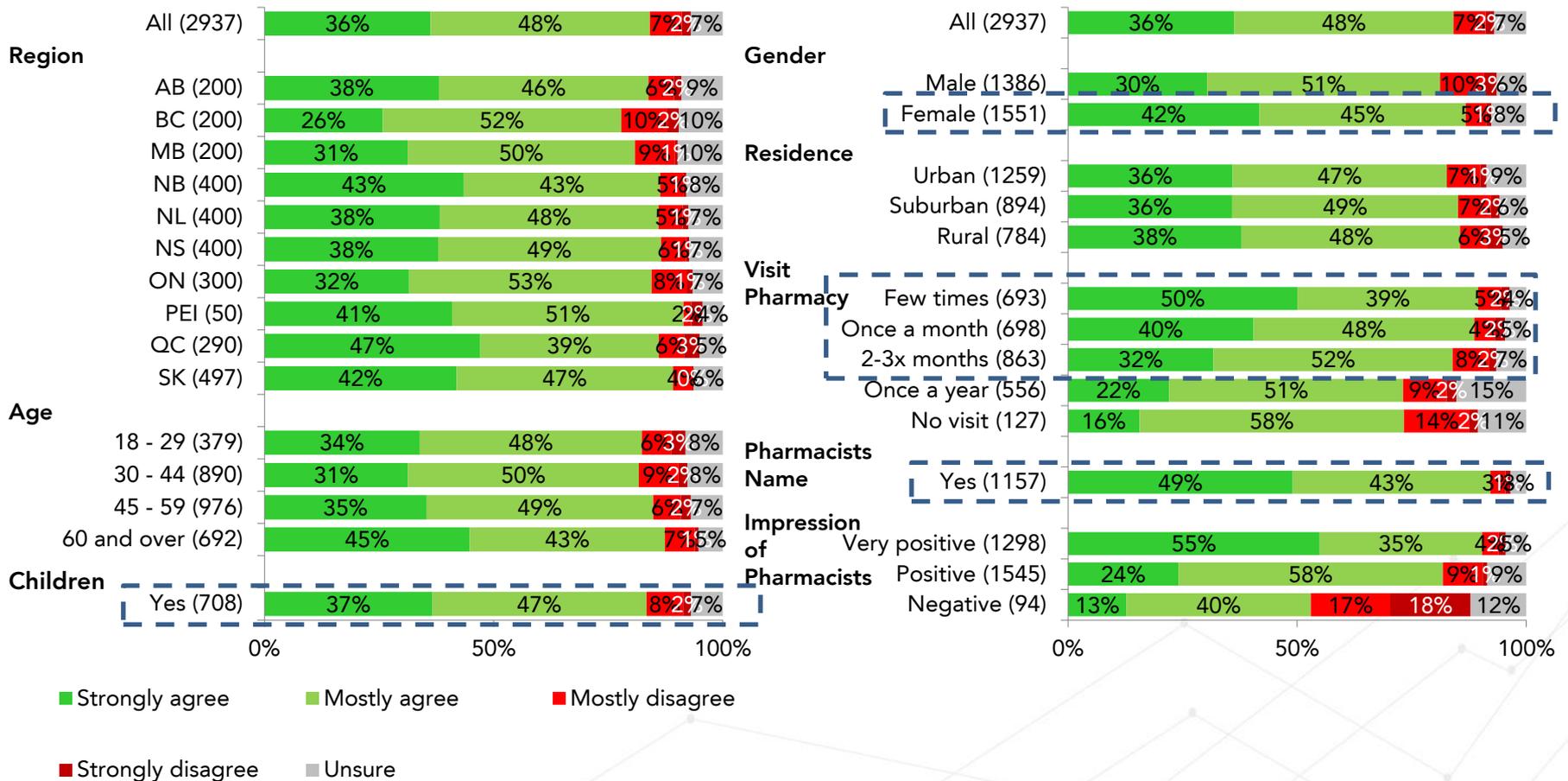


Strongly agree Mostly agree Mostly disagree

Strongly disagree Unsure

Statements About Pharmacists

Below are a number of statements that could be used to describe pharmacists in your community. Please tell us whether you agree or disagree with each statement. - **Pharmacists working with other members of a health care team to provide care to patients with chronic diseases care would result in better health outcomes.**





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