



ABACUS DATA

Pharmacists in Canada

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

February 2016

Prepared for the Canadian Pharmacists Association

The background features several thin, light-colored lines that intersect to form a complex, abstract geometric pattern. Some lines have small circular markers at their vertices, resembling a network or data visualization.

Methodology

Online Survey	Survey was conducted online with a representative sample of Canadians from Research Now's online panel.
Sample Size	3,824 (Comparable Margin of Error \pm 1.6%)
Field dates	February 19 to 25, 2016
Statistical Weighting	Data was weighted by age, gender, education and region. In Quebec, results were also weighted by official language.

Executive Summary

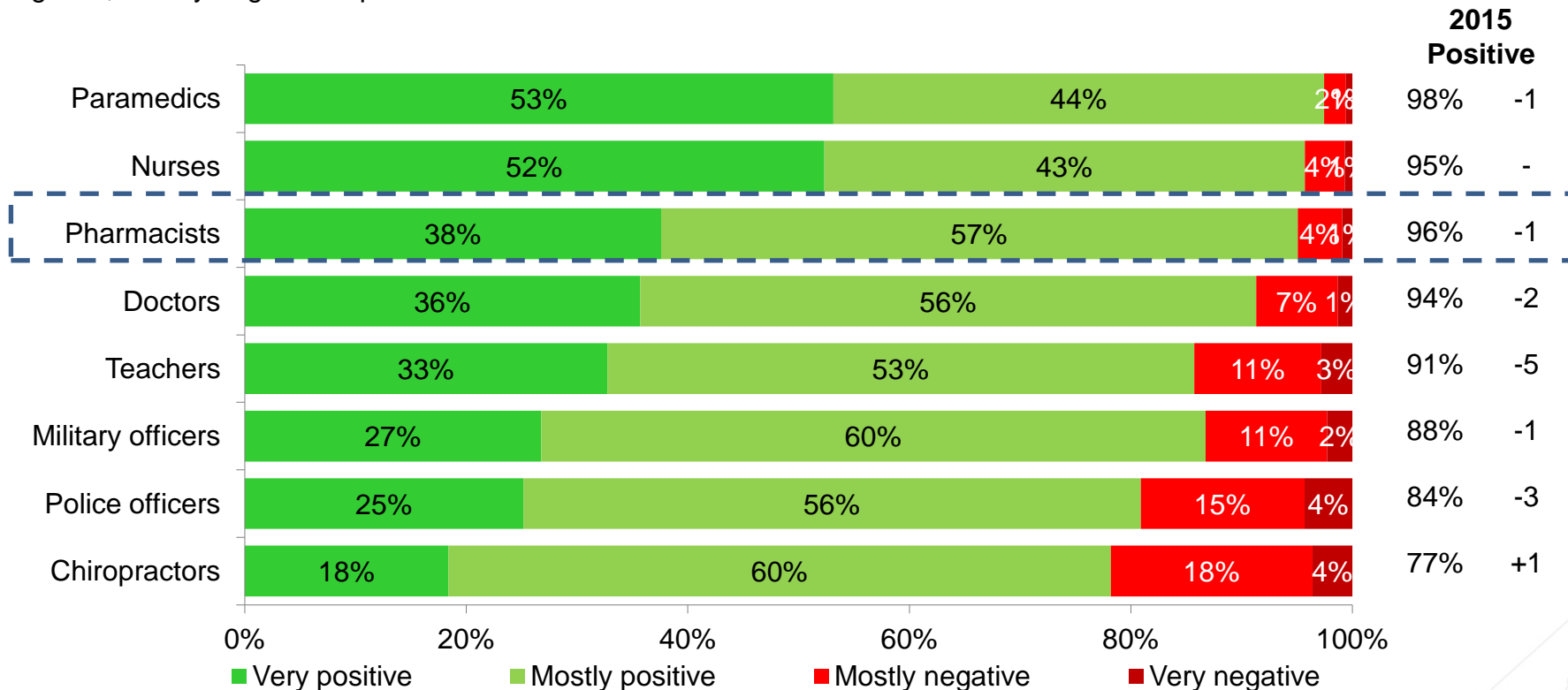
This year, more Canadians are aware of the expanded role pharmacies are playing in delivering healthcare services and most say they would be likely to visit a pharmacy for health services including flu shots, advice on medications, and treatment of common ailments.

The reason? Pharmacists are respected, trusted, and seen as making a positive impact on the health outcomes of Canadians and on the efficiency of the health system overall.

1. Awareness about the scope of services is generally up. Flu shots, prescribing for minor health conditions, other vaccines, therapeutic substitution, and adapting prescriptions are all up at least 4 points from last year.
2. Impression of pharmacists remains very strong 95% have a positive impression of pharmacists - unchanged from last year.
3. Most Canadians believe that pharmacists play an important role in our healthcare system with half believing that pharmacists play an essential role in the health care system - unchanged from last year.
4. Trust with pharmacists to provide advice for a range of health services remains strong - and largely unchanged from last year.
5. A majority of Canadians say they would be likely to go to a pharmacist to get all the services we tested but are most likely open to going for advice on medicines, managing common ailments, and vaccinations.
6. Pharmacist, like physicians, are an important source of information of Canadians. 66% put pharmacists in their top 3 most important sources of information when it comes to pharmacies, new drugs, and healthcare in general.

Impression of 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.

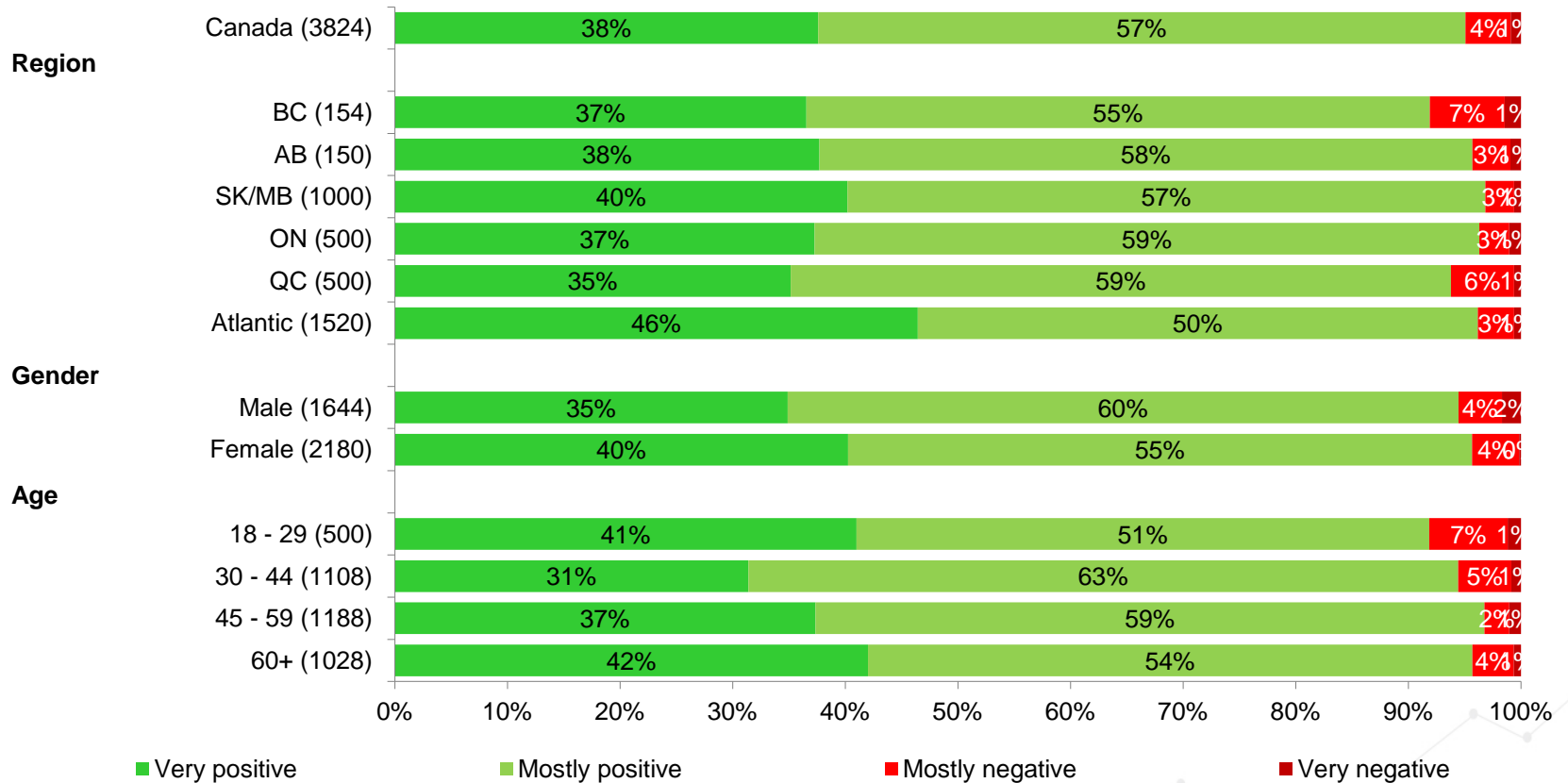


Pharmacists continue to have a positive impression among Canadians. Overall, 95% have a positive impression with 38% saying they have a very positive impression of pharmacists. Impressions are largely unchanged from 2015.

Pharmacists are viewed as positively as physicians, and more positively than military officers, police officers, chiropractors, and bankers.

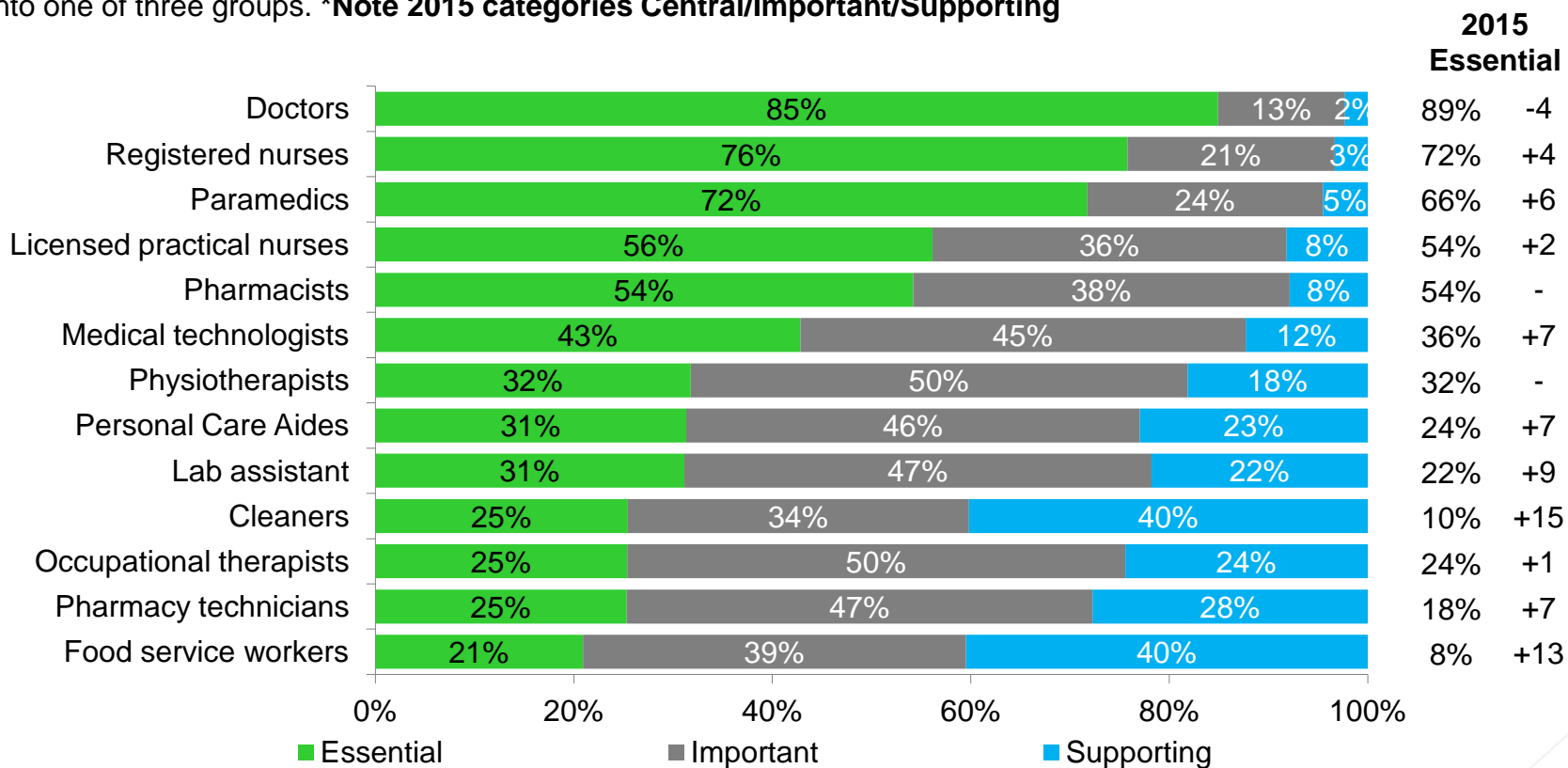
Impression of Pharmacists

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**



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. ***Note 2015 categories Central/Important/Supporting**

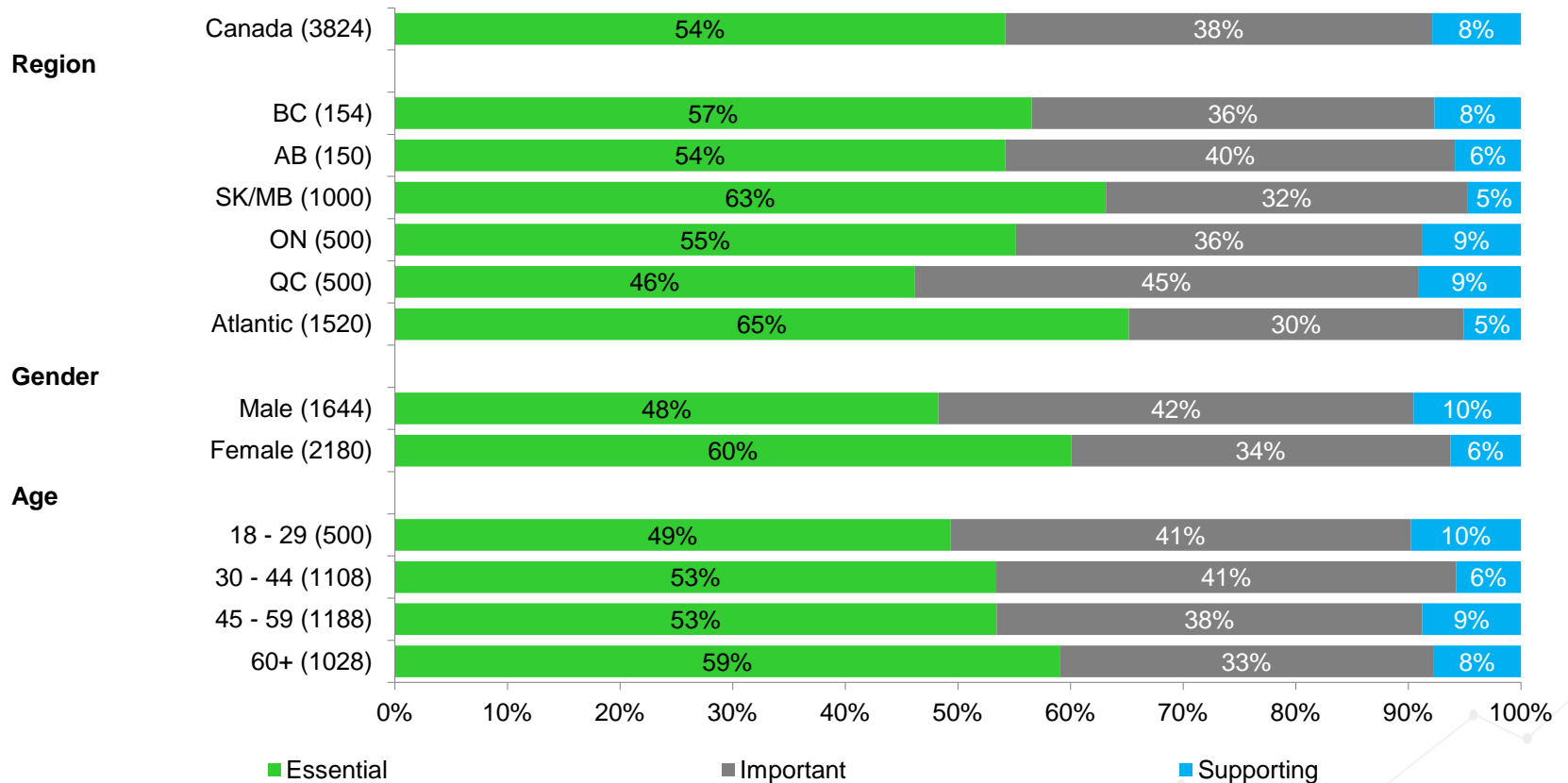


Respondents were asked to classify a number of health professionals into three categories related to their importance in the healthcare system. Overall, 54% of Canadians consider pharmacists to be essential to the healthcare system, unchanged from 2015. Few Canadians believe that pharmacists play a supporting role in the system.

Note: In 2015, instead of using the term “essential”, respondents were asked whether each professional played a “central” role in the system. This likely explains some of the large changes we see with some other professions within the health system.

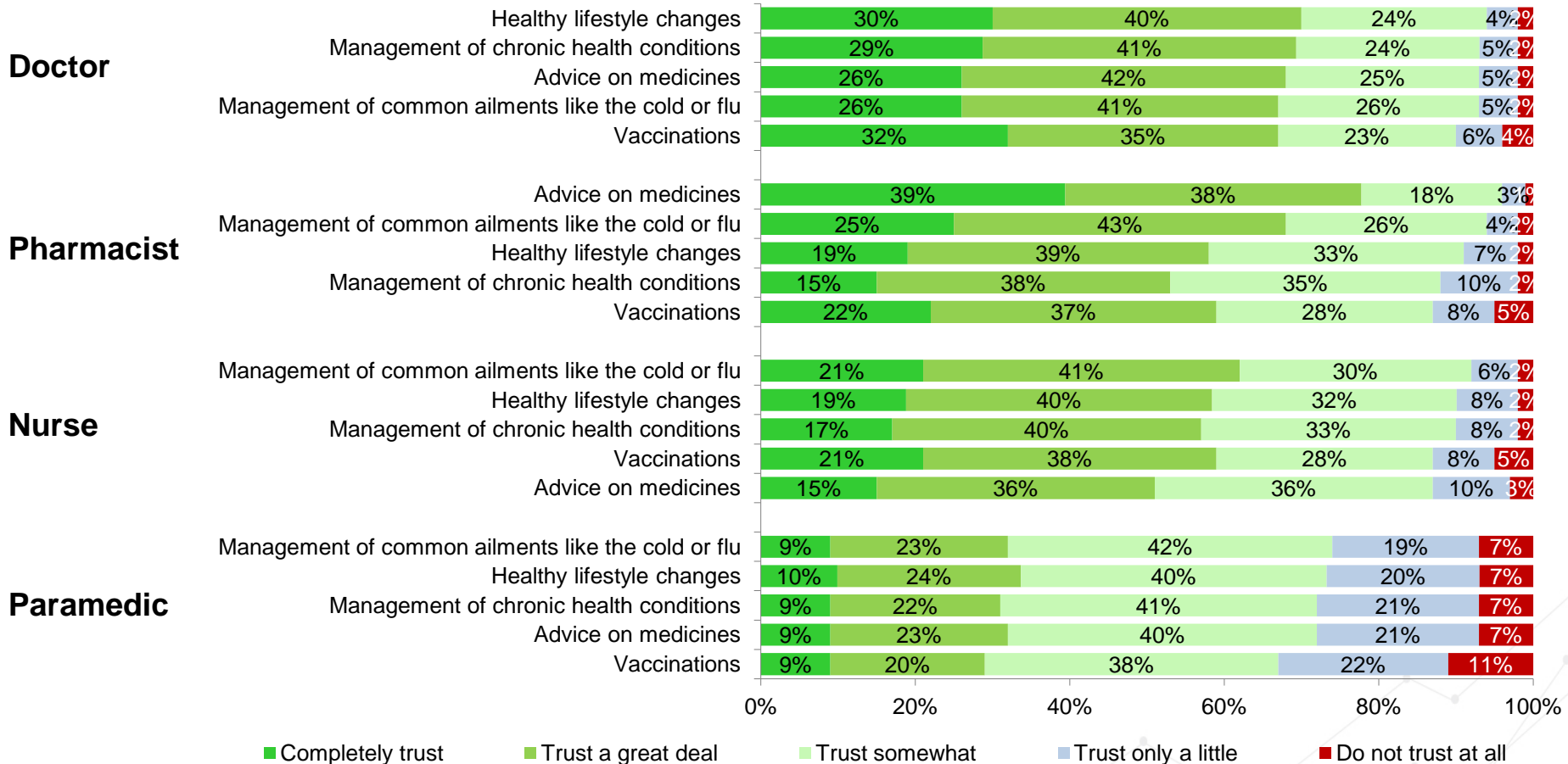
Role of Pharmacists

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.



Trust to Deliver Health Services

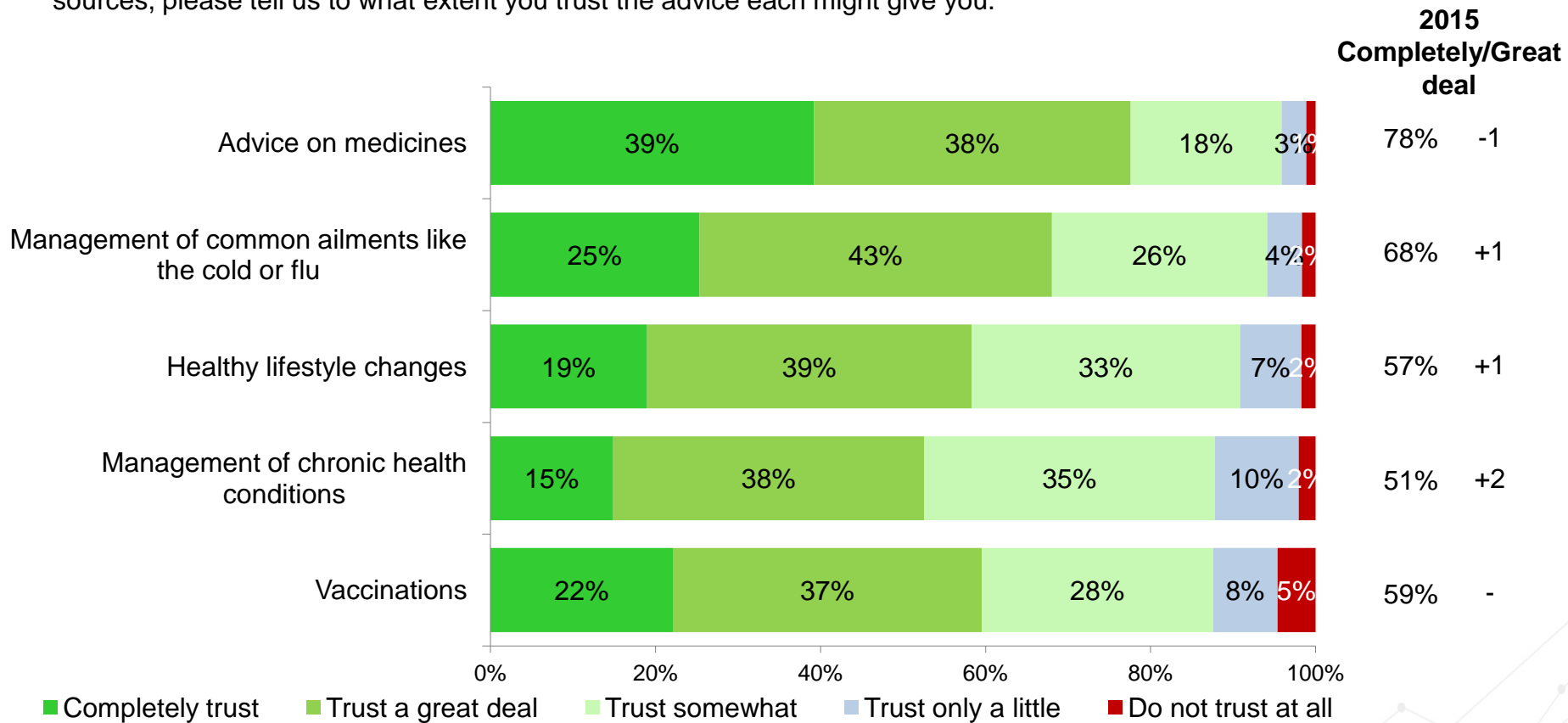
Thinking about when you're looking for information about different health or lifestyle topics. For each of the following sources, please tell us to what extent you trust the advice each might give you.



A majority of Canadians trust pharmacists to provide advice on medicines, manage common ailments, offer advice on healthy lifestyle changes, manage chronic health conditions, and provide advice on vaccinations. The levels of trust are comparable to doctors and nurses, and higher than paramedics.

Trust to Deliver Health Services - Pharmacists

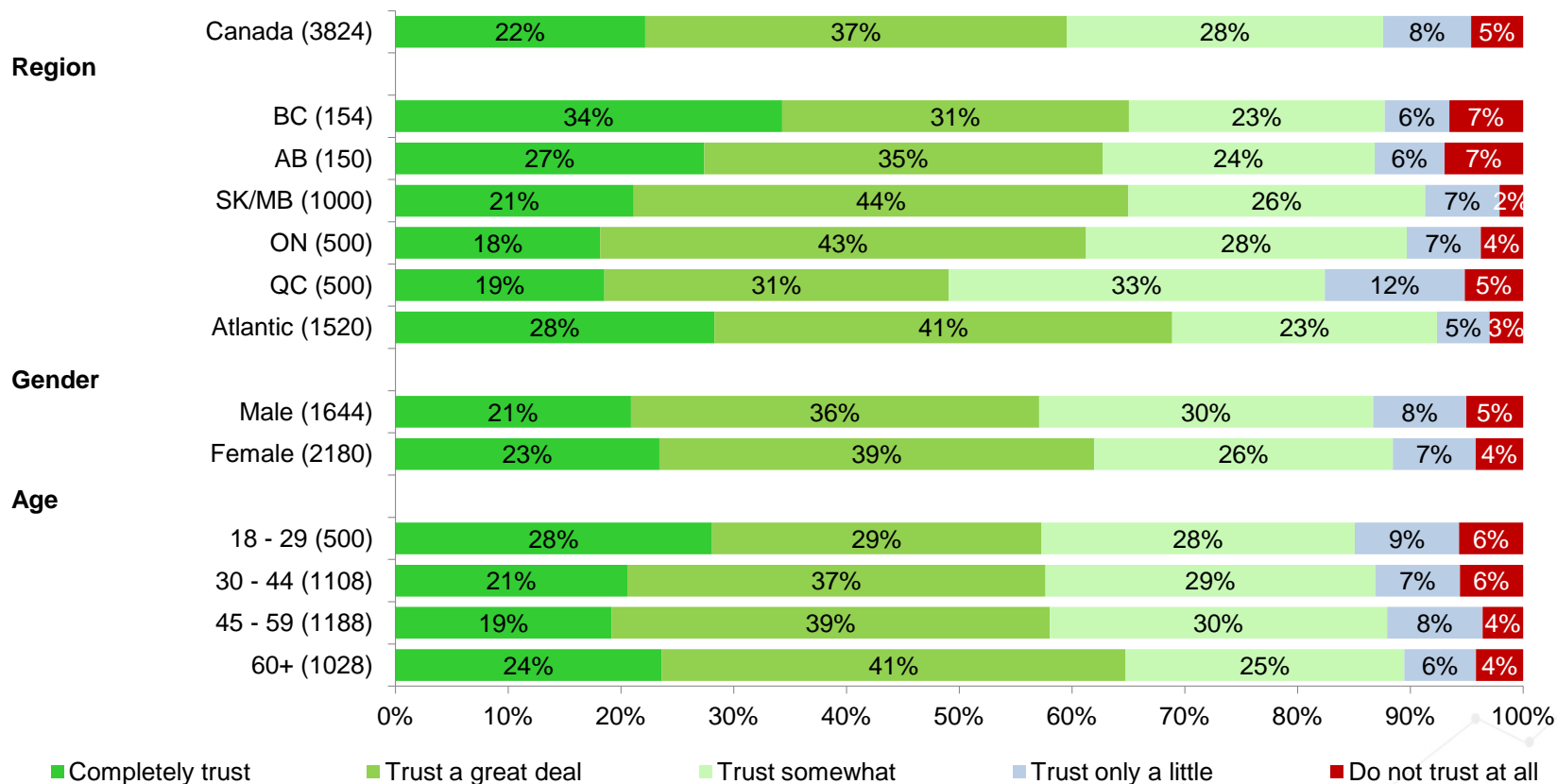
Thinking about when you're looking for information about different health or lifestyle topics. For each of the following sources, please tell us to what extent you trust the advice each might give you.



Compared with 2015, there has been little change in the level of trust Canadians have towards pharmacists to provide advice on a number of health services.

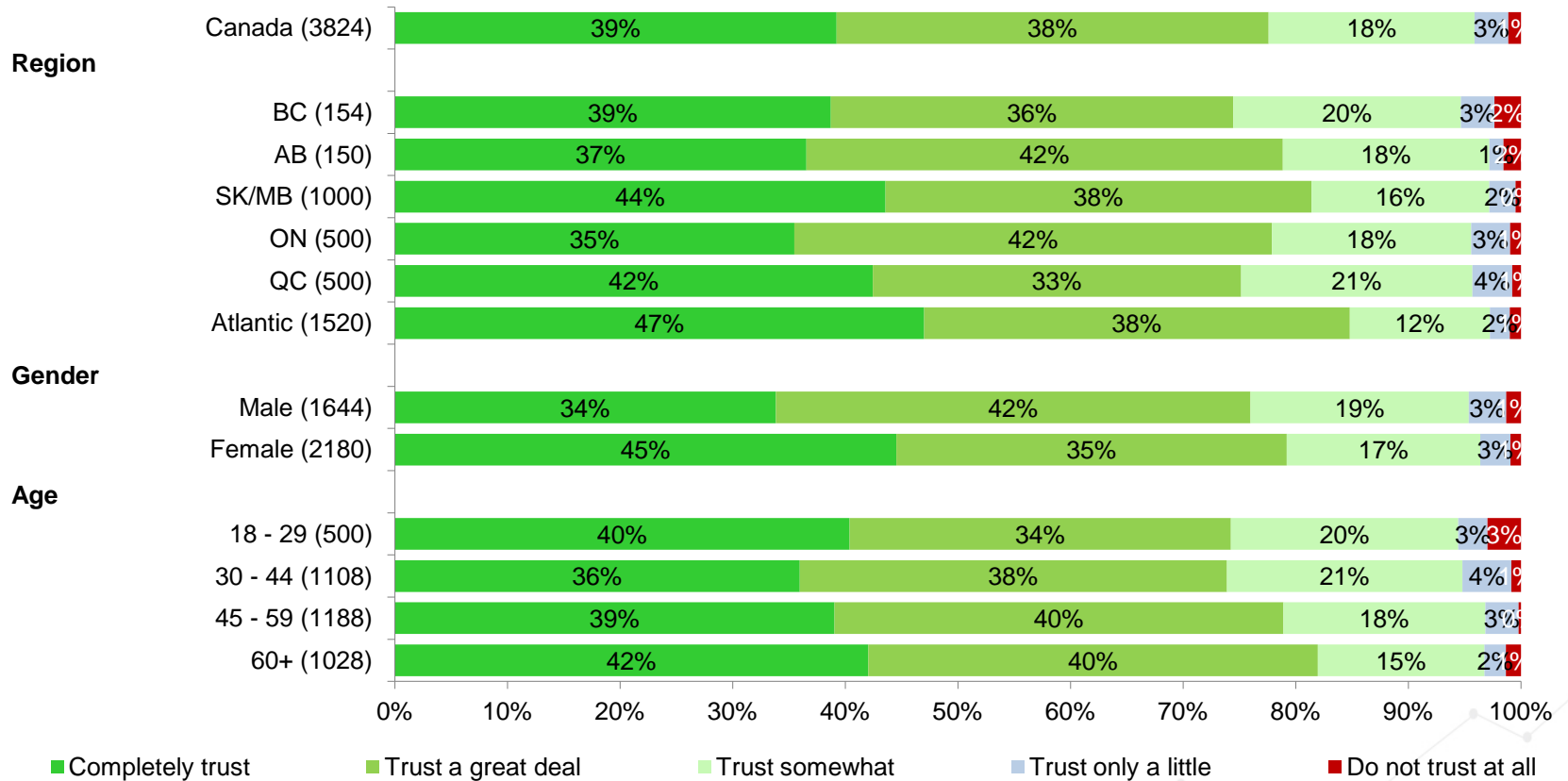
Advice – Vaccinations - Pharmacists

Thinking about when you're looking for information about different health or lifestyle topics. For each of the following sources, please tell us to what extent you trust the advice each might give you.



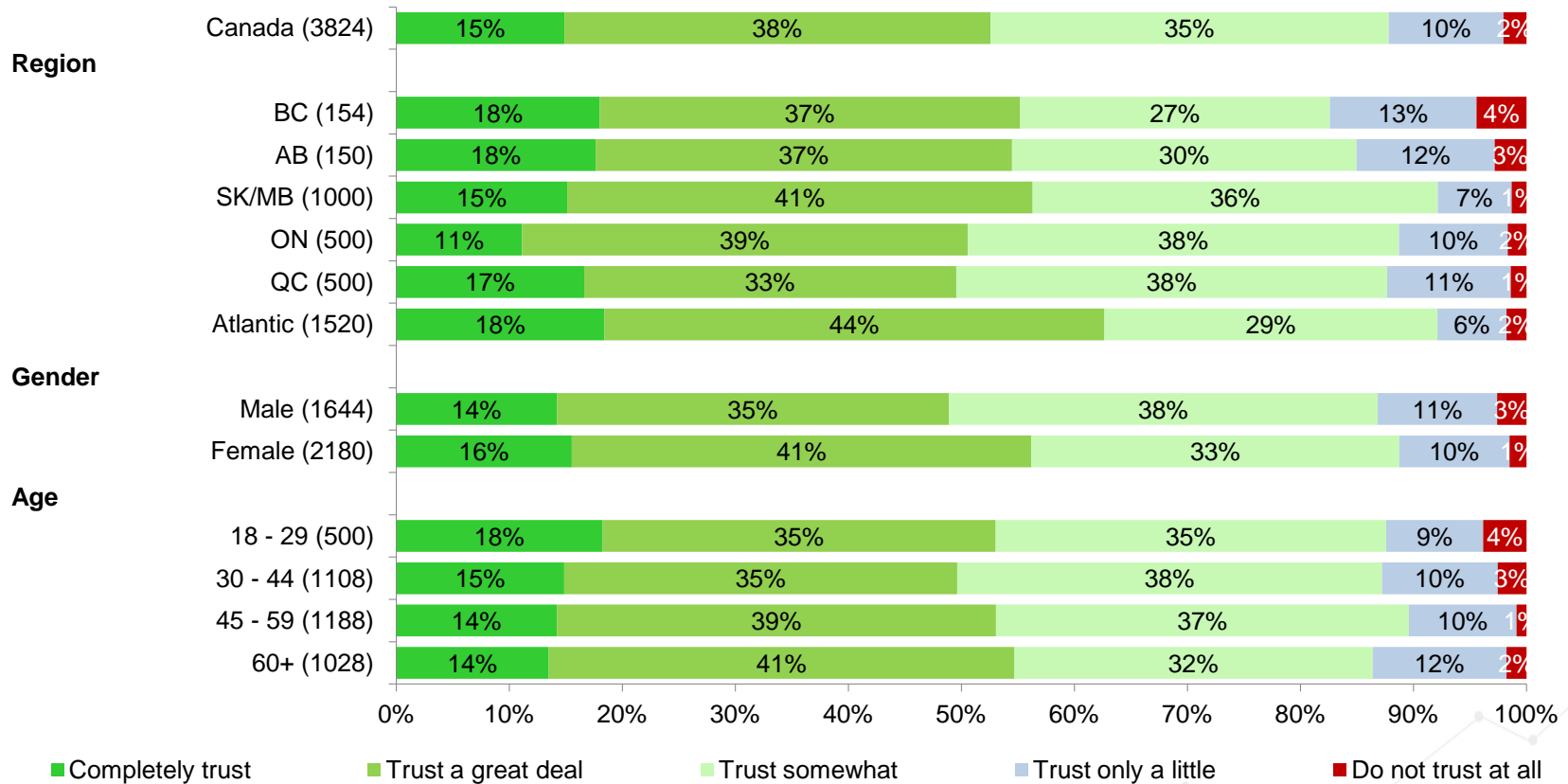
Advice – Medicines - Pharmacists

Thinking about when you're looking for information about different health or lifestyle topics. For each of the following sources, please tell us to what extent you trust the advice each might give you.



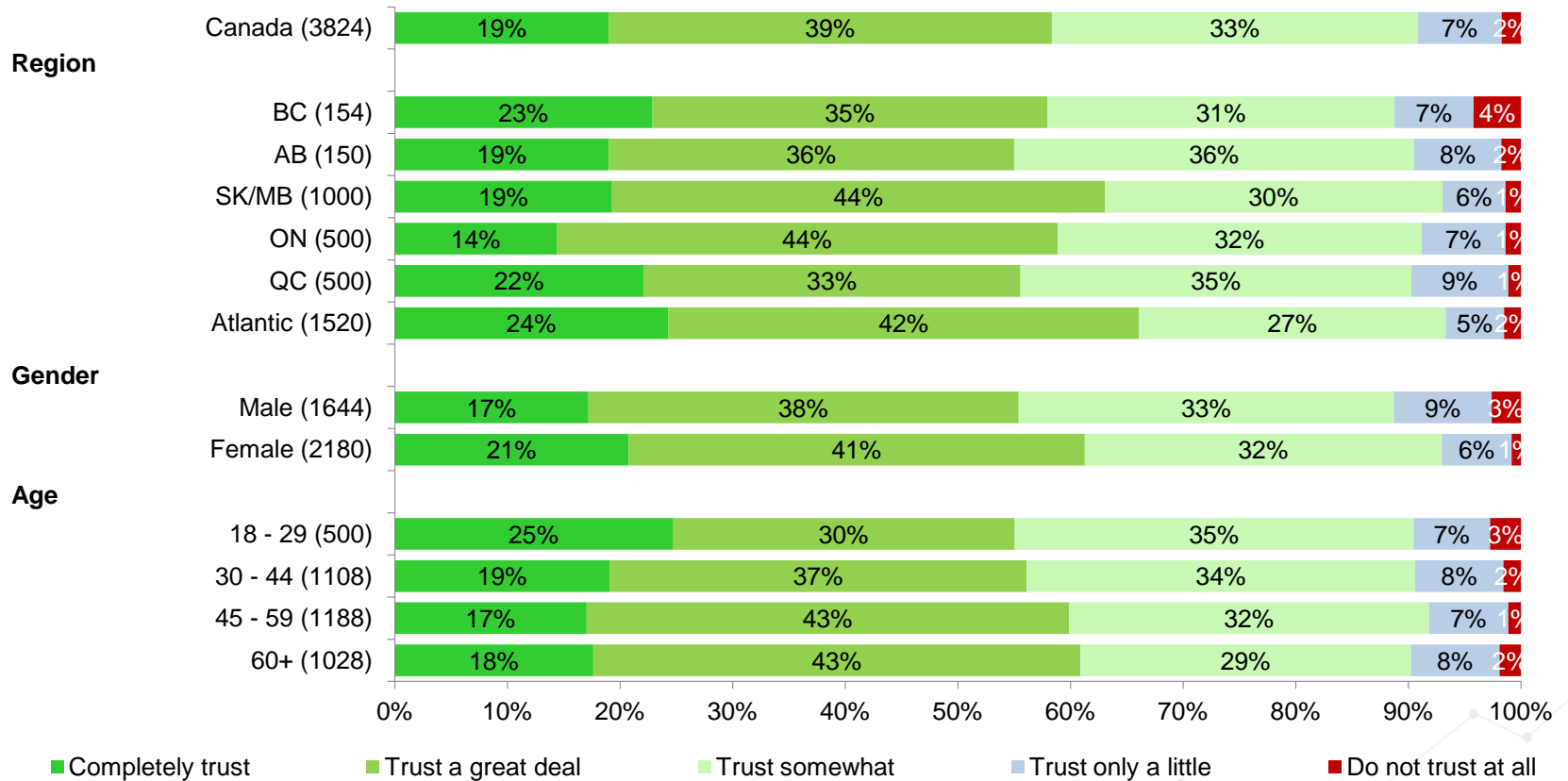
Advice - Chronic Health Conditions - Pharmacists

Thinking about when you're looking for information about different health or lifestyle topics. For each of the following sources, please tell us to what extent you trust the advice each might give you.



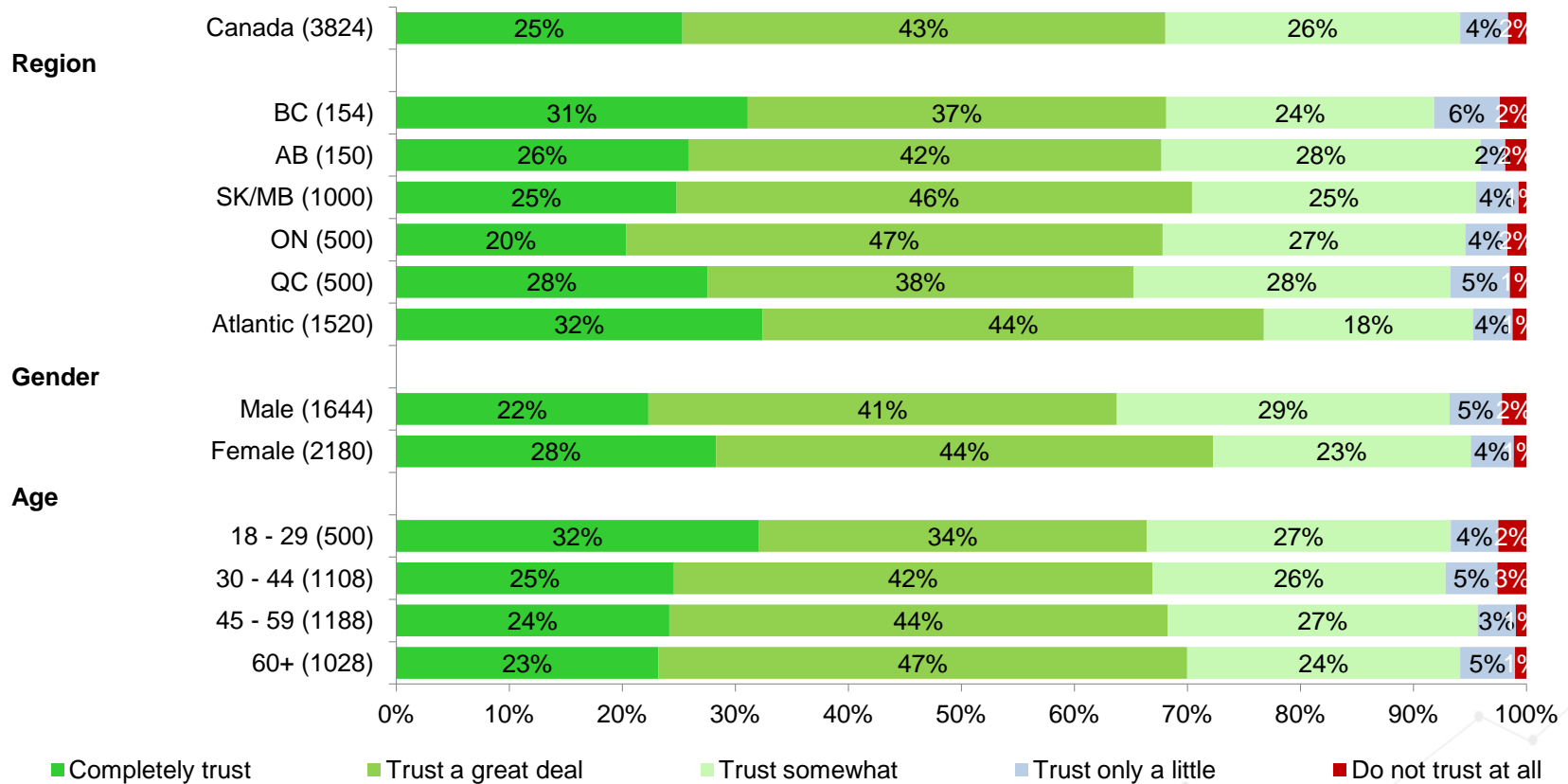
Advice - Healthy Lifestyle Changes - Pharmacists

Thinking about when you're looking for information about different health or lifestyle topics. For each of the following sources, please tell us to what extent you trust the advice each might give you.



Advice - Mgmt of Common Ailments - Pharmacists

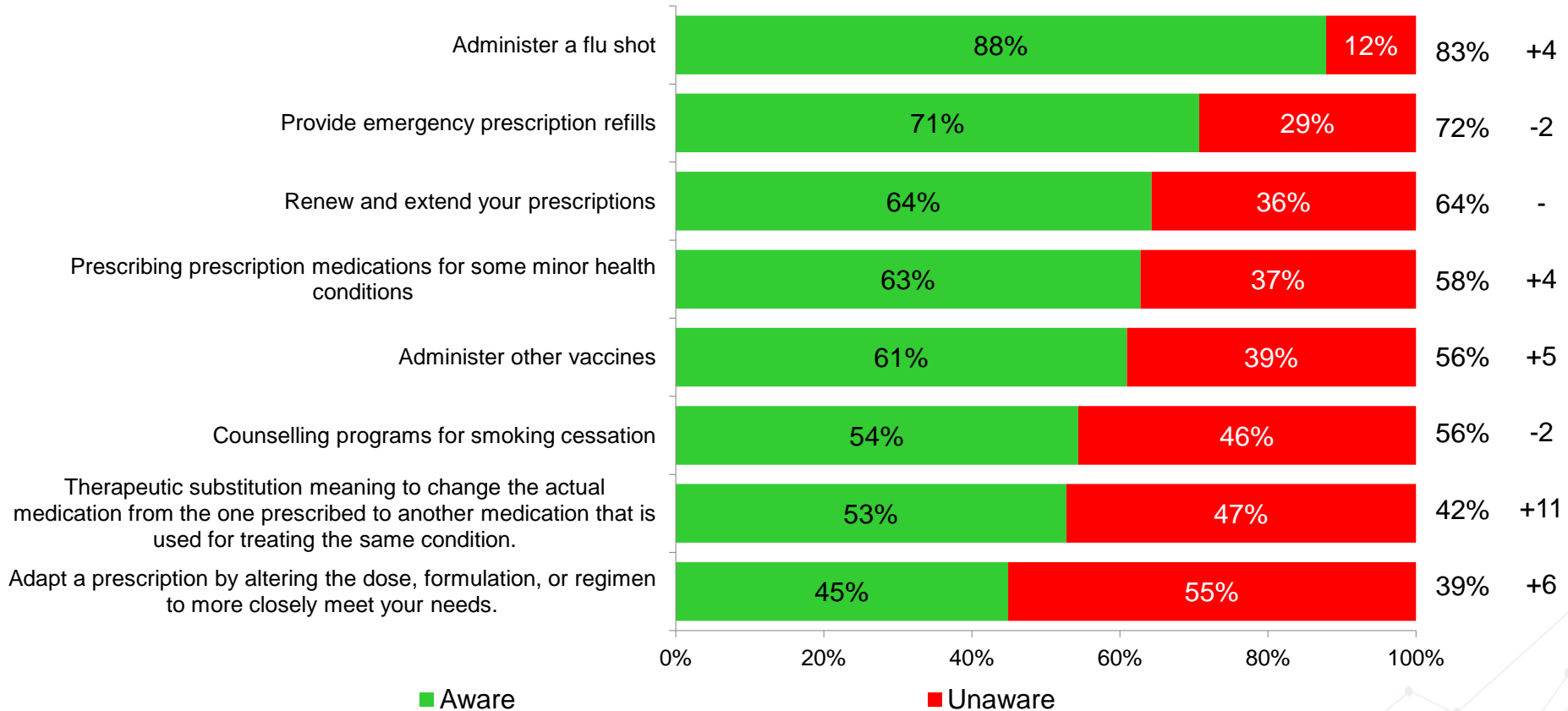
Thinking about when you're looking for information about different health or lifestyle topics. For each of the following sources, please tell us to what extent you trust the advice each might give you.



Awareness of Services

Before today, were you aware or unaware that pharmacists provide the following services?

**2015
Results**

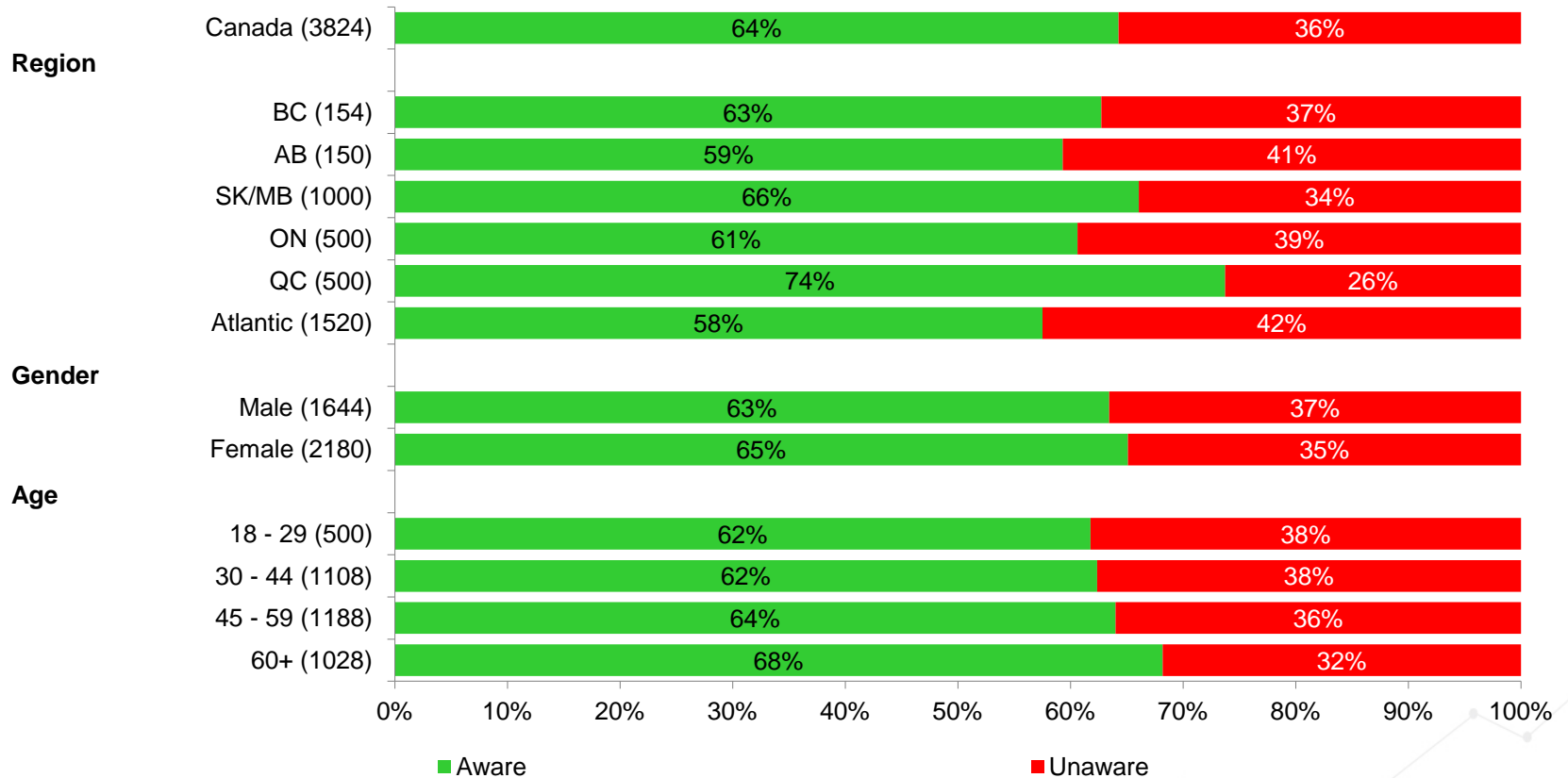


Overall, awareness of the services pharmacists can provide is either up or holding steady from 2015. Awareness of a pharmacist's ability to administer a flu shot is up 4 points, prescribing medications for minor condition is up 4, while administering other vaccines is up 5. Awareness of therapeutic substitution and adapting prescriptions are up 11 and 6 respectively.

Note, the wording for the 5th item above changed from last year by including "a 20 minute review".

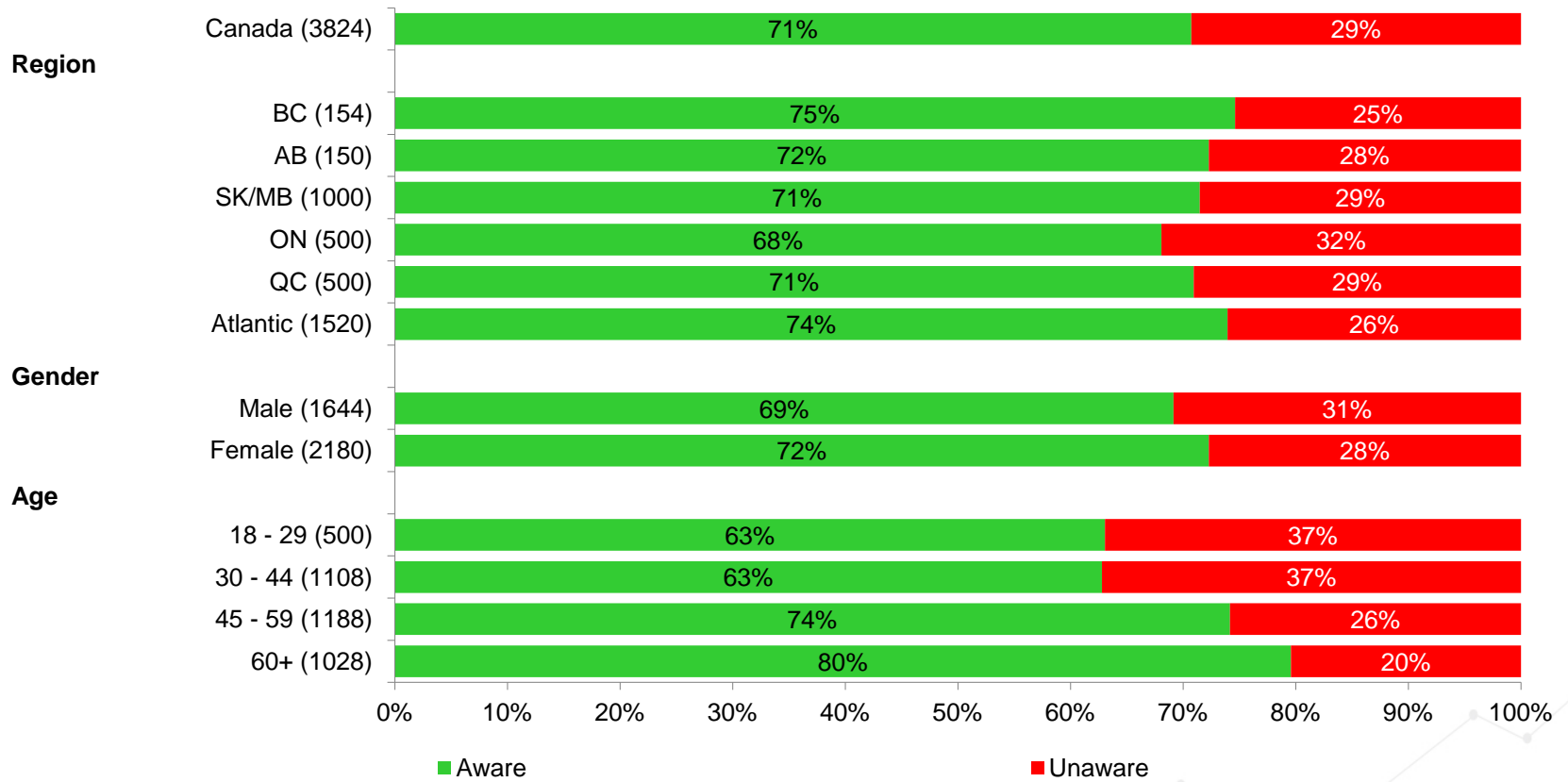
Renew and Extend Your Prescriptions

Before today, were you aware or unaware that pharmacists provide the following services? - **Renew and extend your prescriptions**



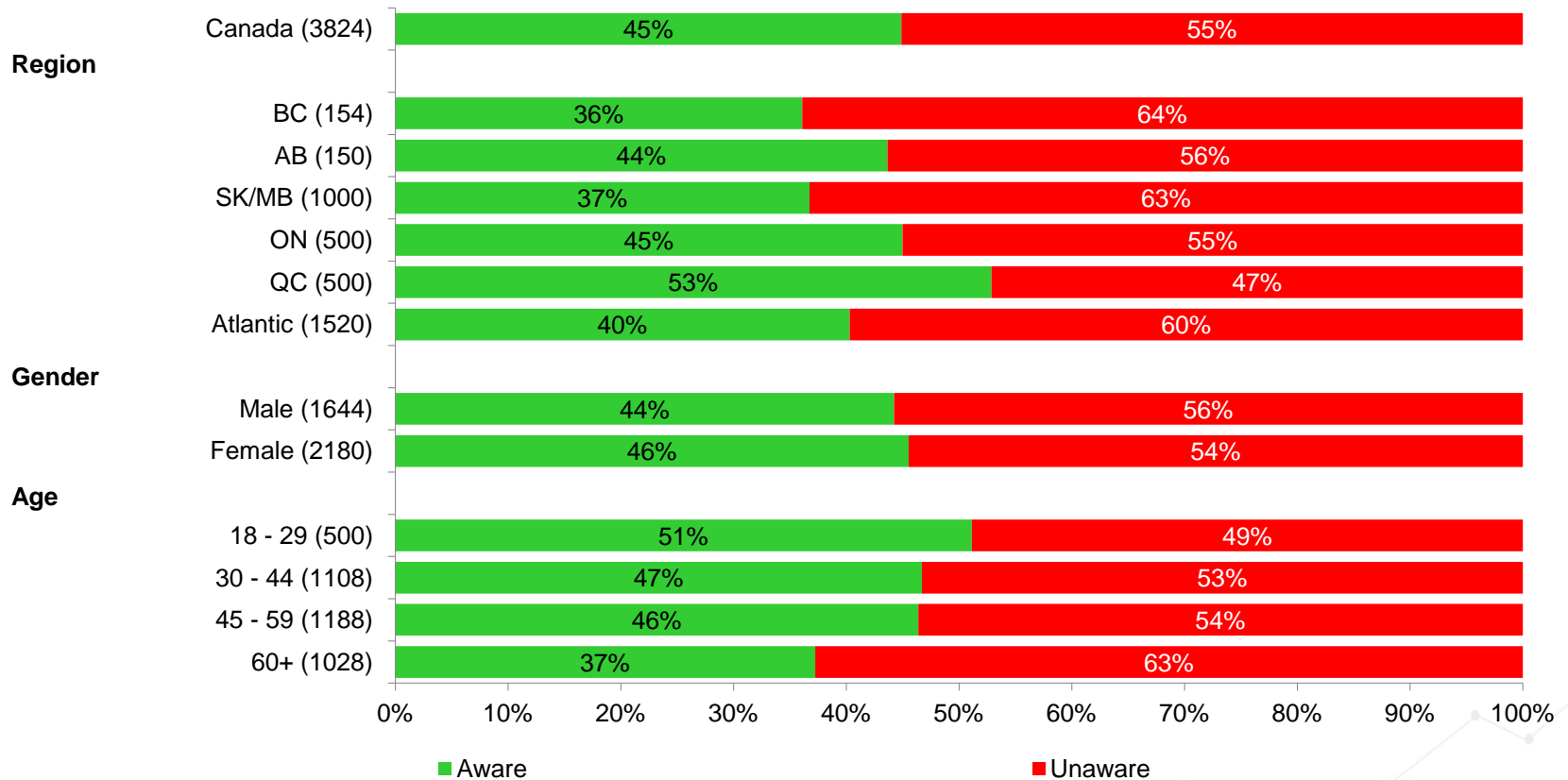
Provide Emergency Prescription Refills

Before today, were you aware or unaware that pharmacists provide the following services? - **Provide emergency prescription refills**



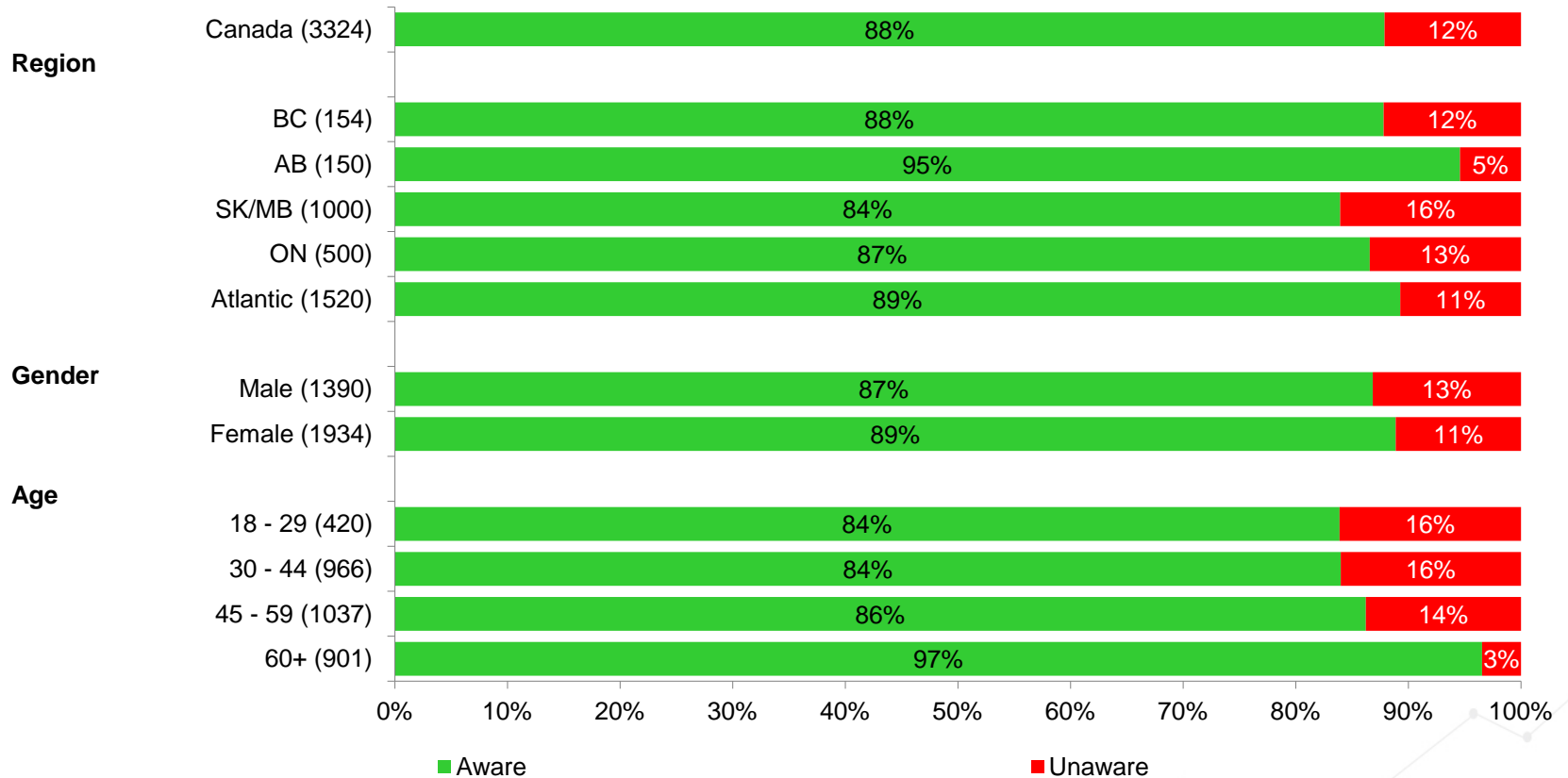
Adapt a Prescription

Before today, were you aware or unaware that pharmacists provide the following services? - **Adapt a prescription by altering the dose, formulation, or regimen to more closely meet your needs**



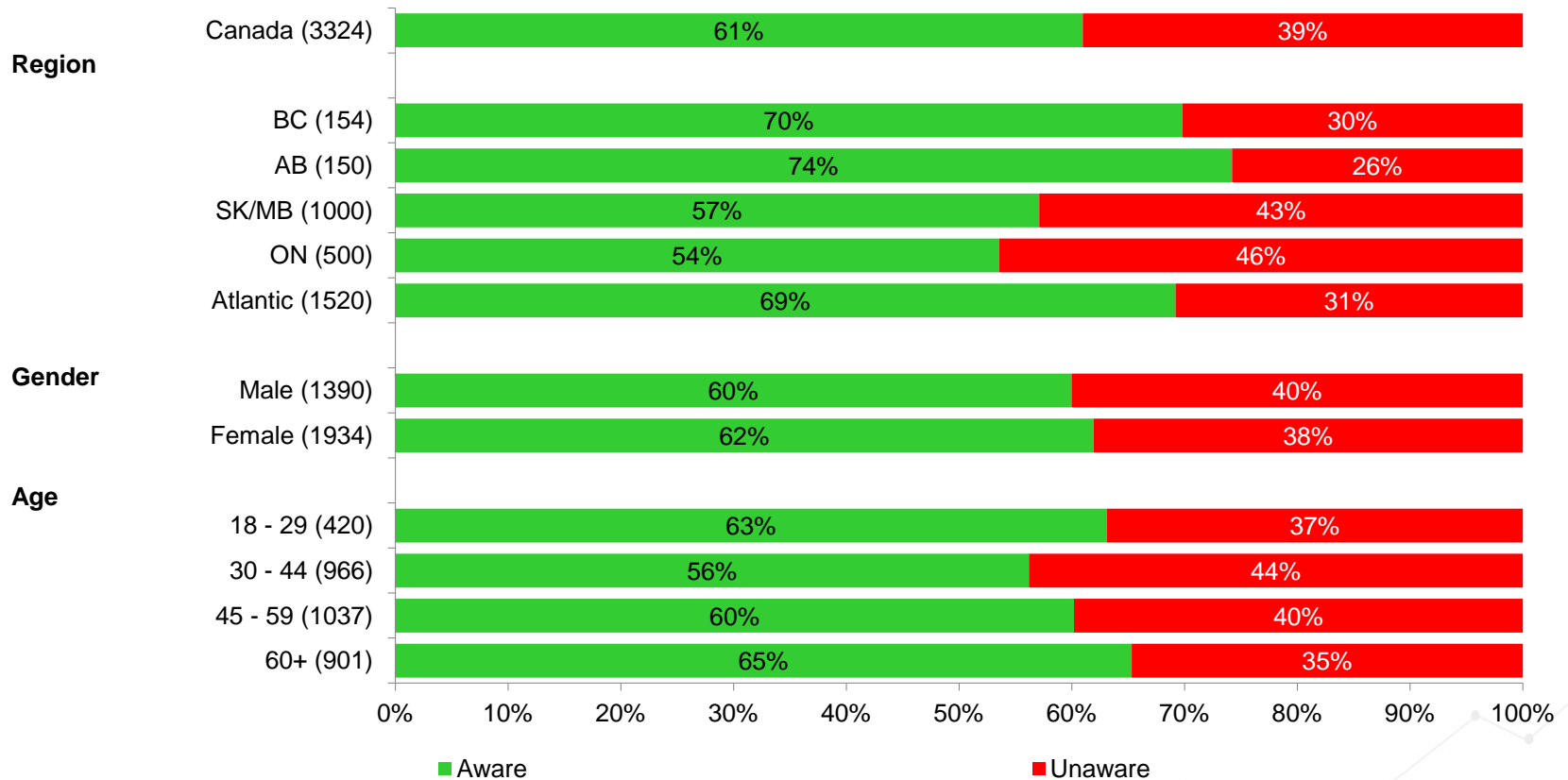
Administer a Flu Shot

Before today, were you aware or unaware that pharmacists provide the following services? - **Administer a flu shot**



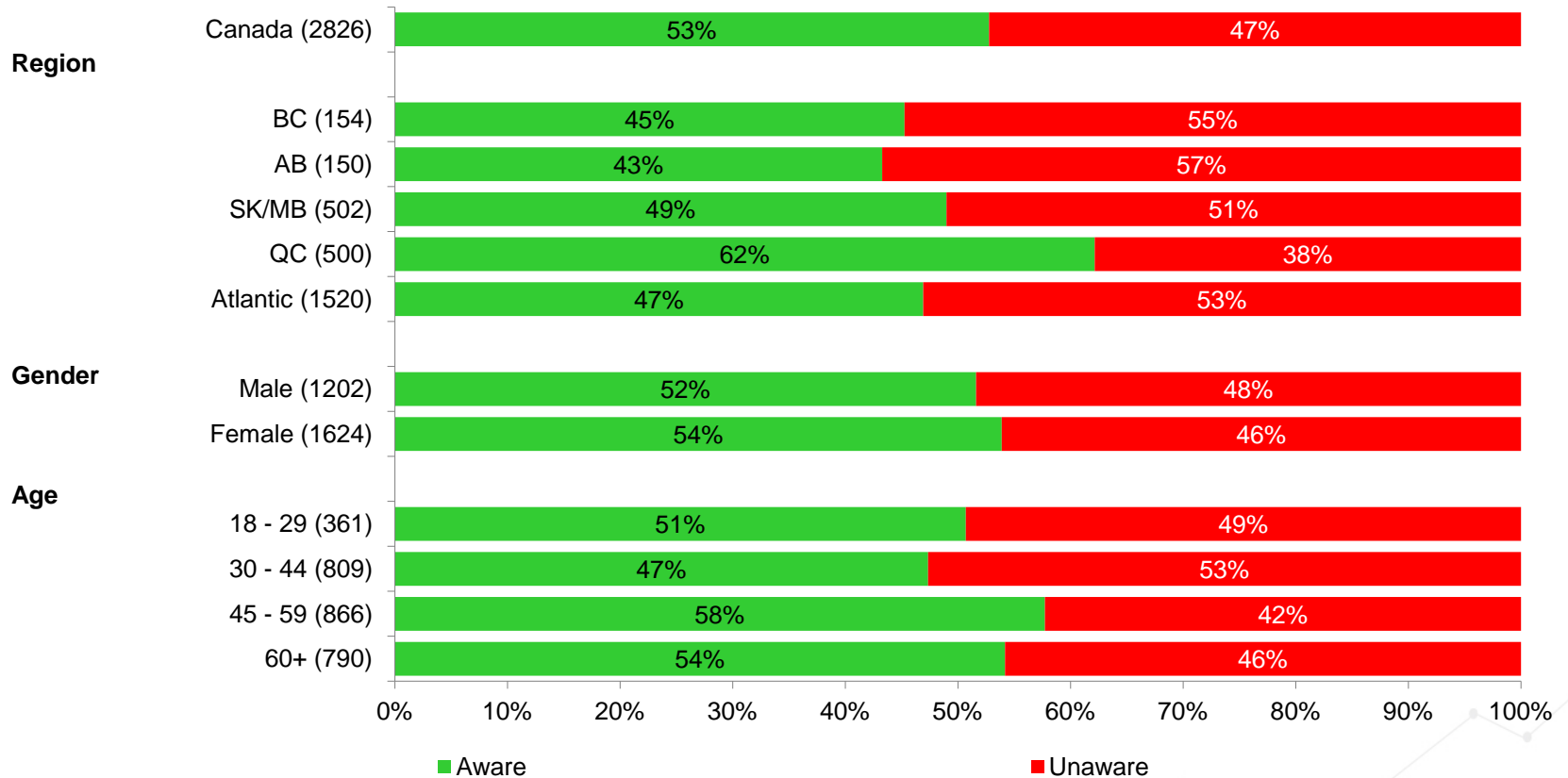
Administer Other Vaccines

Before today, were you aware or unaware that pharmacists provide the following services? - **Administer other vaccines**



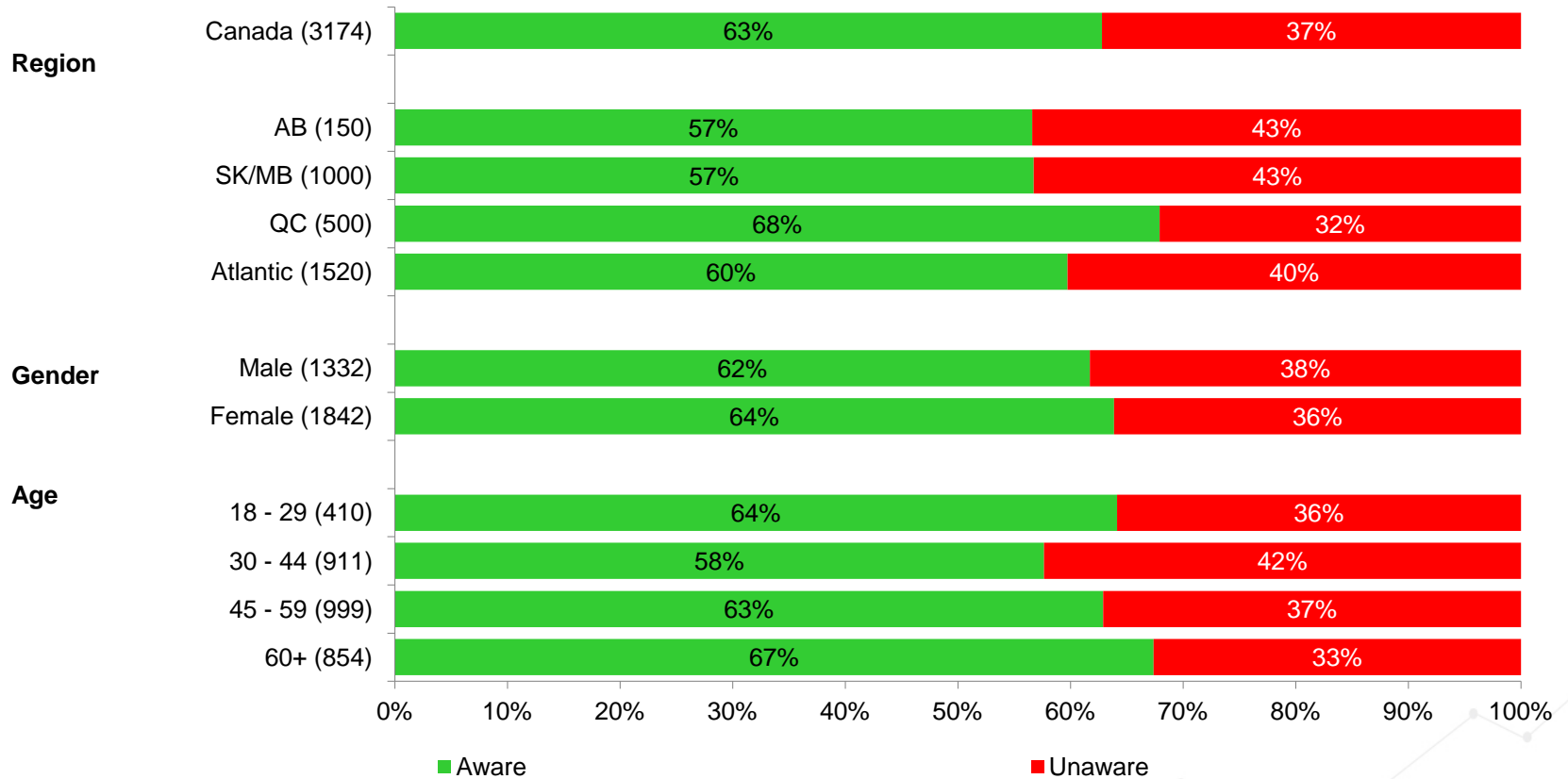
Therapeutic Substitution

Before today, were you aware or unaware that pharmacists provide the following services? - **Therapeutic substitution meaning to change the actual medication from the one prescribed to another medication that is used for treating the same condition**



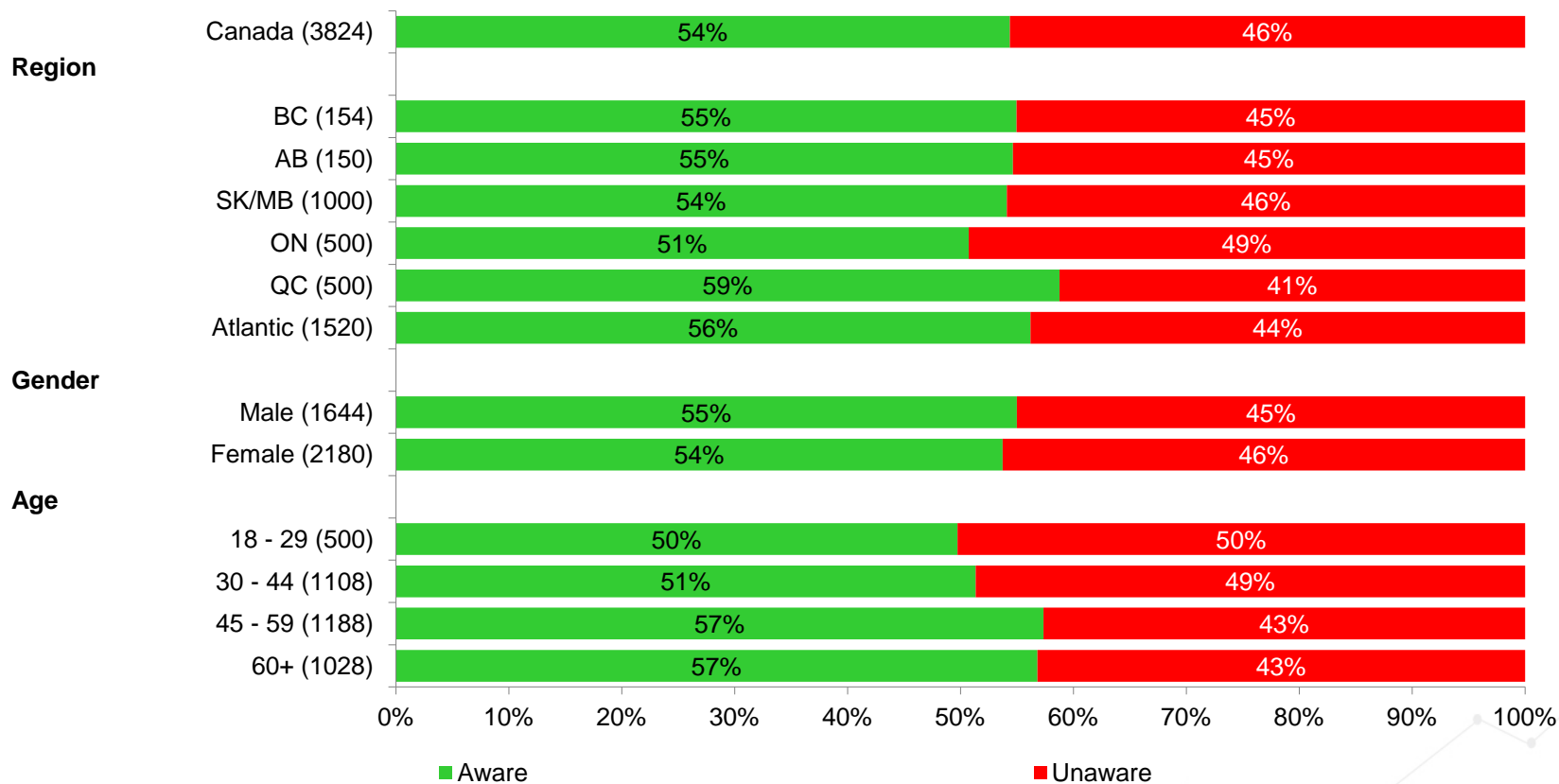
Prescribing Prescription Medications

Before today, were you aware or unaware that pharmacists provide the following services? - **Prescribing prescription medications for some minor health conditions**



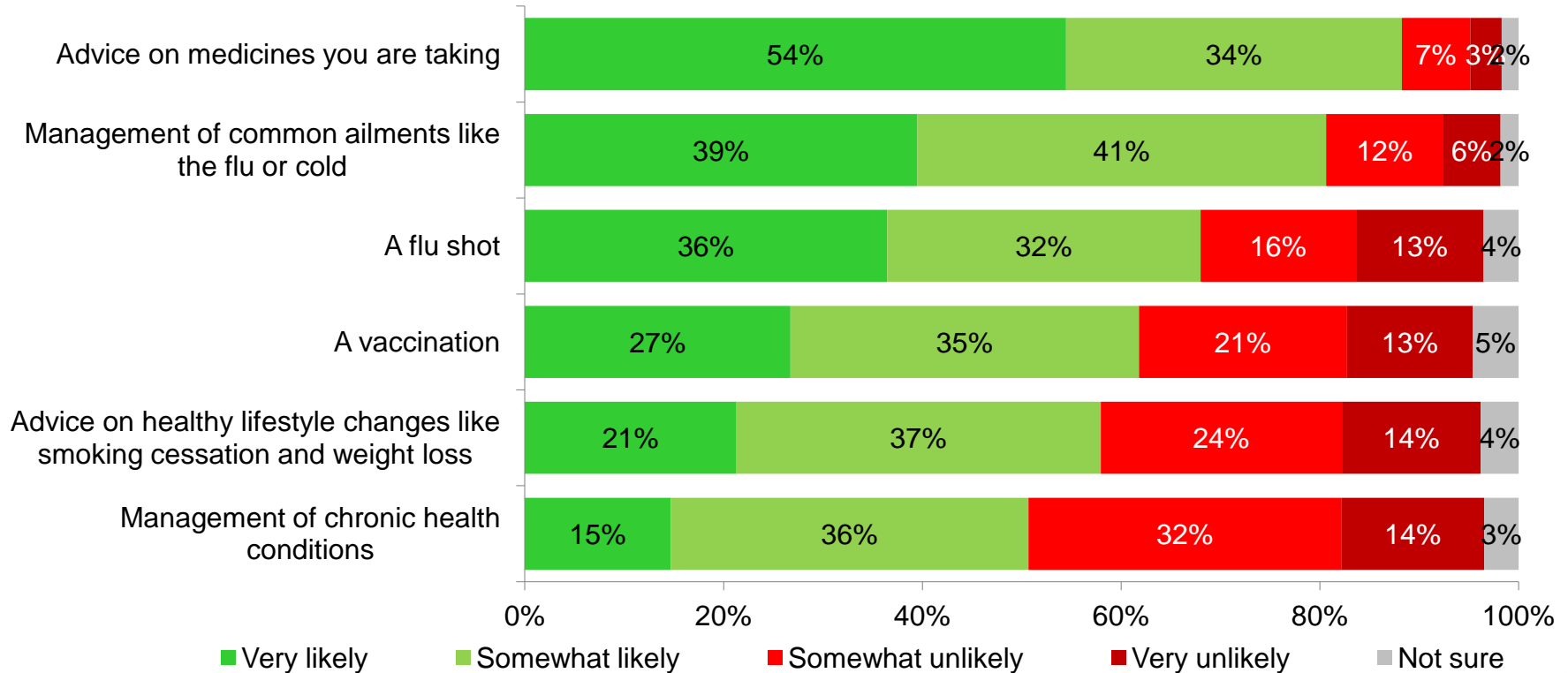
Programs for Smoking Cessation

Before today, were you aware or unaware that pharmacists provide the following services? - **Counselling programs for smoking cessation**



Likelihood to visit a pharmacist for...

If you required the following services, how likely are you to go to a pharmacist to get them?

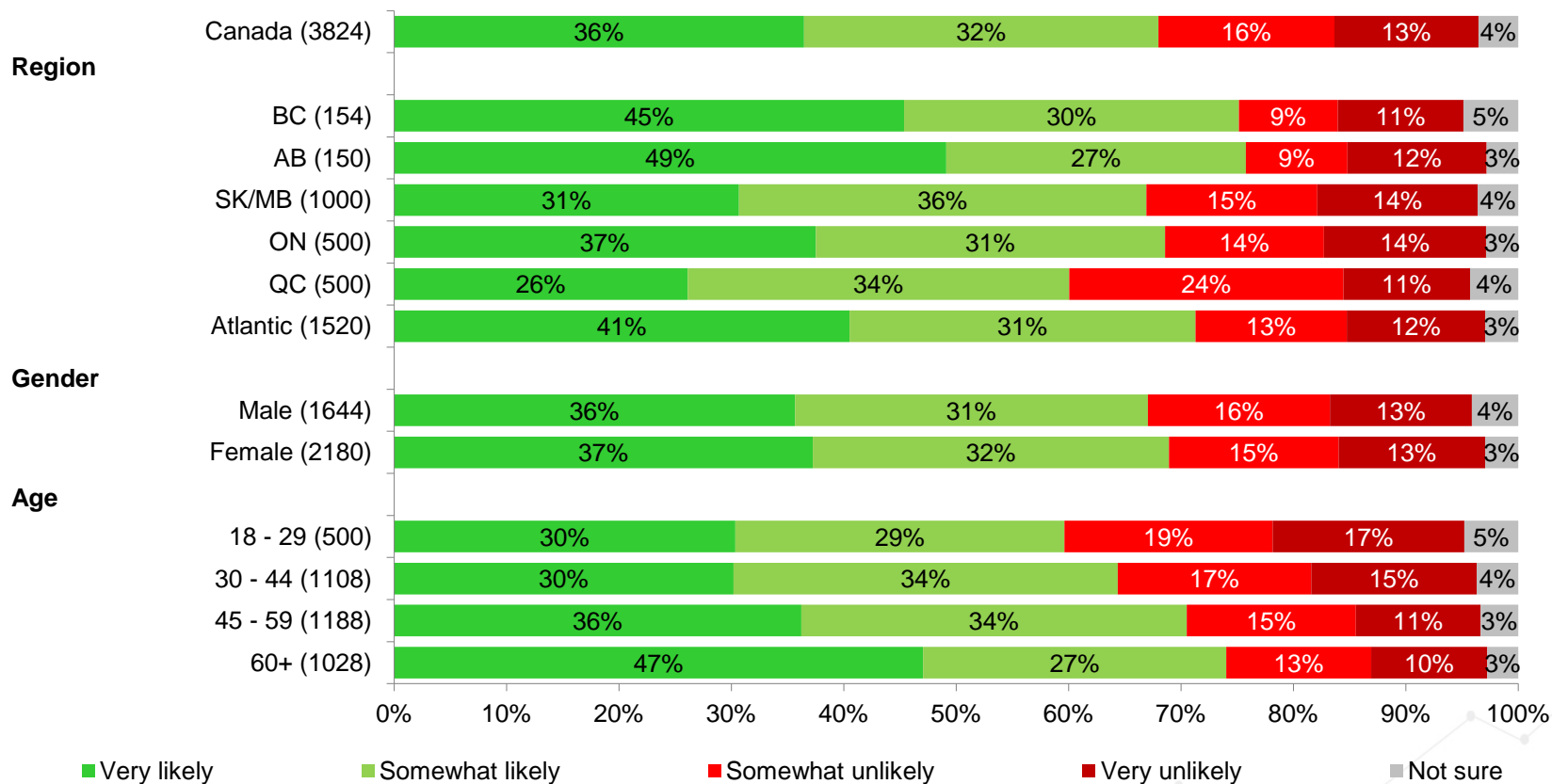


Respondents were asked how likely it is that they would go to a pharmacist to get a number of health services. A majority of Canadians said they would at least be somewhat likely to go to a pharmacist for all of the health service tested.

88% said they would be likely to go to a pharmacist for advice on medicines they are taking, 80% would be likely to go for management of common ailments, and 68% said they would be likely to go to get a flu shot.

Likelihood to go to pharmacist: Flu Shot

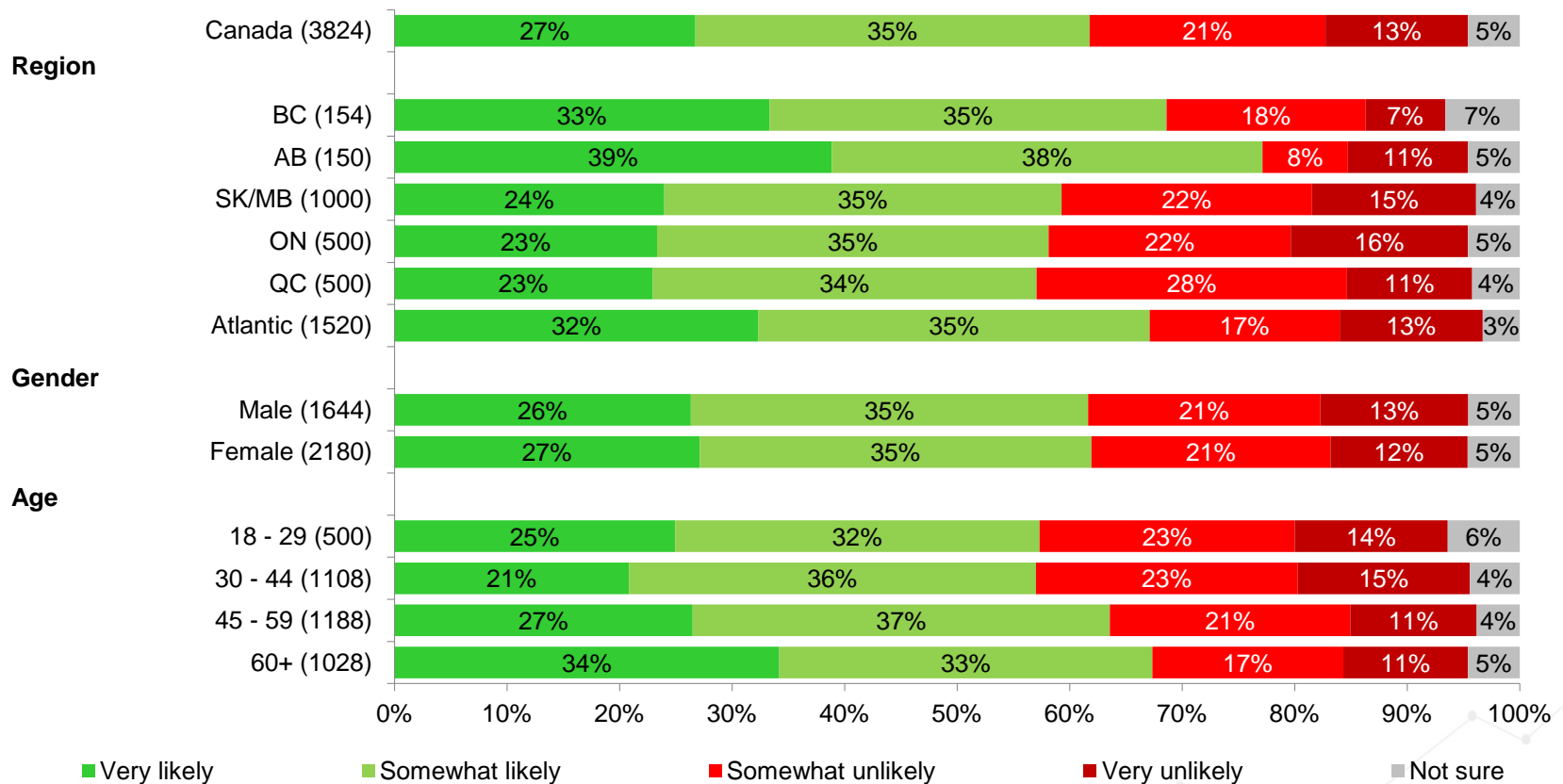
If you required the following services, how likely are you to go to a pharmacist to get them? - **A flu shot**



Willingness to go to a pharmacist for a flu shot was greater among those living in Atlantic Canada, Alberta, and BC and lower in Quebec. It was also higher among those aged 45 and older.

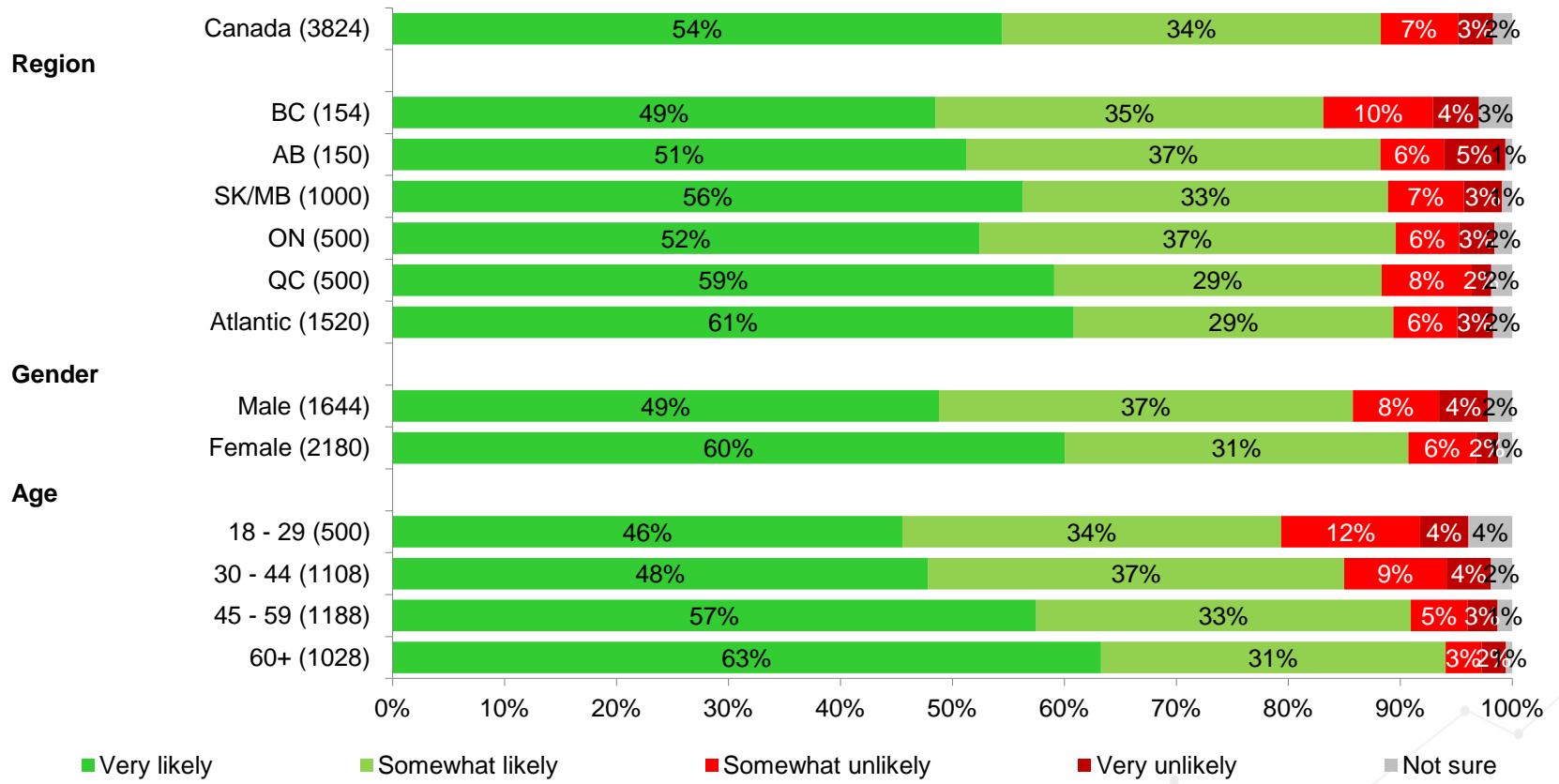
Likelihood to go to pharmacist: Vaccination

If you required the following services, how likely are you to go to a pharmacist to get them? - **A vaccination**



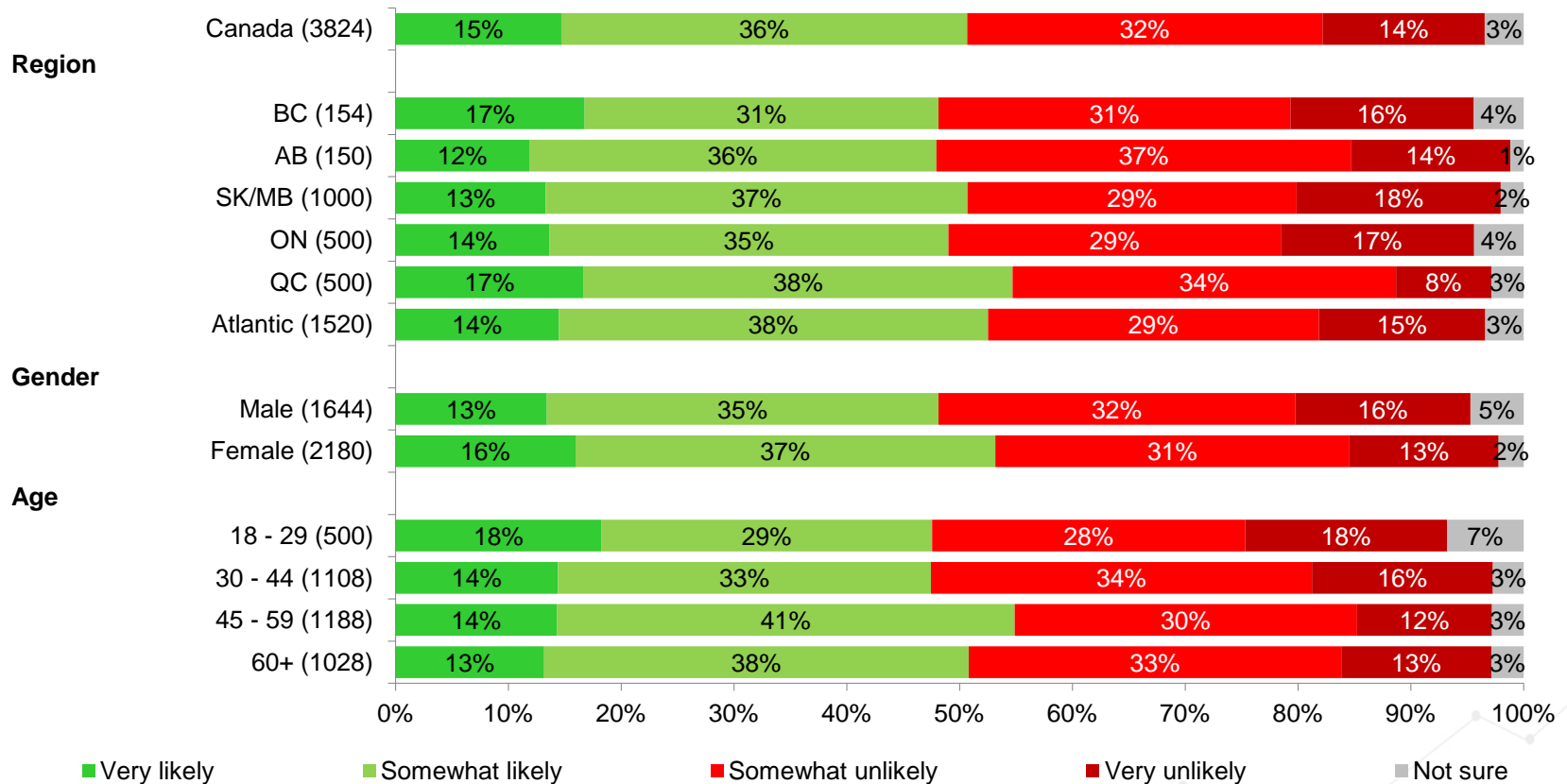
Likelihood to go to pharmacist: Advice on Medicines

If you required the following services, how likely are you to go to a pharmacist to get them? - **Advice on medicines you are taking**



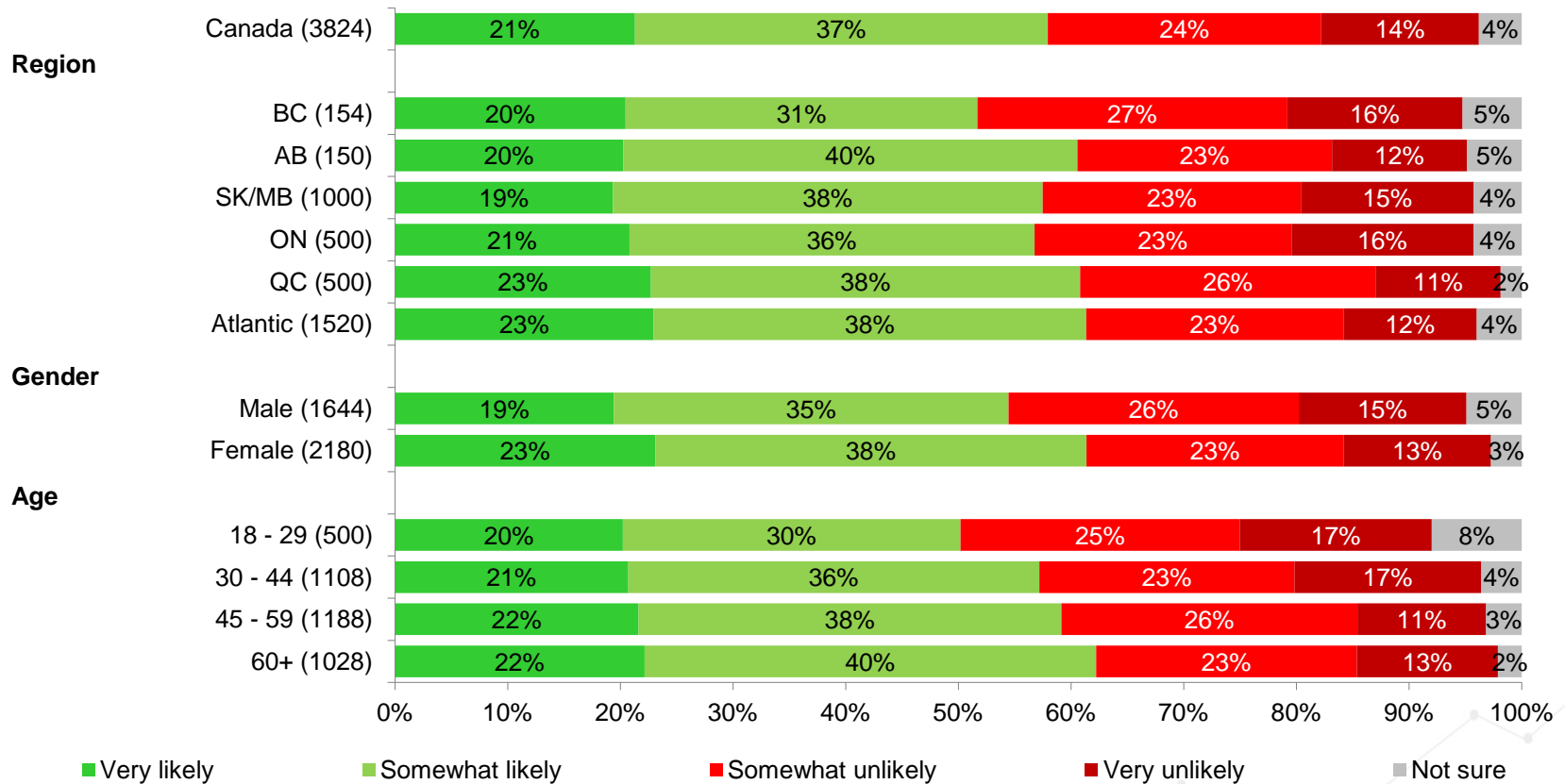
Likelihood to go to pharmacist: Chronic Conditions

If you required the following services, how likely are you to go to a pharmacist to get them? - **Management of chronic health conditions**



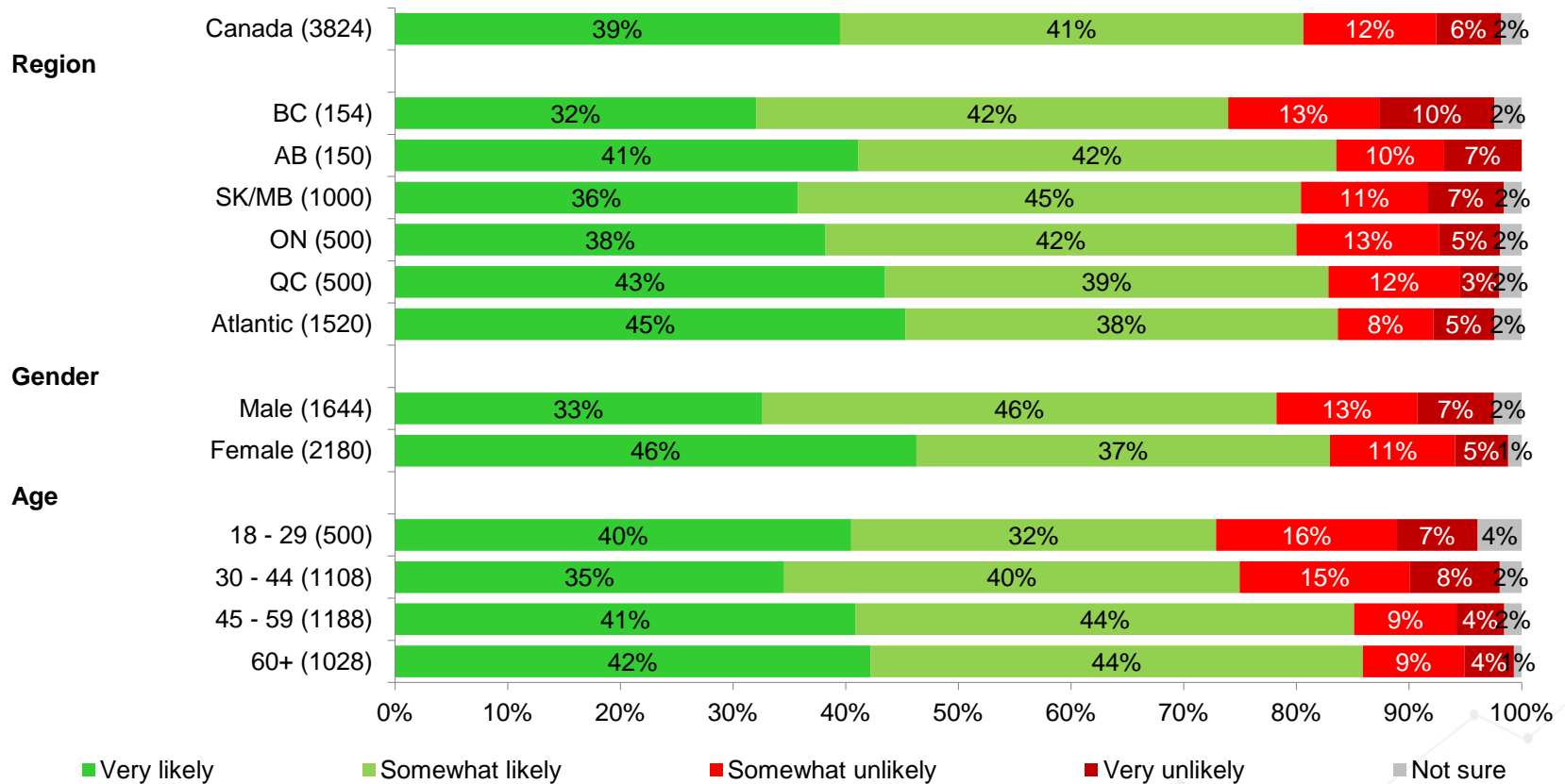
Likelihood to go to pharmacist: Lifestyle Advice

If you required the following services, how likely are you to go to a pharmacist to get them? - **Advice on healthy lifestyle changes like smoking cessation and weight loss**



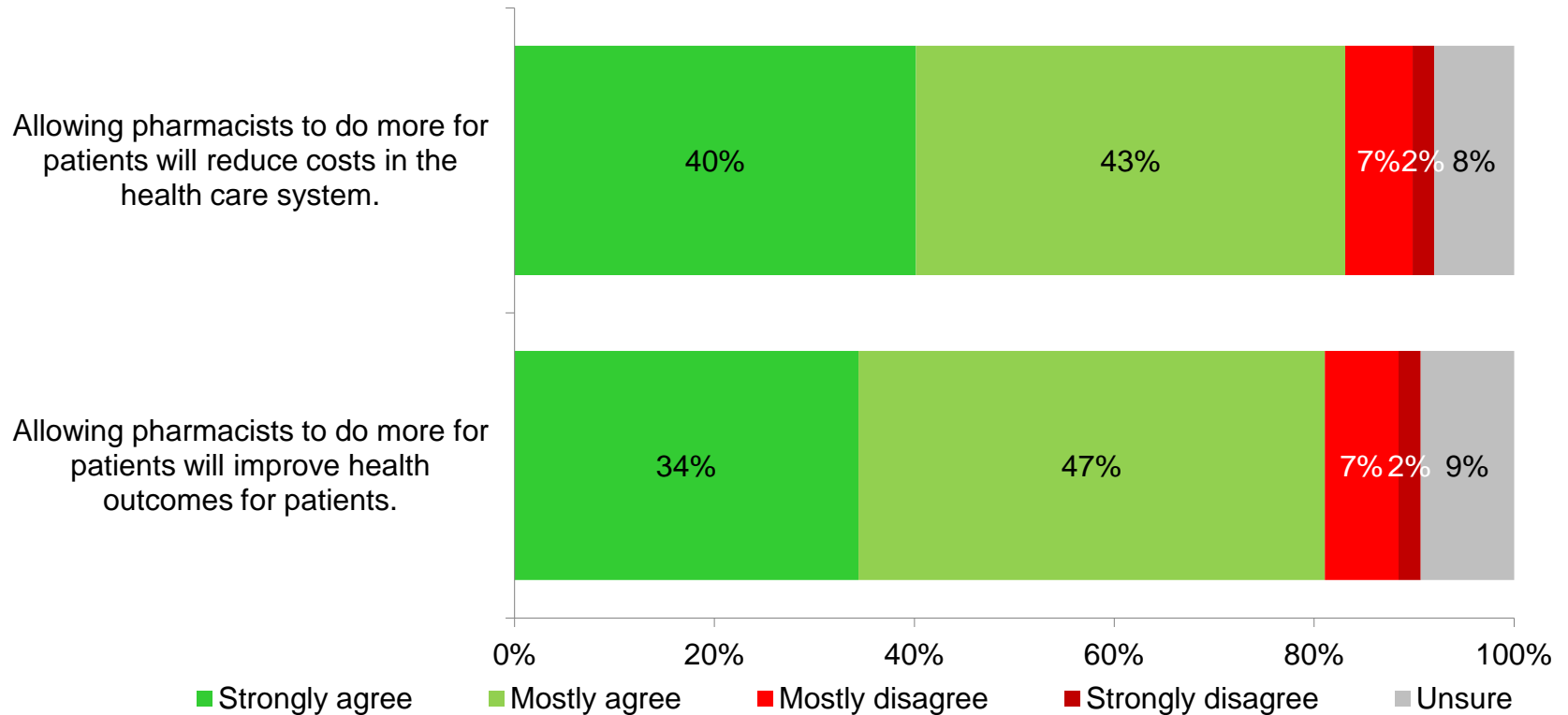
Likelihood to go to pharmacist: Mgmt Common Ailments

If you required the following services, how likely are you to go to a pharmacist to get them? - **Management of common ailments like the flu or cold**



Impact of Expanded Scope for Pharmacists

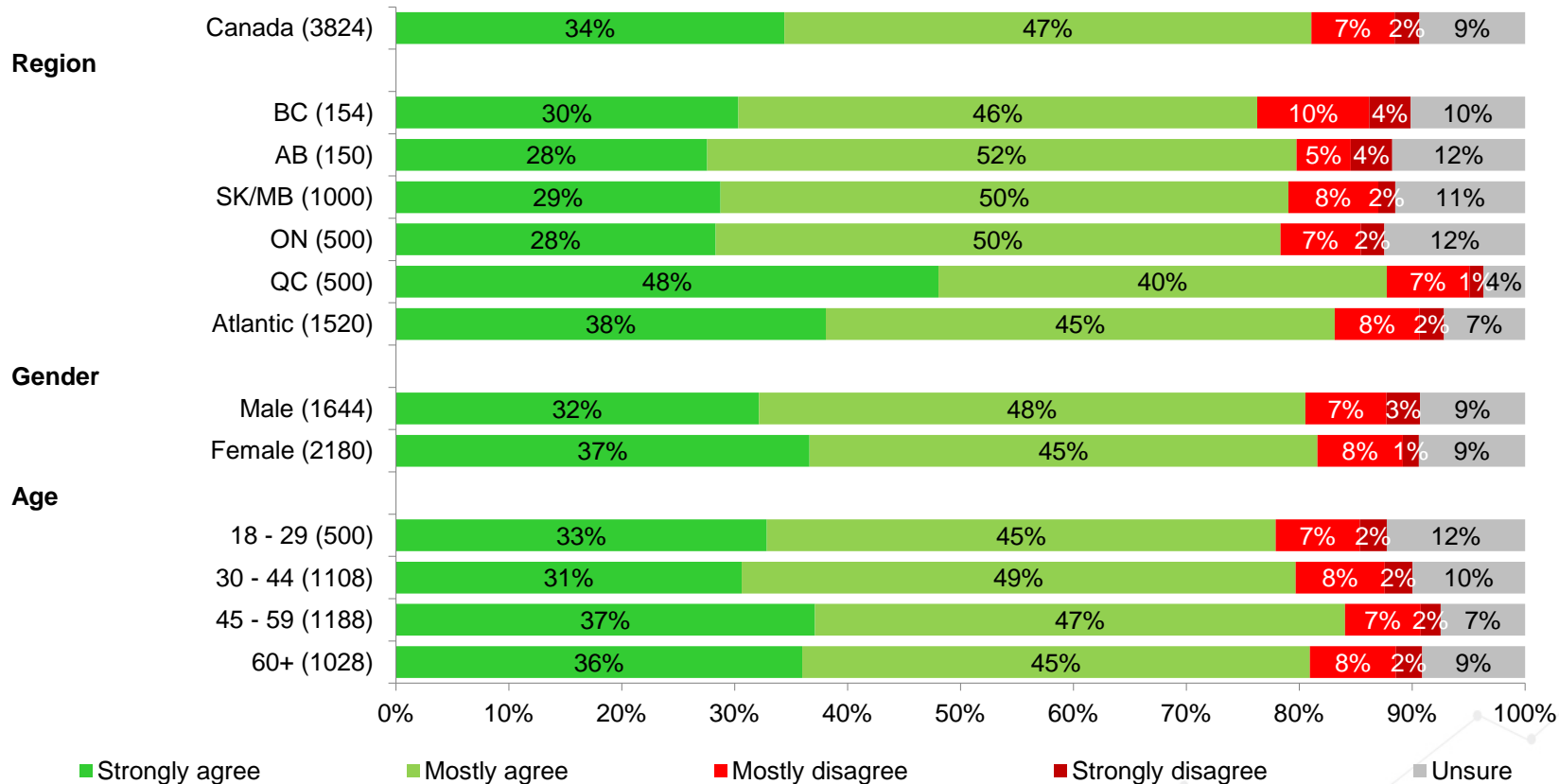
Below are a number of statements that could be used to describe pharmacists in your community. Please tell us whether you agree or disagree with each statement.



Generally speaking, most Canadians agree that expanding the scope of pharmacists would do more to improve health outcomes (81% agree) and reduce costs in the healthcare system (83% agree).

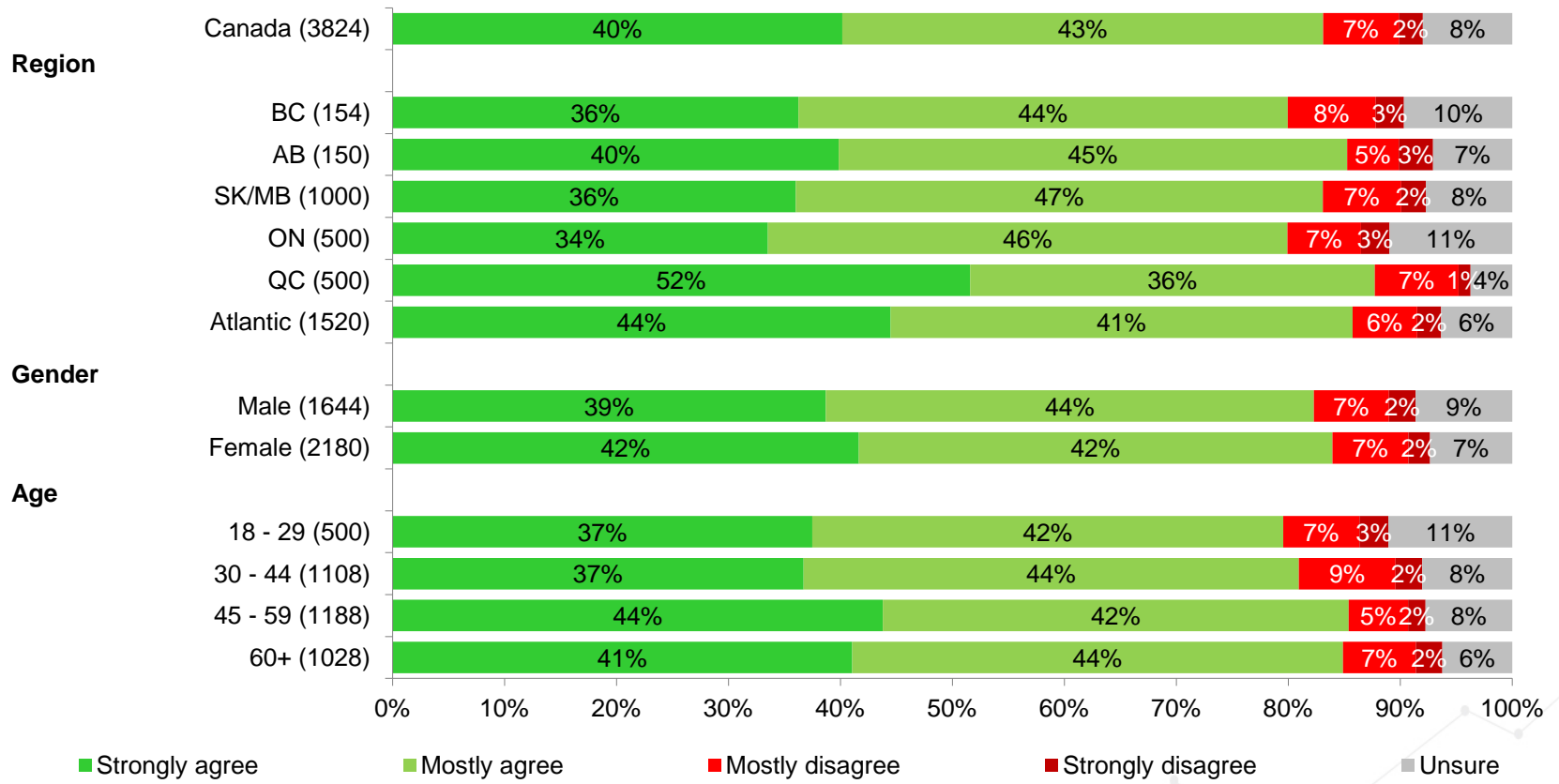
Impact of Expanded Scope: Outcomes

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. - **Allowing pharmacists to do more for patients will improve health outcomes for patients.**



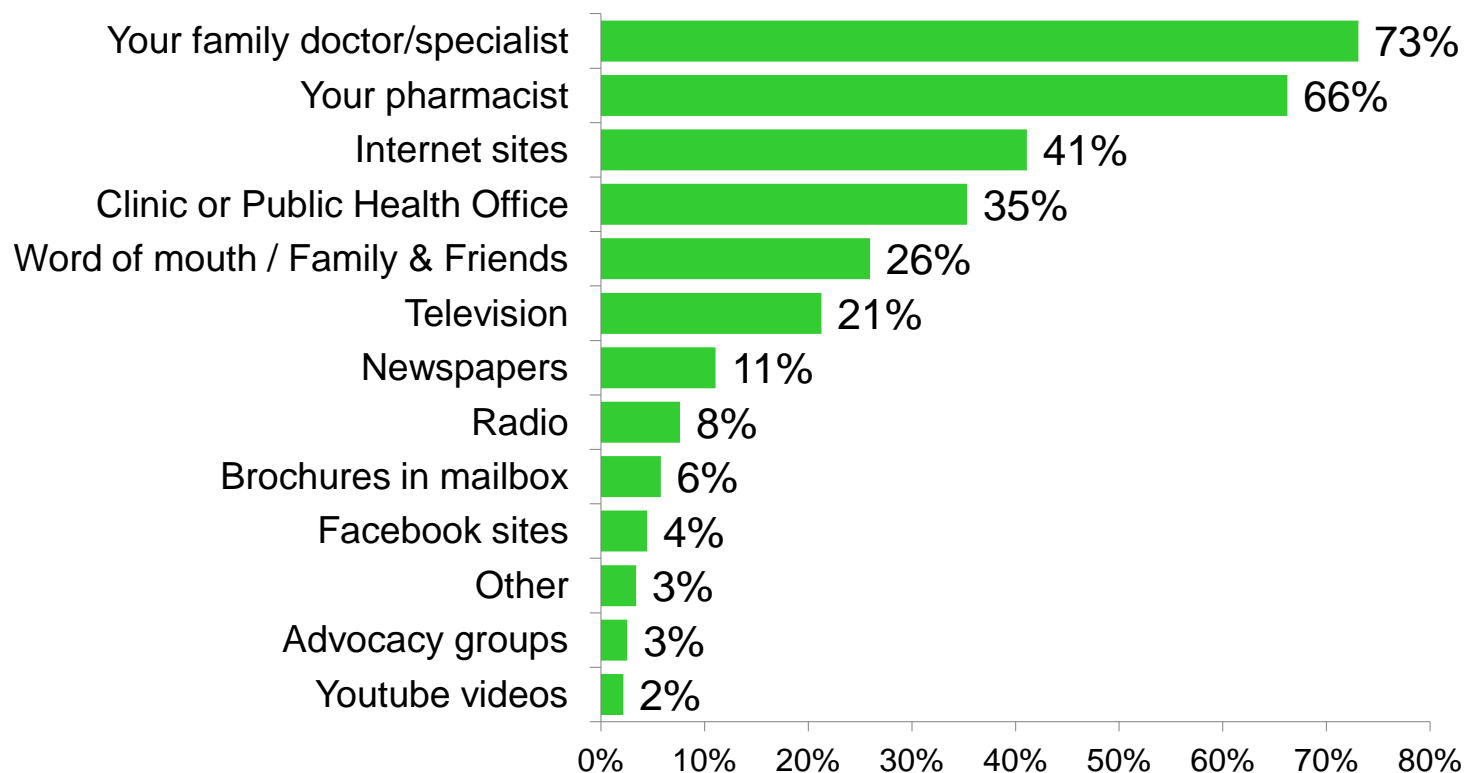
Impact of Expanded Scope: Costs

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. - **Allowing pharmacists to do more for patients will reduce costs in the health care system.**



Most Important Sources of Information

When it comes to informing yourself about pharmacies, new prescription drugs, or health care in general, what would you say are your **THREE most important** sources of information?



Respondents were asked which three sources of information they are most likely to use to inform themselves about pharmacies, new prescription drugs, and health care in general.

Overall, a majority of Canadians selected their family doctor or specialist and their pharmacist. 41% also rely on internet sites, 35% used clinics or public health offices, and 26% rely on word of mouth.



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