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Neighbourhood Pharmacy – Research

Getting to know what Canadians think of Neighborhood Pharmacies

Key Research Analysis

Pharmacy enjoys an extremely high approval rating from Canadians.

- This is both an opportunity and a risk.
- Credibility provides an opportunity to engage influencers/decision-makers to expand the services allowed/reimbursed in a pharmacy environment.
- Risk of over-extending and not maintaining the confidence of Canadians while growing the number of services provided in the pharmacy.

Canadians see pharmacy as a healthcare advisor more than as a healthcare provider.

- This is a barrier for broad expanded scope of health services provided in pharmacies.

Neighborhood Pharmacy Association of Canada

The Neighborhood Pharmacy Association of Canada (Neighborhood Pharmacy) is the leading advocate for the business of pharmacy in Canada. Our research and analytics deliver strategic insights about neighborhood pharmacy, patients, governments and payers to inform policy development. We aim to develop evidence-based business and public policy proposals that deliver tangible health and economic benefits.

In this edition we look at Canadians' perceptions of Neighborhood Pharmacy.

Research Findings:

- Favourability of Neighborhood Pharmacy is up: From 69% in 2013 to 76% in 2014
- Canadians see pharmacies as:
 - “Friendly” (91%)
 - Providing advice that is accessible (90%)
 - Affordable (84%)
 - All up from 2013 to 2014.
- Although a majority agree or somewhat agree that pharmacies provide patient care that is accessible (75%) and affordable (63%), it is advice that is more resonant than care.
- Almost all Canadians (88%) think that pharmacies have a role in contributing to the wellness of Canadians by sharing information.
- The majority (74%) believe pharmacies are continually improving the services they provide.
- Our research found that Canadians see pharmacies as supporting patient care through:
 - Advice on medicines (92%)
 - Sharing health information (88%)
 - Helping prevent illness through programs like flu shots (85%).

Bottom Line

- Neighborhood pharmacy must reinforce to its customers that it's an integral part of Canada's healthcare system and is in the business of "patient-care."
- If we are to achieve expanded scope of practice we must demonstrate our ability to deliver new, hands-on, healthcare solutions.
 - This must be done in an incremental fashion, building on the success of the flu shot that maintains and grows the trust of Canadians.

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Research Methodology

The information summarized and analyzed in this report is derived from researched commissioned by Neighborhood Pharmacy to Nanos Research. Nanos is one of North America's most trusted research and strategy organizations. The random survey of 1,000 Canadians was conducted in the spring of 2014 as part of an omnibus survey. The results were statistically checked and weighted using the latest Census data. Statistics cited in this report include responses that either "Agree" or "Somewhat Agree" with the research question.