

Applicant Pool in Colleges of Pharmacy

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Disclosures

- Jennifer Adams has no actual or potential conflict of interest in relation to this activity.

Objectives

Following this presentation, attendees will be able to:

1. Describe the role of the Pharmacy Career Information Council and current pharmacy recruitment activities
2. Describe the current PharmD applicant environment
3. Discuss opportunities for state boards and associations to collaborate with schools and colleges of pharmacy on recruitment activities

Pre-Test #1. True/False: Pharmacy schools should be solely responsible for recruitment to the pharmacy profession.

- A. True
- B. False



Pre-Test #2. True/False: The graduating student debt load may influence the size of the PharmD applicant pool.

- A. True
- B. False



Pre-Test #3. True/False: There are opportunities for state boards of pharmacy and state pharmacy associations to collaborate with schools and colleges of pharmacy on recruitment initiatives.

- A. True
- B. False



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*

National Pharmacy Recruitment

- Pharmacy Career Information Council (PCIC)
 - Members are national pharmacy associations (AACCP, 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

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



- **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



Virtual Pharmacy School Fair

October 4 & 5, 2016

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
- a innovative way to build awareness of your programs

Register at www.CareerEco.com/events/aacp

For more information:
770.980.0088 | aacp@careereco.com


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virtual events
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Pharmacy Grad School Virtual Fair

Graduate Programs offered at Schools & Colleges of Pharmacy

October 13, 2016

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**

Register at www.CareerEco.com/events/aacpgrad

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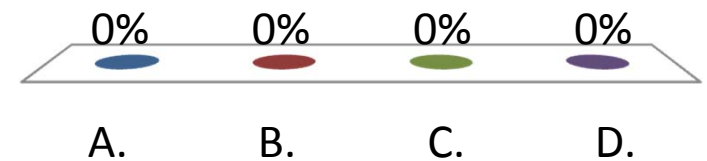
save
time &
staff
required

connect,
engage &
recruit

PCIC Poll

What is the mission of the PCIC?

- A. To provide a forum for recruitment ideas among the national pharmacy associations
- B. To provide accurate information about pharmacy careers to potential applicants
- C. To make pharmacy career information easily accessible
- D. All of the above



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

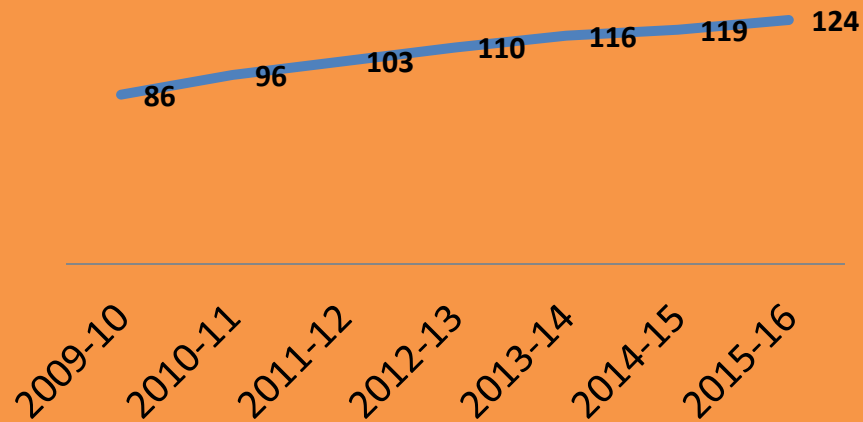
- Decline in applications to schools and colleges of pharmacy
 - Changes in demographics of applicant pool
- Multiple health profession career options available to qualified applicants
- Continuing financial pressures associated with professional education



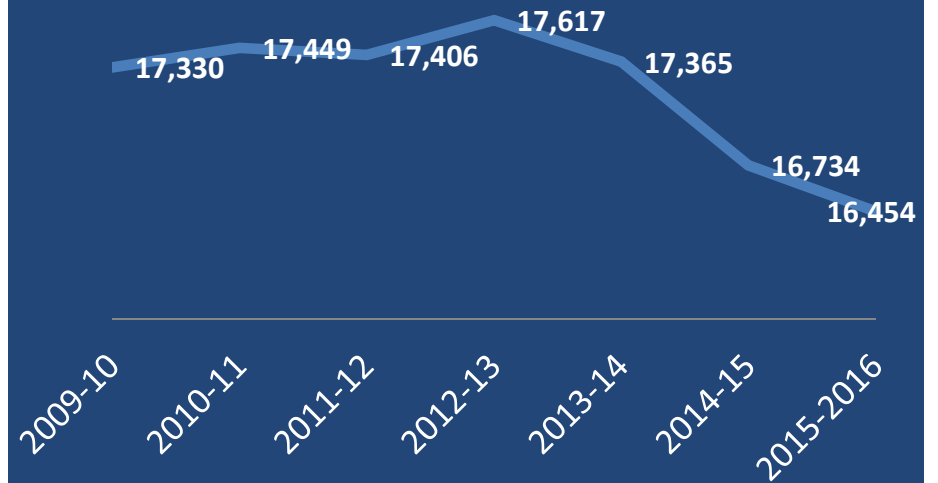
PHARMCAS

Pharmacy College Application Service

Number of Participating Schools



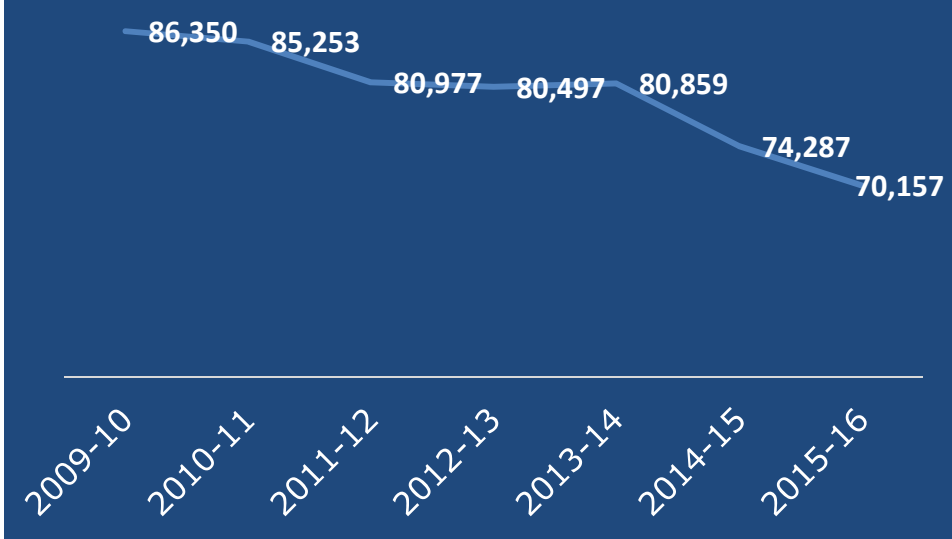
APPLICANTS



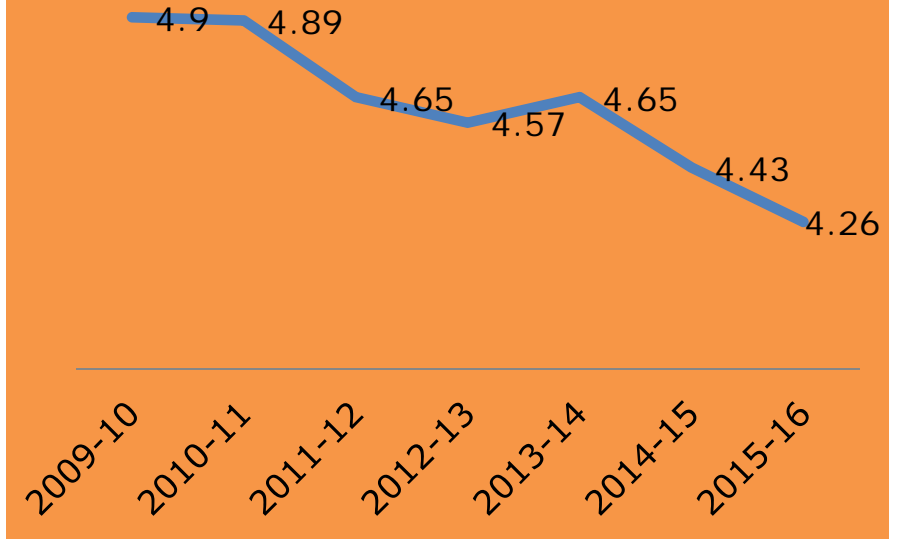
Data obtained from PharmCAS applicant information



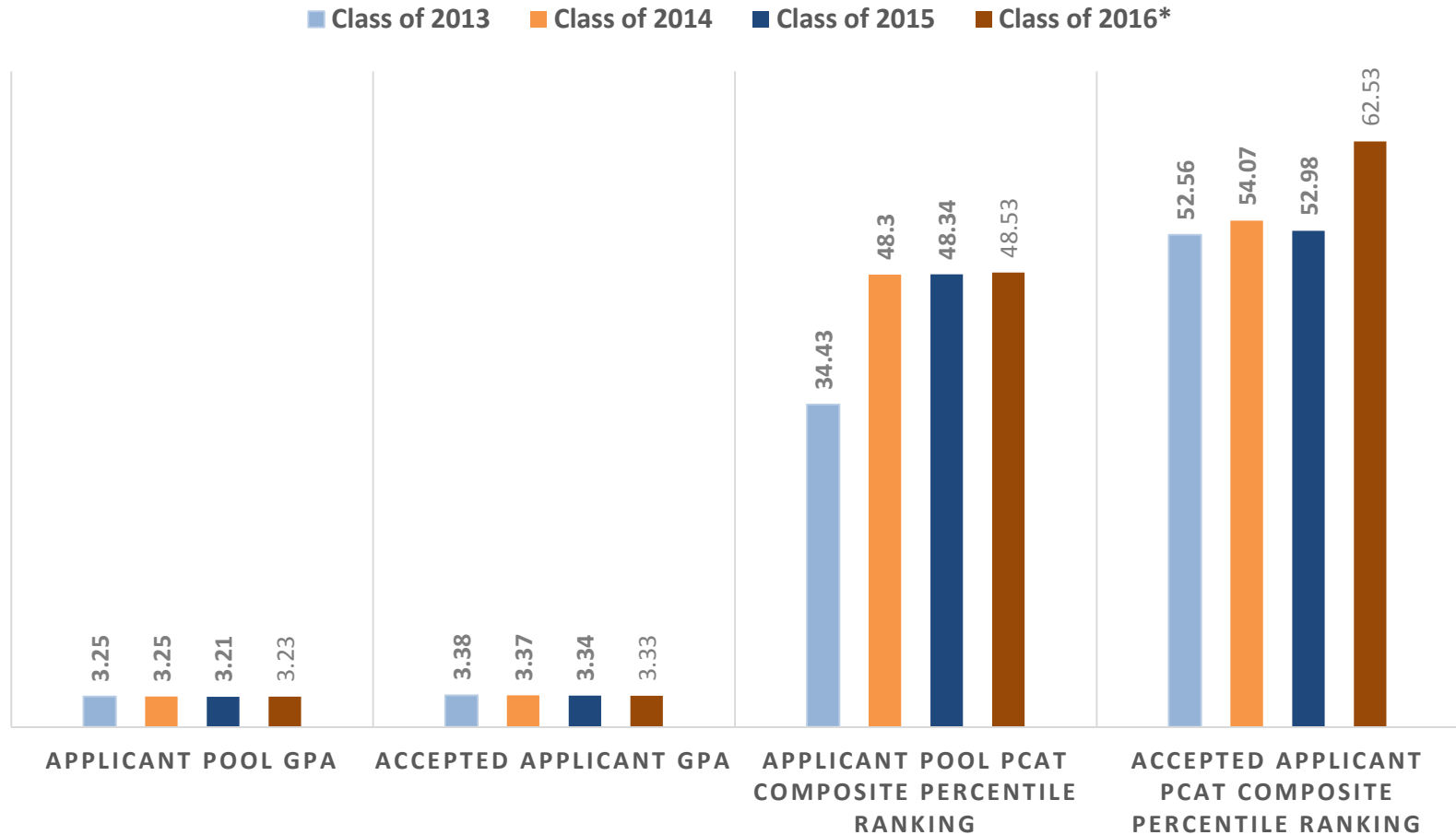
PharmD Applications



Application to Applicant Ratio



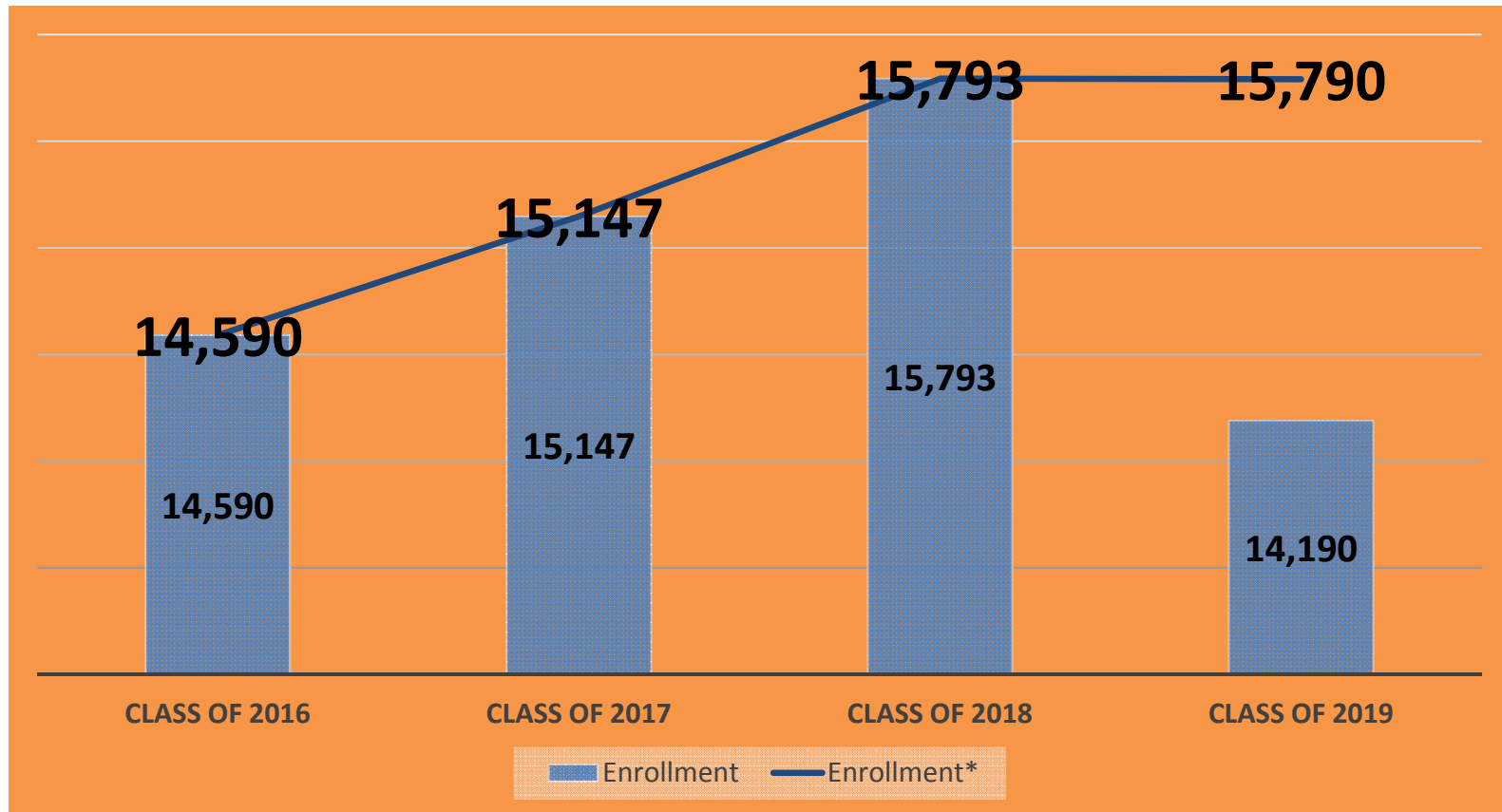
Applicant Pool GPA & PCAT



Data obtained from PharmCAS applicant information



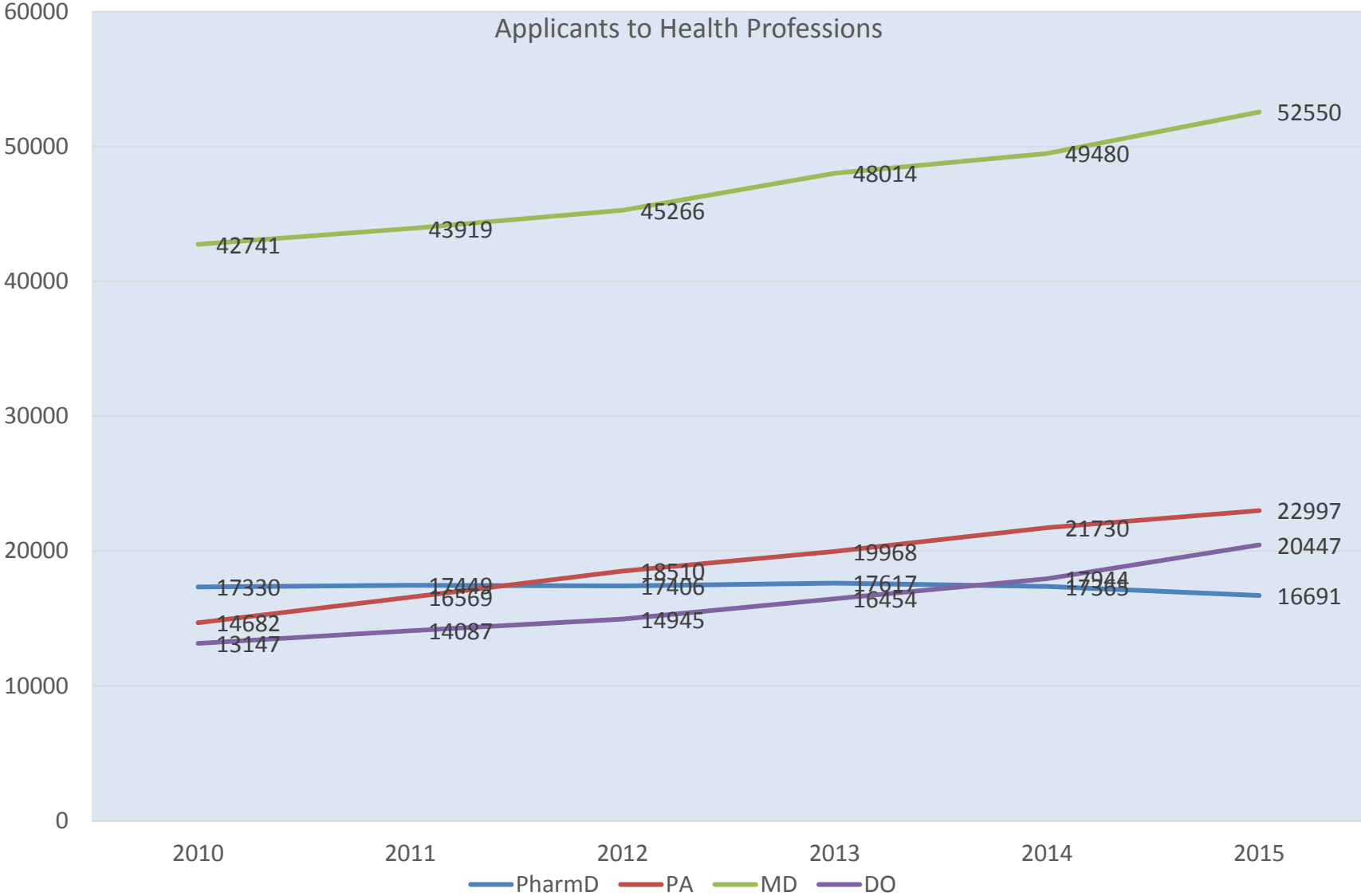
PharmD Enrollment



* Estimated enrollment due to 3-year accelerated programs



PharmD vs Other Health Professions

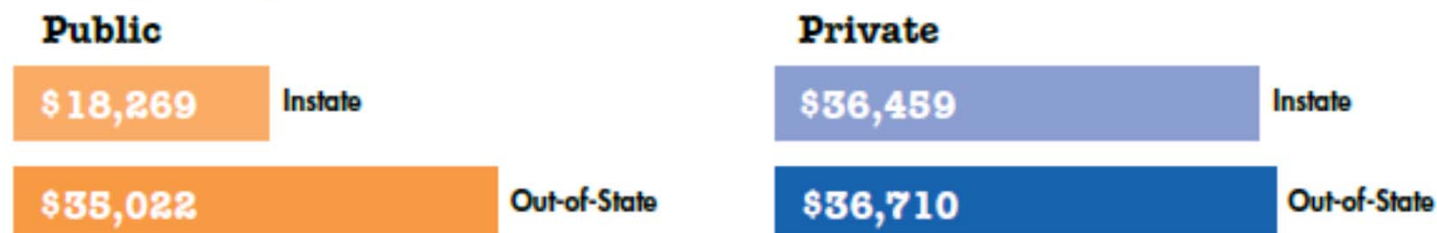


Data obtained from PharmCAS, CASPA, AMCAS, and AACOMAS applicant information

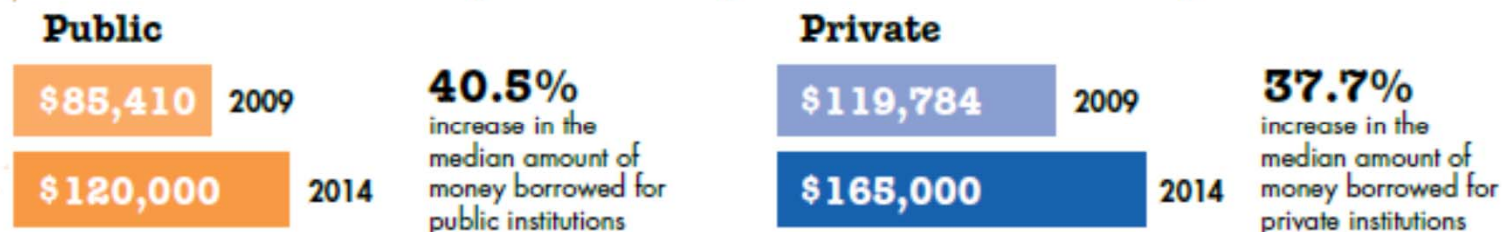
How Much Does a Pharm.D. Education Cost?



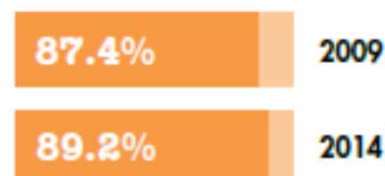
Average first year Pharm.D. tuition, 2014–15[#] (costs reported do not include mandatory fees)



Median amount of money borrowed by students at the time of graduation^{@+}



Percentage of students who reported borrowing money to help pay for college expenses in the Pharm.D. program:



Pharmacy Workforce

National Pharmacists Workforce Survey

- Less than half (45%) of pharmacists are practicing in traditional community pharmacy settings
- Pharmacists' salaries have been maintained or increased
- Pharmacist unemployment is less than the national average (2.8% vs. 5.5% at time of study)

Applicant Pool Poll

True or False?

There are many misconceptions about the PharmD applicant pool.

A. True

B. False



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



Tone

Smart, Innovative, Collaborative, Accessible

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.



 **AACP**
@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



PHARMACISTS HELP PEOPLE LIVE HEALTHIER, BETTER LIVES.

CHAPMAN.EDU/PHARMACY



CHAPMAN
UNIVERSITY

SCHOOL OF PHARMACY

Recruitment Poll

The two key recruitment messages are:

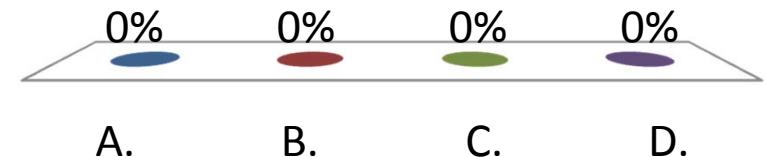
- I. Pharmacists help people live healthier, better lives.
- II. Patients do best when pharmacists are a part of their healthcare teams
- III. Pharmacy is an exciting career, where you can make a real difference in people's lives.

A. I & II

B. II & III

C. I & III

D. None of the above



National Pharmacy Recruitment Plan

Empowering Pharmacy Recruitment

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

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

Tactic 1: Messaging Platform

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

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 Engagement

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

Think-Pair-Share

Discuss opportunities for state boards and state associations to collaborate with or support schools and colleges of pharmacy on recruitment activities.



AACP **AACP**
@AACPharmacy

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Questions?



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Supplemental Resources for Continuing Professional Development

- AACCP Profile of Pharmacy Students
<http://www.aacp.org/resources/research/institutionalresearch/Pages/StudentApplications,EnrollmentsandDegreesConferred.aspx>
- National Pharmacist Workforce Survey
<http://www.aacp.org/resources/research/pharmacyworkforcecenter/Pages/default.aspx>