

Frequently Asked Questions

Why has ASHP launched We're Your Pharmacist, a national public awareness campaign?

Health-system pharmacy practice is unique in its practice settings, inter-professional interactions, engagement with research and cutting-edge technology, and the nature of the patient pharmacist relationship. Pharmacists who practice in hospitals, health systems, clinics, and related settings bring a distinct and advanced skill set to their work as part of the patient care team.

Unfortunately, there is limited awareness and appreciation of these pharmacists, their expertise, and their impact. Making patients and caregivers aware of the pharmacist on their care team can help ensure that medications are used safely and effectively to achieve the best patient outcomes.

What is the vision of We're Your Pharmacist?

Our vision is for the public to be aware of, seek, and value hospital and health-system pharmacists as essential patient care providers.

How will We're Your Pharmacist come to life?

Through compelling storytelling and multimedia content, We're Your Pharmacist will reach a range of audiences with targeted messages to encourage recognition and celebration of the vital contributions hospital and health-system pharmacists make to improving patient outcomes and advancing public health.

ASHP and the ASHP Foundation have committed a combined \$4 million to develop and support a multi-year awareness campaign to bring this vision to life. Additional support from committed supporters will help us tell more stories, reach more people, and ensure sustained success.

Who are the target audiences for the campaign?

Patients and Caregivers

Navigating today's complex healthcare system can be overwhelming. Too many patients and their caregivers are unaware of the powerful ally on their care team - the pharmacist - whose expertise helps patients access, manage, and adhere to their medications and treatments. This campaign aims to close that gap.

The Next Generation of Pharmacy Professionals

Ensuring a robust pipeline of pharmacy students is critical to addressing potential workforce shortages head on, and ensuring patients have access to these essential members of the patient care team. This campaign presents a unique opportunity to collaborate at the high school, university, and professional levels to inspire a new generation of talented and compassionate individuals to enter this field.

Healthcare Stakeholders and Influencers

Pharmacists are vital contributors to the patient care team in every setting, and it's important to amplify that message with healthcare professionals, influencers, and policymakers at all levels. From hospital board rooms, to statehouses across the country, to the halls of Congress in Washington, D.C., this campaign will help amplify the powerful voice of pharmacy as we advocate for our profession and the patients we serve.

How can I get involved?

Share campaign content with your network.

ASHP has a number of **tips and tools** available to help you get the message out to your network.

Encourage your organization to get involved and support the campaign.

ASHP has created toolkits to help different types of organizations engage with the campaign and share messages with employees and within their communities.

Toolkit for Hospitals and Health Systems

Toolkit for Schools and Colleges of Pharmacy

Toolkit for State Affiliates

Share your story.

The foundation of We're Your Pharmacist are the stories that shed light on all the different ways that pharmacists—across specialties and settings—partner with care teams to optimize patient outcomes. **Share your story.**

Share your feedback.

Let us know how we are doing. If you have feedback or ideas about the campaign, share it at campaign@ashp.org.