

Title: The Renaissance of community pharmacy: is it time to let go of dispensing?

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Abstract:

Community pharmacy faces greater challenges than at any time in the past. Financial security afforded by traditional dispensing models is being broken down by governments, insurance companies and other payers demanding 'more for less' in a race to the bottom in pharmacy marketplaces being disrupted by deep discounters and internet based medicine providers. Should we give dispensing away and concentrate on being part of the primary health care team delivering only professional services? Should we focus on our core competency as medicine experts and leverage our role as medicine dispensers? Should we be using all of our professional skill set to deliver a value proposition which makes the 'pharmacist person' the key health professional in medicine supply, medication management and disease state management? This presentation will address these questions and showcase how successful pharmacists are adapting to the new paradigm to ensure a successful and professionally rewarding future.