

Session: 2009 Supermarket Pharmacy Trends: Pharmacy's Role in the Supermarket

Sunday, September 13, 2009 12:00 pm – 1:00 pm

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Program Objectives:

At the conclusion of this session the participant will be able to:

- Describe how current consumer trends are affecting the supermarket pharmacy industry.
- Recognize how a supermarket pharmacy uniquely positions pharmacists to meet growing customer demand for various pharmacy products, services and information.
- Identify the benefits of the pharmacist's role within the supermarket pharmacy setting.

Self-Assessment Questions:

1. True or False. The overriding factor influencing how shoppers choose their primary store is low prices.
2. Shoppers using the supermarket pharmacy tend to:
 - a) Be younger
 - b) Have higher incomes
 - c) Work full-time
 - d) Spend more money per trip
 - e) All of the above
3. True or False. By the year 2030, one in five Americans will be 65 years old or older.
4. While 70 percent of consumers have an in-store pharmacy in their primary store, what percent actually use it?
 - a) 16 percent
 - b) 24 percent
 - c) 32 percent
 - d) 44 percent
 - e) 63 percent
5. The top in-store health-related service offered by supermarkets is:
 - a) Store tours
 - b) Blood pressure monitoring
 - c) Durable medical equipment
 - d) Health-focused recipes
 - e) In-store clinic

ANSWERS: 1. True 2. e 3. True 4. b 5. b