



Pharmacy Student Recruitment

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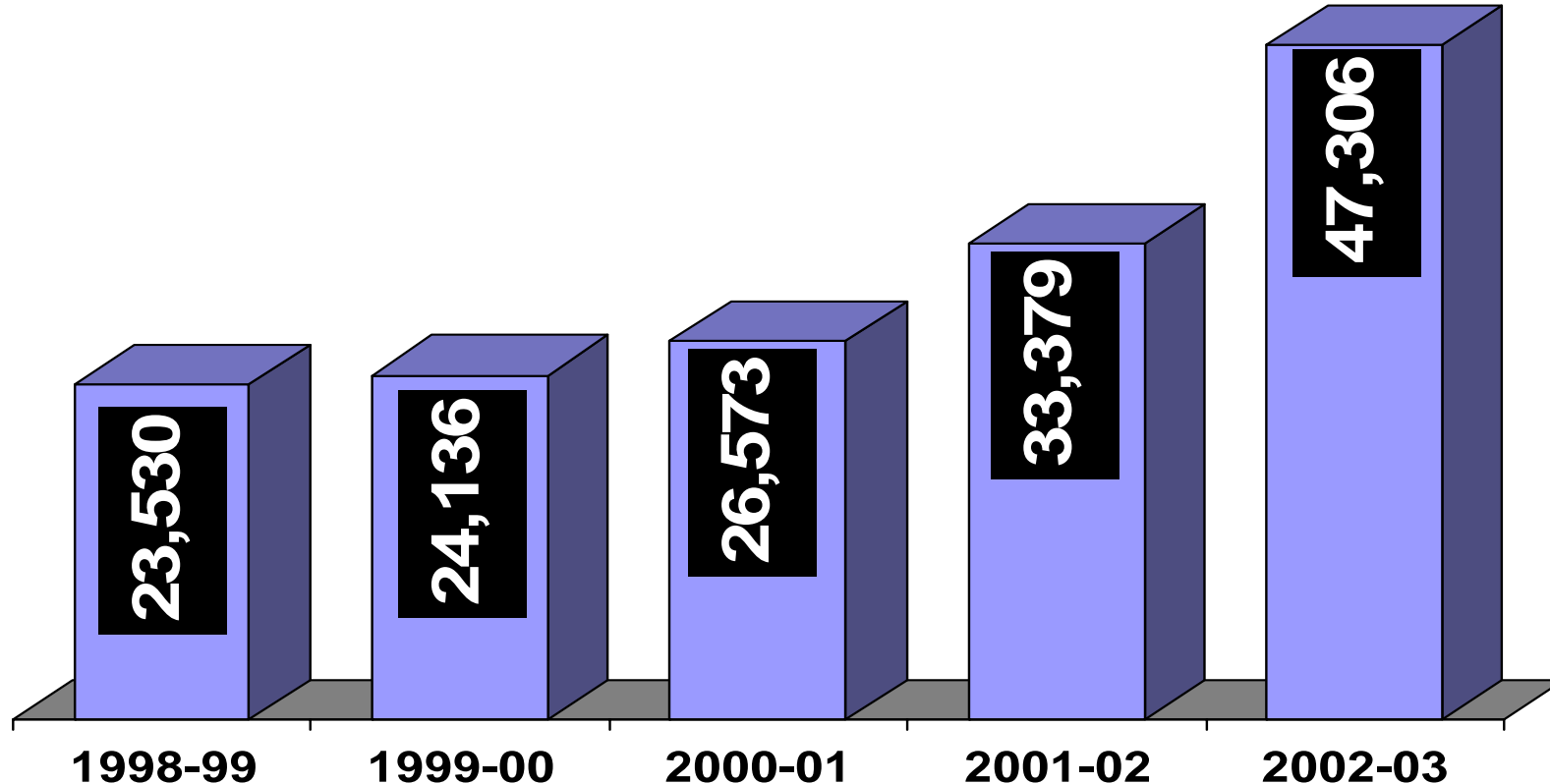


Overview

- Application trends overall
- Gender and minority characteristics in pharmacy
- Factors influencing applications to pharmacy schools and demand for pharmacists
- Recruitment strategies

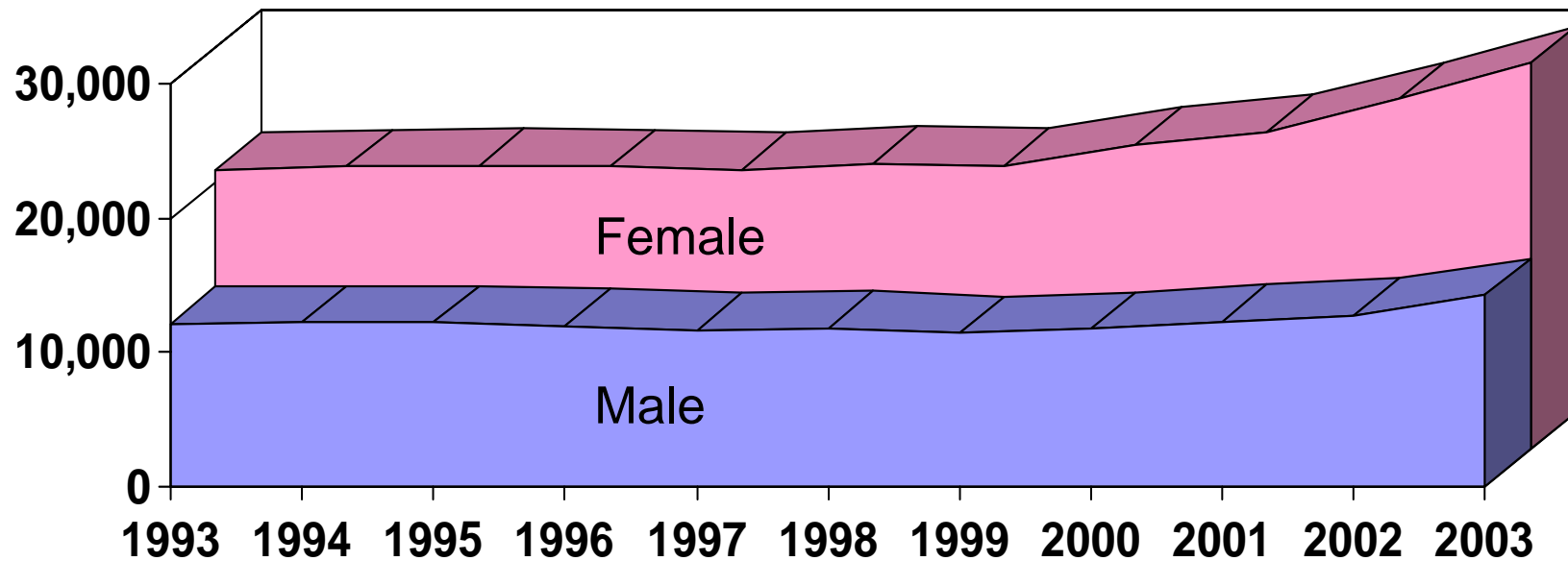
Pharmacy Application Trends

- 41.7% increase in 2002-03 compared to 24.6% in 2001-02.
- Over 43,000 PharmCAS applications in 2003-04.
- AACP does not capture APPLICANT data.



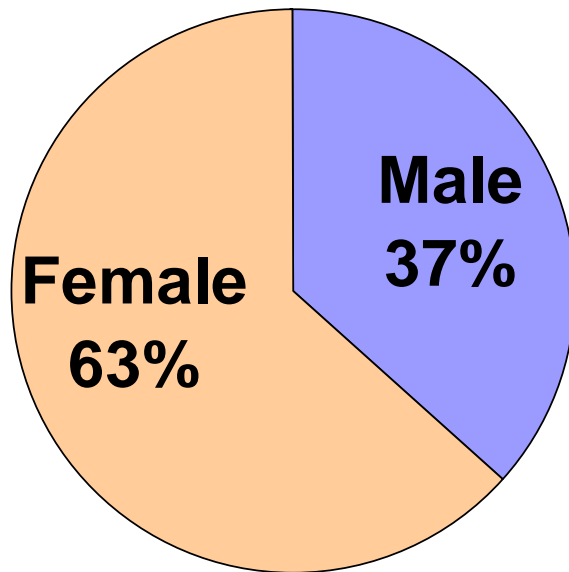
Source: AACP *Profile of Pharmacy Students* Annual Report

Pharmacy Applications by Gender

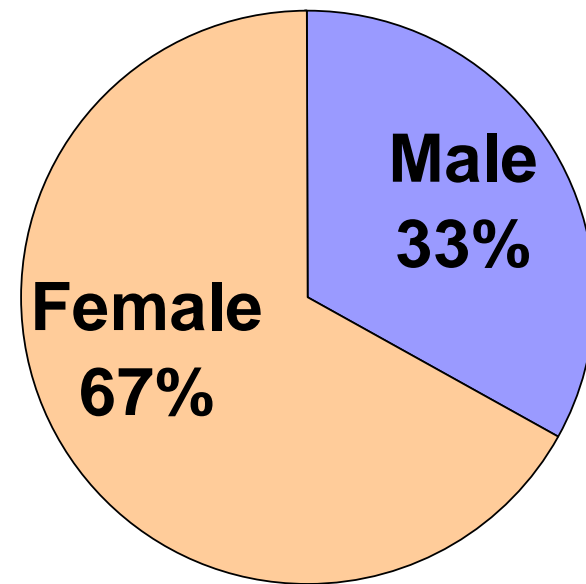


- 1993 – 36.8% Male, 63.2% Female
- 2003 - 33.1% Male, 66.9% Female

Pharmacy Enrollment Trends by Gender



1993



2003



Possible Reasons for Feminization of Pharmacy Profession

- Undergraduate pipeline is female (56%)
- Undergraduate degrees earned by women:
 - Chemistry: **48.7%**
 - Biological sci: **60.8%**
 - Health sci: **85.5%**
- “Caring” profession
- Opportunities for flexible work schedules
- Work settings may be closer to home

Sources: “Women Increase Their Lead Over Men in Bevy of Undergraduate Statistics, Report Says”, *Chronicle of Higher Education*, 28 Feb 2005; “Scientists Are Made, Not Born”, *New York Times*, 28 Feb 2005.



Diversity in Academic Pharmacy

■ Applications submitted by URMs: 13.6%

- Black - 9.3 %
- Hispanic - 3.7%
- American Indian - 0.5 %

■ Enrollment of URMs: 13.9%


- Black – 9.7%
- Hispanic – 3.8%
- American Indian – 0.4%

40% of all URM pharmacy students educated in 5 HBCUs



Possible Reasons for Increase in Pharmacy Applications

- Transition from B.S. of Pharmacy to Doctor of Pharmacy (Pharm.D) degree
- More professional opportunities for new pharmacy graduates
- U.S. economy & demise of dot-com industry
- National media attention on “hot” jobs and pharmacist shortages
- Rising salaries (source: March 2003 drugtopics.com)
 - 2002 - \$82,607
 - 2000 - \$78,624
 - 1999 - \$64,980
- Overall demand for traditional and expanding services from pharmacists



Why is there an increased demand for pharmacists?

- More/complex medications manufactured
- More medications prescribed
- Growth/change in community pharmacy sites
- Growing elderly population/chronic disease
- Changing demand for patient care
- Changes in Medicare
 - Medication Therapy Management (MTM)



AACP Recruitment Strategies

- Provide programming and resources to help member schools maximize local recruitment efforts
- Promotion of pharmacy as a career to national organizations
 - **NAAHP**
 - **Venture Scholars**
 - **Learning-for-Life Explorers**
- Collaboration with industry to provide student guides
 - **Pfizer**
 - **Berlex**



AACP Recruitment Strategies


(continued)

- Career promotion on Rite Aid / Giant prescription bags
- PharmCAS
- Pharmacy School Admission Requirements
- AACP Website: “For Students & Applicants” section



Career Information Clearinghouse (CIC)

- **Purpose**: Recruit and aid prospective and professional pharmacy students
- **Members**: 10 Pharmacy organizations
- **Dues**: Annual (modest)
- **Examples of Activities**:
 - Searchable financial aid database for current pharmacy students
 - Student recruitment brochure
 - Student recruitment video
 - NAAHP pharmacy reception
 - Contributions to “Student” section on AACP site



Future Plans – PBS Special

- *“Pharmacists: Medicine’s Unsung Heroes”*
 - 1-Hour PBS broadcast – October 2005
 - Program will coincide with APhA’s “American Pharmacists Month”
 - Student outreach component
 - 20-minute recruitment video
 - Educational website



AACP Strategies to Promote Diversity

- Adoption of ACE Affirmative Action statement
- Report of Ad hoc Affirmative Action Committee
- Diversity / cultural competence meeting - 2002
- Joint Affirmative Action webcast – 2004
- Promotion of HHS health disparities researcher loan repayment grants
- Title VII – HCOP, COE, SDS
- Highlight school activities: posters, newsletter, etc
- Upcoming cultural competence webcast – May 2005



Questions?