Prescribing Pharmacists: A Decision Maker Emerges

Description: In five years, Kalorama Information believes that given the role of pharmacists currently and the demands of the US healthcare system, pharmacists will be prescribing in at least six states in five years, creating a trend that will spread to many other states in following years. The state of Florida allows some independent prescribing off an approved list, and many states allow prescription choice from a physician's diagnosis. The cost of copays and the time spent on doctor visits will increase demand for drug decisions to be made at the pharmacist level.

This report, Prescribing Pharmacists, a Decision Maker Emerges details the reasons behind this change and defines the roles of the new decision makers that pharmaceutical companies will have to incorporate into strategy.

In the U.S. healthcare market the role of the pharmacist is changing. This report details the tremendous transformation occurring.

As this report details, pharmacists already have a huge impact on drug revenues, and companies that do not develop a marketing strategy involving this important decision maker will lose advantage in the coming years. Pharmacists are moving from their role dispensing medications based on physician instructions, to prescribing based on physician diagnosis, to independent prescribing in some limited situations.

The States Most Likely to allow independent prescription in five years, and what states will follow. The amount of drug revenues currently influenced by pharmacists, and forecasts to 2012. The therapeutic areas most likely to see pharmacist influence. Main drivers of the prescribing pharmacist trend. Overview of state of Florida and Federal programs that already allow pharmacist prescription authority. Useful background on the populations of pharmacists by area, their training pharmacists, and their role in drug purchases. Details on drug interactions and pharmacist role in reducing prescription errors. Extensive statistics on the U.S. health insurance trends that are driving prescribing trends. Review of cooperative therapy management programs already allowing pharmacists some prescriptive authority and how they operate in 43 states. Review of international pharmacy programs that allow prescriptive authority.

This report is essential reading for anyone seeking to develop a marketing plan that addresses the increasing influence of pharmacists, and to be aware of and ready for their increasing direct control over prescriptions.

Kalorama's methodology involves a thorough search of government and company literature; but true insights come from interviews with company executives, members of state pharmacy boards, pharmacists and physicians. Over 200 of these individuals were interviewed for this report.

Marketing and business development directors in the pharmaceutical industry, as well as financial companies looking at broad trends in healthcare are among those who will benefit from this report.

Contents: Chapter One: Executive Summary
  Scope and Methodology
  Markets - Pharmacists Impact
  The Prescribing Pharmacist
  Main Drivers For Increased Pharmacist Prescription Authority
  Issues and Trends Shaping the Industry
  Methodology

  Chapter Two: Introduction
History and Description
Role of the US Pharmacist
Role in Distributing Controlled Substances
Variations in Prescribing Authority
Pharmacists Statistics
Overview
Earnings and Distribution by Employment Type
State Concentrations
Training and Certification

Chapter Three: Issues and Trends Shaping the Industry

US Healthcare Expenditures
Rising Healthcare Costs and Health Insurance Trends
Pharmaceutical Trends
Units Sales and Revenues of Top Branded Drugs
Population Growth and the Existing Need
Medication Safety
Medication Errors
Reducing Errors in Hospitals
Drug Interactions
Interactions and the Evolving Pharmaceutical Industry
Prescribing Trends of Select Federal Programs
State Comparison of Collaborative Practice
Hospital Case Studies and Collaborative Drug Therapy Management
HCA Hospitals
Barriers to Collaborative Practice
International Trends
England
Scotland
Wales
Northern Ireland
Canada
Japan
Australia

Chapter Four: Pharmacist Impact on
Pharmaceutical Markets
Overview
The Pharmacist Influence
Influencing Drug Choice
Influencing Drug Dosage, Administration, or Other Therapy Aspects
Therapeutic Areas Most Influenced

Chapter Five: The Emerging Prescribing Pharmacist
Differing Views on Increasing Roles of the Pharmacist
Physicians' View on Increasing Involvement in Prescribing
Pharmacists' View on Increasing Involvement in Prescribing
States Most Likely to Implement Independent Prescribing
Market Impact

APPENDIX: Nationwide Boards of Pharmacy

table of exhibits

Chapter One: Executive Summary

Figure 1-1: Declining Drug Purchases Not Influenced By Pharmacist 2006-2012
Table 1-1: Pharmacists Influence in Drug Selection and/or Therapy Aspect: 2006 and 2012
Figure 1-2: Pharmacists Influence in Drug Selection and/or Drug Aspect, 2006 and 2012
Chapter Two: Introduction

Table 2-1: Examples of Controlled Substances by Schedule
Table 2-2: Number of Pharmacists in the Workforce 2004-2006
Table 2-3: 2004 Median Annual Income Levels for U.S. Pharmacists
Figure 2-1: 2004 Median Annual Income Levels for U.S. Pharmacists
Table 2-4: 2005 Leading Employment Areas and Income Statistics for U.S. Pharmacists
Table 2-5: 2006 Leading Employment Areas and Income Statistics for U.S. Pharmacists
Figure 2-2: Number of Pharmacists (2005/2006) in Leading Employment Areas in the U.S.
Figure 2-3: Mean Level of Income (2005/2006) for Leading Employment Areas in the U.S.
Table 2-6: Pharmacist Concentrations for the Top Five States in 2006
Figure 2-4: Pharmacist Concentrations for the Top Five States in 2006
Table 2-7: Pharmacist Concentrations for the Top Five U.S. Metropolitan Areas in 2006
Figure 2-5: Pharmacist Concentrations for the Top Five U.S. Metropolitan Areas in 2006
Table 2-8: Number of Pharmacists Employed in all U.S. States, District of Columbia and U.S. Territories in 2006
Figure 2-6: Top 20 States with the Most Pharmacists in the Workforce in 2006
Table 2-9: Accredited Pharmacy Education Centers by State

Chapter Three: Issues and Trends Shaping the Industry

Table 3-1: U.S. Prescription and Total Healthcare Expenditures 1995, 2000, and 2005
Figure 3-1: U.S. Prescription and Total Healthcare Expenditures 1995, 2000, and 2005
Table 3-2: Percent Insured in the U.S. by Income Level
Figure 3-2: Percent Insured in the U.S. by Income Level
Table 3-3: Health Insurance Trends in the United States 2003-2005
Figure 3-3: Number Insured in the United States 2003-2005
Table 3-4: Retail Pharmaceutical Sales in the U.S. 1995, 2000 and 2004
Figure 3-4: Distribution of Retail Pharmaceutical Sales from 1995, 2000 and 2004
Table 3-5: Top Ten Prescribed Branded Drugs by Estimated Unit Sales in the U.S.
Table 3-6: Top Ten Prescribed Branded Drugs by Estimated Unit Sales in the U.S.
Table 3-7: Top Ten Prescribed Branded Drugs and U.S. Revenues
Figure 3-6: Top Ten Prescribed Branded Drugs and U.S. Revenues
Table 3-8: United States Population and Age Statistics
Figure 3-8: United States Population and Age Statistics
Table 3-9: Increase in the Oldest U.S. Population
Figure 3-9: Increase in the Oldest U.S. Population
Table 3-10: Distribution of Fatal Prescribing Errors
Figure 3-10: Distribution of Fatal Prescribing Errors
Table 3-11: Select 2007 Safety Alerts for Drugs and Therapeutic Biological Products
Table 3-12: Drug Interaction Information
Figure 3-11: Timeline of U.S. Pharmacy Collaboration
Table 3-13: States That Allow Collaboration Agreements between Pharmacist and Physician
Table 3-14: Pharmacists per Employment Category in Japan (2004)

Chapter Four: Pharmacist Impact on Pharmaceutical Markets

Table 4-1: Pharmacists Influence in Drug Selection and/or Drug Therapy
Aspect, 2006 and 2012
Figure 4-1 : Pharmacists Influence in Drug Selection and/or Therapy Aspect, 2006 and 2012
Table 4-2: Pharmacists Influence in the US Drug Market, Influencing Drug Choice, 2006
Figure 4-2: Pharmacists Influence in the US Drug Market, Influencing Drug Choice, 2006
Figure 4-3: Drug Markets Most Influenced by Pharmacists by Therapeutic Category, 2006
Table 4-3: Pharmacists Influence in the US Drug Market, Influencing Drug Dosage, Administration, and Other Therapy Aspect, 2006
Figure 4-3: Pharmacists Influence in the US Drug Market, Influencing Drug Dosage, Administration, and Other Therapy Aspect, 2006

Chapter Five: The Emerging Prescribing Pharmacist

Table 5-1: States Most Likely to Allow Prescription, Those to Follow, and States Not Likely to Allow Independent Prescribing

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