



Beyond the Counter: All Community Pharmacies are Not the Same

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Faculty Disclosure

- Panelists of this educational activity have no relevant financial relationship(s) with ineligible companies to disclose.

Format for This Event...



- Self-reflection
- Guided prompts
- Table discussions

Learning Objectives

At the conclusion of this activity, participants should be better able to:

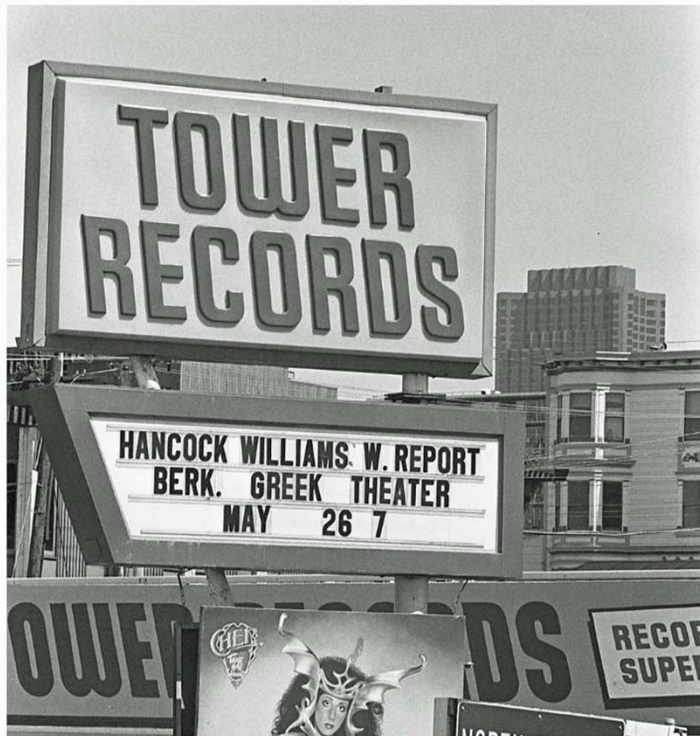
- Explain the differences in practice that exist outside of dispensing
- Recognize the role of branding and public perception in shaping patient understanding of community pharmacy services
- Describe how colleges of pharmacy are preparing students for community practice
- Identify factors that influence job satisfaction and workforce development in community pharmacy, including experiential education, mentorship, and exposure to diverse practice models

Does Retail Pharmacy Have A Tower Records Problem?

By Seth Joseph, Contributor. © I write about the intersection of health care, te...

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Published Apr 28, 2026, 09:13am EDT, Updated Apr 28, 2026, 04:30pm EDT



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Tower Records Files For Bankruptcy

February 9, 2004 / 3:45 PM EST / AP

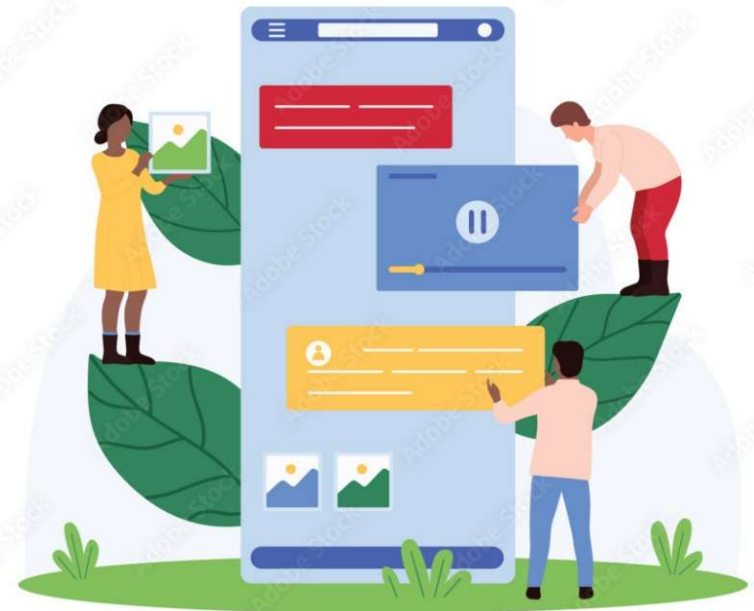
- <https://www.forbes.com/sites/sethjoseph/2026/04/28/pharmacy-has-a-tower-records-problem-outsiders-rebuilding-the-tech-stack-might-help/>

Self-Reflection & Table Chat

What pressures and changes are **you** seeing in your community pharmacy that are prompting change?

How are you responding to these?

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Evolution Over the Past 40 Years

- Contracting & Reimbursement Changes
- Shifts in Patient Experience & Expectations
- Transition from product-centric to service-centric care
- Distinction between community pharmacy & community pharmacist



TheStreet

62-year-old retail pharmacy chain makes unusual closure decision

Health Feb 22

Community pharmacies are closing. Here's what to do if your neighborhood location does too

By Lucas A. Berenbrok, Michael Murphy, Sophia Herbert, The Conversation

The Pharmacy Business Model Is Breaking. States Are Scrambling To Fix It

By [Seth Joseph](#), Contributor. © I write about the intersection of health care, te... ▾

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Published Mar 26, 2026, 09:43am EDT, Updated Mar 26, 2026, 02:36pm EDT

Walgreens to lay off hundreds across two states

The layoffs follow the August acquisition by Sycamore Partners.



Health Care Access & Coverage | News

Mark Cuban Explains His Battle Against Pharmacy Benefit Managers

Report from His Penn Fireside Chat with Ezekiel Emanuel about Drug Pricing

CVS warns it may have to close over 100 more stores

The pharmacy chain has already closed 100s of locations.

Apr 25, 2026 10:11 AM EDT



By **Fernanda Tronco**
Edited by Celine Provini

Types of Community Pharmacies

Health System Outpatient Pharmacies

- Integrated care, continuity between clinics and pharmacy

National Chains

- CVS, Walgreens

Mass Merchandisers

- Walmart, Costco

Grocery Store Pharmacies

- Kroger, Albertsons

Regional Chains

- Thrifty White, Harps

Independent Pharmacies

- Locally owned, often deeply embedded in the community

Each type offers different services, experiences, levels of personalization, and opportunities.

Retail vs Community Pharmacy

Retail Pharmacy

- It's a job
- You work in a store
- You have customers
- Selling products, count and pour

Community Pharmacy

- It's a career
- It's your practice site
- You care for patients
- Provide medication and health related services

Core vs. Enhanced Services

Core services

Dispensing

Immunizations

Medication Therapy
Management (MTM)

Enhanced services

Medication Optimization

Point-of-Care Testing &
Treatment

Chronic Disease
Management

Care Coordination

Self-Reflection & Table Chat

What enhanced services are you offering?

What is your current payment model for the services offered?

Do you see that changing in the future?



Branding Community Pharmacy

- How are current pharmacists and faculty affecting the perception of community pharmacy?
- Why does branding, or the perception of community practice, matter?
- How can we educate patients on what pharmacists can do?
- How can we improve how we think and talk about community practice?



Unity & Advocacy

As a Profession

- Stay united for a common purpose

As Leaders

- Advocate for recognition as healthcare providers to all stakeholders

As an Individual Pharmacist

- Encourage patients to choose pharmacies/pharmacists who align with their needs
- Discuss pharmacy trends with your teams
- Participate in an organization that advocates for the advancement of pharmacy practice

College of Pharmacy Preparation for a Community Pharmacy Career: One Faculty Perspective



Preparation



- ✓ Roles & Responsibilities
- ✓ Dispensing, Point-of-Care Testing, Counseling
- ✓ Guest speakers



- ✓ Role Play
- ✓ Simulations with paid actors
- ✓ Decision-making based on SDOH and insurance



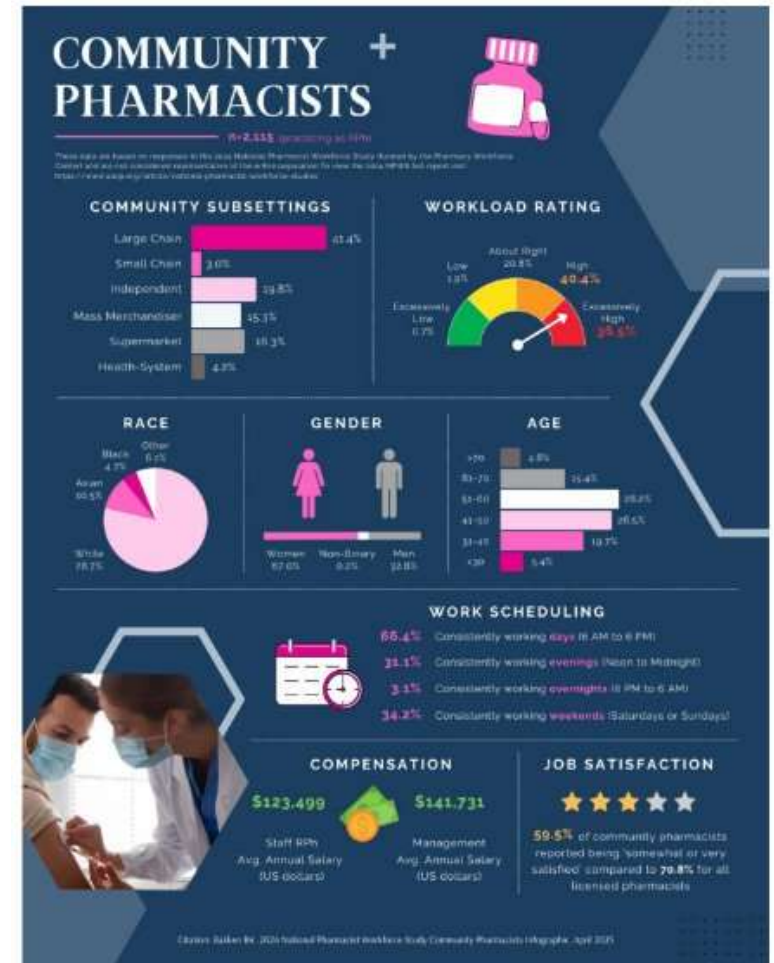
- ✓ Leadership
- ✓ Teamwork
- ✓ Direct patient care
- ✓ Screening events



- ✓ Required IPPE & APPE community rotation
- ✓ Residency Prep

Experiential/Post-Graduate Education and Workforce Impact

- Role of community pharmacists in shaping student experiences (IPPEs, APPEs, Internships, Shared Faculty, Residency, Fellowships)
- Job satisfaction and its influence on future pharmacists
- Importance of showcasing diverse career paths in community pharmacy



Self-Reflection & Table Chat

What can the colleges do differently to prepare students for the future of community practice?

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In What Ways are YOU Adapting?





Q&A

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