



MORE THAN MEDS:

The Multifaceted Role of Modern Pharmacists

Pharmacists play an integral and collaborative role in the community, serving as trusted healthcare advisers for consumers across the country. In fact, a recent survey¹ conducted by Rite Aid found that 62% of respondents view their pharmacist as a crucial part of their health and wellness care team. Yet, many respondents remain unaware of the full range of services that pharmacists can offer to support an individual's health.

Additionally, Rite Aid's survey results suggest different age groups engage with pharmacists differently, highlighting generational divides in the perception of the modern pharmacist.

As communities adapt to healthcare's continued evolution, it may be time to think about how to redefine the role of pharmacists.

62%

of respondents view their pharmacist as a crucial part of their health and wellness care team

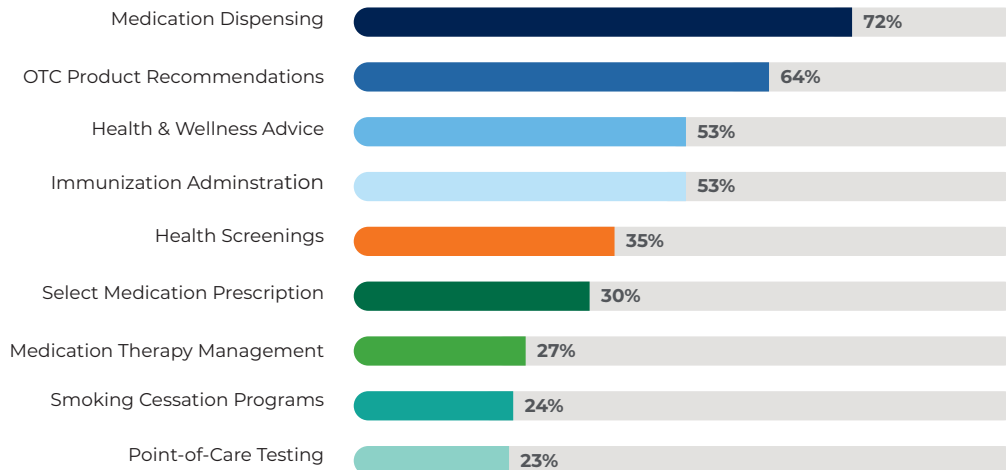
Outdated Consumer Perceptions

It's no surprise that nearly three-quarters of survey respondents believe a pharmacist's primary role is to dispense medications prescribed by a doctor, with **61%** of respondents reporting they visit pharmacies specifically for that purpose. Many are also familiar with traditional pharmacy services, such as over-the-counter product guidance (**64%**), health and wellness advice (**53%**), and immunizations (**53%**).

However, many pharmacists can do more than respondents realize. Often, pharmacists may conduct health screenings, provide medication therapy management, offer travel health consultations, support smoking cessation programs, and, in select states, prescribe certain medications or perform point-of-care testing for some illnesses. Services like these may oftentimes be overlooked.



Consumer Awareness of Pharmacist Capabilities¹



29%

of respondents believe pharmacists can provide support for sexual health-related services

26%

of respondents think pharmacists can provide guidance on women's health

While more than half of the survey's respondents (55%) believe their pharmacists can help with minor healthcare and wellness concerns, many are unaware of the additional support pharmacists can offer in specialized areas. For example:

- **Sexual Health:** Only 29% of respondents believe pharmacists can provide support for sexual health-related services. In fact, Rite Aid pharmacists can administer HPV vaccinations, offer birth control recommendations, and, in select states, prescribe hormonal birth control.
- **Women's Health:** Just 26% of respondents think pharmacists can provide guidance on women's health, even though Rite Aid pharmacists can recommend feminine hygiene products and counsel women on menopause symptom management.

Increasing consumer awareness and utilization of a broader range of clinical services can add value to their wellness journey and help improve health outcomes.

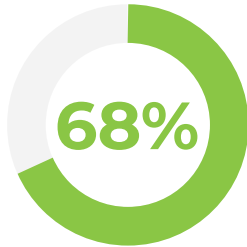
Success in Action – Rite Aid's Immunization Center Model

Across its store footprint, Rite Aid has dedicated clinical immunization centers: stores with a designated pharmacist to engage with customers beyond filling prescriptions. Counsel, support and vaccine administration for customers is more active in these stores than other Rite Aid locations – underscoring the clinical impact Rite Aid pharmacists are having on customers' lives and in the communities it serves.

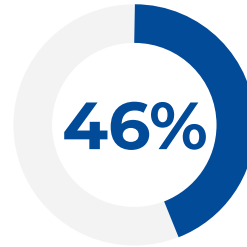


The Opportunity for New Pharmacist Interactions

A key role of pharmacists is medication management, helping consumers become informed of proper dosages and potential interactions of medications. However, with the rise in the marketing and consumption of supplements in recent years, many consumers may not be aware of the potential interactions.



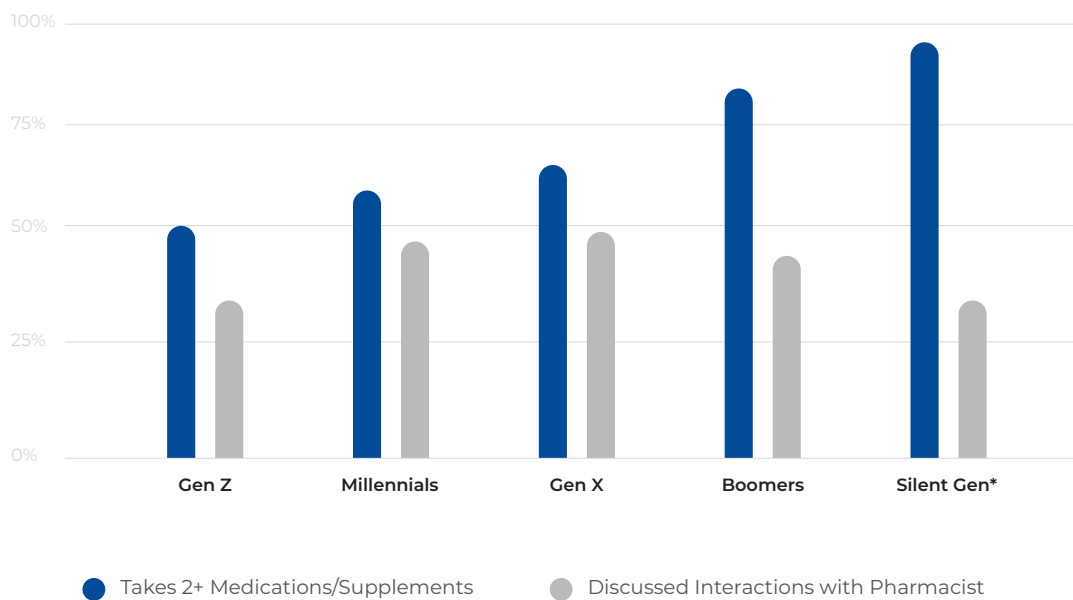
More than two-thirds of respondents (68%) report taking more than one medication and/or supplement.



However, less than half of respondents (46%) report having discussed how their medications interact with other prescriptions, supplements or immunizations with a pharmacist.

While older generation respondents appear more likely to take multiple medications, they're less likely than other generations of survey respondents to discuss their medications with their pharmacist.

Generational Divide: Intake & Interactions Discussion¹



¹Base size is less than 50 and findings should be seen as indicative only.

Younger Survey Respondents Embrace the Broader Spectrum of Pharmacist Expertise

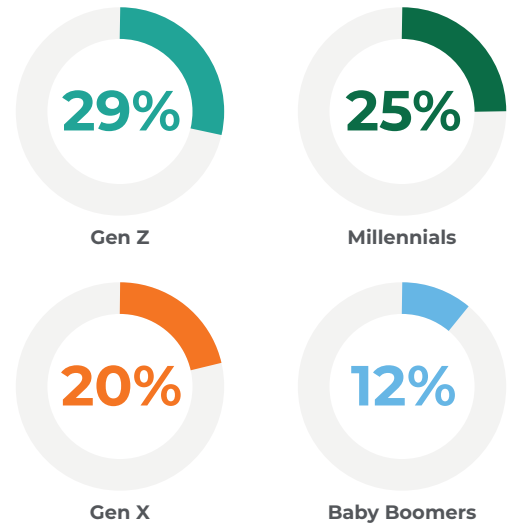
Respondents of different age groups engage with pharmacists in diverse – and surprising – ways. With greater access to health and wellness information than previous generations before them, Gen Z and Millennial respondents exhibit more health-conscious preferences and behaviors than some older Americans. And it's possibly playing a role in their engagement with pharmacies.

Younger demographics appear to be more aware of pharmacists' clinical services and use some of these services more frequently than some older generations.

- **29% of Gen Z and 25% of Millennial respondents visit their pharmacist to have select medications prescribed (where permitted), compared to 20% of Gen X and 12% of Baby Boomers.**
- **In contrast, older generation respondents tend to use pharmacists more for traditional services, such as medication dispensing.**

Gen Z respondents spend the most time with pharmacists, with 55% engaging for more than five minutes, followed by 50% of Millennials. Rite Aid's survey results suggest a stronger connection and deeper engagement with pharmacists compared to other age groups.

Respondents Visiting a Pharmacist for Medication Prescription



Customer-Pharmacist Relationships Start with a Conversation

Though a majority of respondents view pharmacists as part of their care team, 76% lack a personal relationship with one.

Rite Aid is here to change that. Its pharmacists offer accessible, personalized care based on an individual's health history and clinical concerns. It starts with just one conversation.

- ☐ Learn about the [full list of Rite Aid services](#) in your local market
- ☐ [Schedule an appointment](#) with your local Rite Aid pharmacist
- ☐ Connect with your pharmacist on your list of medications/supplements, questions about symptoms or other clinical care needs



Methodology

¹ This random double-opt-in survey of 2,000 American adults was commissioned by Rite Aid between December 9, 2024 and December 10, 2024 and conducted by market research and insights agency [Opinium](#).

