

How to Conduct a Pharmacy Tour



TOURS PROVIDE “HANDS-ON” EDUCATION

Pharmacy tours, like those showcased through our NACDS RxIMPACT Pharmacy Tour, are a fantastic way to visibly demonstrate your pharmacy’s contribution to healthcare and why your concerns matter. Pharmacy tours host policymakers at a local site to effectively educate our nation’s leaders about pharmacy services and pending policy issues.

Arranging a Tour: Use your NACDS RxIMPACT resource to help you arrange and conduct a pharmacy tour. Simply contact NACDS RxIMPACT’s Heidi Ecker at 703.837.4121. Generally speaking, NACDS RxIMPACT will identify appropriate policymakers and their scheduling staff and work with offices to submit a request to schedule the tour.

Preparing for a Tour: After a tour is arranged, NACDS RxIMPACT will work with you to make sure you have policymaker backgrounders, issue backgrounders, policymaker positions, and the pharmacy data you need to effectively communicate.

Educating on the Tour: While guiding your policymaker behind the pharmacy counter talk about the Value of Pharmacy. Once you have had the opportunity to talk about your pharmacy’s contribution in the local area, show your policymaker key pharmacy activities. After this education, discuss policy issues as advised by NACDS RxIMPACT. Members of Congress are very busy, so if you are able to conduct a Tour, please be certain to express your gratitude for their time!

Showcase the Value of Pharmacy: During a pharmacy tour, demonstrate the Value of the Pharmacy through three key points: (1) pharmacists are the nation’s most accessible healthcare provider; (2) nearly all Americans live within 1.86 miles, on average, of a community retail pharmacy; and (3) Gallup poll indicates pharmacists are one of the most trusted professionals. Further, stress the role of the pharmacist as the medication expert given the pharmacist is sometimes the only healthcare professional, with a specialized education, a patient sees.

Highlight Your Pharmacy and Constituents Served: Talk about your pharmacy and the role it plays for constituents (i.e. has your pharmacy been in the district for 20 years or is it a new pharmacy serving the expanding needs of a new area). It is also helpful to share the number of patients you serve monthly, how many use Medicaid/Medicare, and review other local community data for your pharmacy.

Demonstrate Pharmacy Services: While it’s important to showcase all types of services conducted by the pharmacy, it’s important to demonstrate 4 key “actions” to visually educate policymakers about pharmacy services and resources: (1) receiving the prescription; (2) filling the prescription; (3) billing the prescription; and (4) dispensing the prescription (and patient counseling).

Sharing the Tour: Share the excitement with your employees! Tell your staff you are hosting the tour, explain why it is important, and at the conclusion of the event invite them to meet the Member of Congress. If your Member of Congress agrees, promote the tour through a press release, have staff take pictures during the tour and write an article about the experience that can be posted on your company intranet or other community resource.

Sample Invitation

Dear [Senator/Representative],

Pharmacies play an integral role in providing healthcare to the citizens of [state/district]. Whether we’re guiding senior citizens through the difficult Medicare Part D registration or helping patients understand essential prescription drugs, our pharmacists are on the front line of healthcare in [state/district].

As such, we would like to extend an invitation to you to visit a pharmacy at your convenience. A visit to a local pharmacy would take less than an hour, but it would provide an ideal opportunity to learn more about the growing role of our pharmacies as the face of neighborhood healthcare. If you like, we can also invite the local press to cover the event.

We hope you will accept our invitation and invite your scheduler to contact Vice President of Government, Political, & Digital Engagement Heidi Ecker at 703.837.4121 or at hecker@nacds.org. We look forward to scheduling a visit with you.