

PRESS RELEASE

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Pharmacists for Healthier Lives Celebrates American Pharmacists Month by Featuring Pharmacists in Diverse Settings

'Pharmacists in Diverse Settings' Campaign will run through October

Arlington, Va. – [Pharmacists for Healthier Lives](#) (PfHL) - a coalition of pharmacy and healthcare organizations aiming to raise awareness of the vital role pharmacists play in healthcare - announced today the launch of a video series aimed at highlighting the many roles pharmacists play in helping patients live healthier, better lives.

The video series - to run on Facebook and Instagram throughout American Pharmacists Month - will feature interviews with pharmacists in multiple disciplines sharing stories of the positive impact pharmacists have on their patients each day.

Pharmacists for Healthier Lives emphasizes that pharmacists are one of the most widely accessible healthcare professionals - with 90 percent of Americans living within five miles of a pharmacist. They work in diverse settings, including rural and underserved areas, and specialize in a variety of healthcare roles.

“In recognizing that pharmacists are highly accessible healthcare providers, it is also important to note the many settings where pharmacists work to help their patients live healthier lives,” said Dr. Lucinda Maine, Executive Vice President & CEO of the American Association of Colleges of Pharmacy (AACP). “What better time to celebrate the many critical roles and diverse practice settings than during American Pharmacists Month.”

Pharmacists featured in this campaign include those affiliated with the [Board of Pharmacy Specialties](#) (BPS) who practice in healthcare settings including critical care, solid organ transplantation, and telemedicine services.

“The BPS Board Certified Pharmacist is uniquely trained and educated to meet the expectations of other healthcare team members and the specialized needs of the patients they care for,” said William Ellis, Executive Director of BPS. “The increasing challenges in the delivery of healthcare, coupled with the complexity of medication regimens, have resulted in a growing demand for pharmacists who are BPS board certified. Currently there are more than 42,000 BPS Board Certified Pharmacists in twelve specialties worldwide.”

The launch of this campaign follows PfHL’s September campaign on the importance of immunizations, encouraging anyone who has questions about immunizations to consult their pharmacist. Indeed, pharmacists can answer questions about medications and other healthcare needs.

For more information about the campaign and to view all of PfHL's videos, please visit <https://pharmacistsforhealthierlives.org/impact-stories>.

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[Pharmacists for Healthier Lives](#) (PfHL) is a national awareness initiative aimed at highlighting the important role pharmacists play in helping people live their healthiest, happiest lives. Our goal is to educate the public about the variety of services pharmacists perform and the rigorous training they undertake to achieve the PharmD (Doctor of Pharmacy) degree, and to raise the profile of pharmacy as an essential healthcare profession.