

Survey Executive Summary

A new U.S. survey commissioned by Wolters Kluwer of health consumers to understand their thoughts about the safety, affordability, and personalization of prescription medicines

Retail pharmacies play an ever-increasing role in our lives. In fact, as healthcare decentralizes, medications will be prescribed and dispensed across a constellation of new and traditional providers, from hospital pharmacies and mail-order services to clinics and neighborhood drug stores. The **Pharmacy Next: Health Consumer Medication Trends** survey shows consumer openness to change and highlights the lingering worries and challenges that must be addressed. It shows that safety is indeed a concern, but that consumers are ready to extend trust beyond traditional primary care settings – and even to widespread genomic testing – if it means lower costs and better health outcomes for them.

NOTABLE SURVEY FINDINGS

Pharmacies moving to heart of primary care

61% of Americans believe that five years from now, most primary care services will be provided at pharmacies, retail clinics, and/or pharmacy clinics rather than a doctor's office.

Trust in pharmacy is growing, cost a big driver

If seeing a provider besides their doctor meant lower prescription and/or healthcare costs, more than half of Americans would trust a pharmacist (56%) to provide them with their prescriptions and one-third (34%) would trust a pharmacy clinic nurse.

Consumers worry about prescription safety

65% worry about possible medication interactions that weren't identified. 50% worry they'll receive the wrong dosage. Almost half (48%) worry they'll get the wrong medication.

Safety is pharmacists' job, and they're capable

97% say pharmacists have responsibility for informing them about the safety and/or effectiveness of their medications. 54% are not concerned about the safety of getting medication advice by someone other than their primary care provider, such as a pharmacist.

Consumers are ready for genomic testing

Seven in ten Americans (72%) say they would be likely to provide a blood sample for genomic analysis if it was used to make their medical care more personalized to them.

Genomic testing could improve prescribing

68% of Americans believe their individual genomic information could effectively guide prescription decisions for them by providers. Notably, Gen Z, Millennials, and Gen Xers are more likely to believe this than those who identify as Boomers or above.

Consumers say more OTC will lower costs

More than three-quarters of Americans (77%) say many widely used safer prescription drugs should be made available over the counter (OTC). 75% say this would help lower costs without compromising safety.

Consumers worry that pharmacy understaffing affects safety

More than half (51%) of Americans are worried about problems with medications because of pharmacies being understaffed.