SCSHP 2014 Annual Meeting

**Lights, Camera, Action:**

Examining Pharmacists’ Portrayal in Film and Television

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**Objectives**

- Identify public perception as a common barrier to expanding patient-centered pharmacy services
- Categorize the portrayal of pharmacists in film and television as positive, negative or neutral
- Compare pharmacist characters in the media to actual demographics of the profession
- Discuss the impact of public perception on the portrayal of the pharmacy profession in the media

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**Disclosure**

I do not have a vested interest in or affiliation with any corporate organization offering financial support or grant monies for this continuing education activity, or any affiliation with an organization whose philosophy could potentially bias my presentation.

The information presented in the video clips during this presentation do not reflect the views or opinions of the study investigators.

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**Barriers to Expanding Pharmacy Services**

- Trained experts in the area of service expansion
- Information technologies support
- Developing tools for pharmacy service
- Pharmacist documentation
- Practitioner acceptance
- Resistance to change
- Need for baseline data or pilot work to demonstrate position worth to decision makers

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**Perception of Pharmacist’s Role**

**Public Opinion**

- Pharmacists ranked “high” or “very high” in terms of honesty and ethics by at least 60% of Gallup Poll respondents since 1981
  - 75% rating in 2012
  - 70% rating in 2013
- Top 3 most trusted professions annually for the past 11 years
  - Currently ranked #2

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**Perception of Pharmacist’s Role**

**Other Clinicians**

- Data in surveys of pharmacy services reveal support from clinicians/physicians
  - >90% acceptance
  - >90% agree pharmacist involvement improves care, saves lives, decreases waste
  - Clinician quotables suggest strong desire for pharmacist involvement
- Acceptance will evolve over time, allow for natural expansion of services
  - Without a plan or awareness of this evolution nothing will change

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*Ernst E. “Pharmacists Rank Among Most Trusted Professionals.” Pharmacy Times. 2012.*

*Simone A. “Pharmacists Among Most Trusted Professionals.” Pharmacy Times. 2013.*

Challenge:
Perception of pharmacists—both patrons & other clinicians

Teaching Clinicians about Drugs — 50 Years Later, Whose Job Is It? Jerry Avorn, M.D.
- One mention of pharmacist in commentary
  - Re: academic detailing (second to last paragraph)
- Other examples:
  - Employee health questionnaire
  - "Fit-tested" – pharmacists not an option
  - 6 healthcare members listed, no pharmacist


Google...Public enemy #1 for Pharmacists

Hey, What About Pharmacists?

Physician Portrayals
- Patient-centered, small town heroes → doctors caught up in drama and excitement of patient cases and their personal lives
- Half of all physician portrayals were negative in the 80s and 90s

Nurse Portrayals
- Out of 280 films identified, 101 showed a nurse in a romantic plot — searching for love or romantic liaison
- Shift from ‘self-sacrificial’ nurses in feature films to a growth in ‘Dark Nurse’ characters over 107 years


The great American pastime
- Spend over 4 hours each day watching television (34 hours/week)
  - Totaling up to 9 years in one’s lifetime
- Americans watch an average of 50 movies on DVD per year
- 2/3 of the US population goes to the movies at least once a year
- Increasing access to television shows and movie subscriptions online


The more we watch, the less we know

Cultivation theory: The more that a person watches a particular show, the more easily it can be translated into what they perceive in reality
- Studies show the influence of video gaming and violent TV shows on children
- Advertisers specifically make commercials to influence certain audiences


Challenge:
Perception of pharmacy services — general public

- Ask a non-medical professional - what does a pharmacist do?
  - Approx. 60% feel a pharmacist possesses skills to identify and adjust medication therapy
- Why is the reality of a pharmacist’s role different from what the public perceives?

Experiencing the Portrayal of Pharmacists since 1970

- Iconic roles
  - *W.C. Field’s The Pharmacist* (1933)
  - *In Old California* (1942)
  - *It’s A Wonderful Life* (1946)
  - *The Andy Griffith Show* (1960-1967)

Pharmacist’s role was the hometown hero or local druggist

Validating our search methods

- Google® database created allowing public contributions of known pharmacists portrayals
- Electronic inquiries requesting input of known pharmacist appearances
  - American Society of Health-System Pharmacy
  - American College of Clinical Pharmacy
  - South Carolina state pharmacy organizations
- Exclusions were applied as all pharmacy references were viewed

Study Objectives

- Primary Objective:
  - To determine the percent of pharmacists portrayed as positive, negative, or neutral in films and television shows available in the United States from January 1970 to July 2013
- Secondary Objectives:
  - To determine how often a pharmacist was portrayed as a victim, villain, or hero
  - To determine pharmacy demographics of race, gender, and age in films and television shows
  - To characterize the pharmacy appearances by number and recurrent roles

Finding Pharmacists

- Retrospective study of all appearances or references to pharmacists in movies and television from January 1970 to July 2013
- Comprehensive search of the Internet Movie Database, including characters, summaries and scripts (when available) was conducted. Basic Internet searches using Bing® and Google® search engines were also used to identify additional data

Watching *lots* of TV and Movies

- All identified appearances or references were viewed by the study team and submitted in an electronic data form
- An algorithm established by study team members was used to characterize pharmacist portrayals
- A 20% random sampling was evaluated by a second investigator
- Year and genre of media, demographic information of pharmacist, and victim, hero, or villain status (based on Oxford Dictionary definitions) were recorded if available
Results – Primary Endpoints

<table>
<thead>
<tr>
<th>Portrayal of Pharmacists (n=230*)</th>
<th>Movies (n=80)</th>
<th>TV Shows (n=150)</th>
<th>Total (n=230)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative Portrayal</td>
<td>47 (58.75%)</td>
<td>97 (64.67%)</td>
<td>144 (62.61%)</td>
</tr>
<tr>
<td>Neutral Portrayal</td>
<td>19 (23.75%)</td>
<td>37 (24.67%)</td>
<td>56 (24.35%)</td>
</tr>
<tr>
<td>Positive Portrayal</td>
<td>14 (17.5%)</td>
<td>16 (10.67%)</td>
<td>30 (13.04%)</td>
</tr>
</tbody>
</table>

*230 represents each pharmacist appearance in every TV show or movie viewed (213 entries had one or more pharmacists present).

Pharmacist Demographics in Workforce

<table>
<thead>
<tr>
<th>Year</th>
<th>Male</th>
<th>Female</th>
<th>Caucasian</th>
<th>African American</th>
<th>Asian</th>
<th>Other</th>
<th>Under 50 years old</th>
<th>Over 50 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>56.7%</td>
<td>43.3%</td>
<td>87.8%</td>
<td>2.2%</td>
<td>7.1%</td>
<td>3%</td>
<td>68.9%</td>
<td>31.1%</td>
</tr>
<tr>
<td>2004</td>
<td>56%</td>
<td>44%</td>
<td>87.7%</td>
<td>2.2%</td>
<td>7%</td>
<td>3.2%</td>
<td>55.7%</td>
<td>44.3%</td>
</tr>
<tr>
<td>2009</td>
<td>55.2%</td>
<td>44.8%</td>
<td>86.5%</td>
<td>2%</td>
<td>8.1%</td>
<td>3.3%</td>
<td>46.4%</td>
<td>53.6%</td>
</tr>
</tbody>
</table>

Demographics (n=159*)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male: 120 (75.47%)</td>
<td>Less than 50 years old: 75 (47.17%)</td>
</tr>
<tr>
<td>Female: 33 (20.75%)</td>
<td>More than 50 years old: 63 (39.62%)</td>
</tr>
<tr>
<td>Unknown: 6 (3.77%)</td>
<td>Age unknown: 11 (6.92%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race</th>
<th>Pharmacist character name given: 70 (44.03%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian: 119 (74.84%)</td>
<td></td>
</tr>
<tr>
<td>African American: 12 (7.55%)</td>
<td></td>
</tr>
<tr>
<td>Other: 19 (11.95%)</td>
<td></td>
</tr>
<tr>
<td>Unknown: 9 (5.66%)</td>
<td></td>
</tr>
</tbody>
</table>

*159 represents the number of unique pharmacy characters appearing in the 213 entries that had one or more pharmacist portrayals.

What words or phrases best describe a pharmacist?

Common characterizations

- The panhandler
- Helpful
- Victim
- Pushover
- Drug dealer
- Psychotic
- Drug pusher
- Hero
- Overstep boundaries
- Drug abuser
- Arrogant
- Big Mouth
- Rule Breaker
- Villain
- Lazy
- Privacy Violator
“Pushover” pharmacist
• Victim of theft
• Not respected by customers
• Passive role

'Drug Dealing' Pharmacist
• Panhandler
• Out to make money
• Pushy, overbearing
• Abusing the system

Psychotic Pharmacist
• Crazy
• Personal drug abuse
• Stressed at work
• Took one too many doses of his own medicine

Who do we want to be?
• Mentor
• Specialist
• Mediator
• Leader
• Care-giver
• Expert
• Recognized
• Well-respected
• Patient-centered

“Big Mouth” Pharmacist
• Violates patient information (HIPAA)
• Talks too freely with customers
• Uncensored
• Unprofessional

Pharmacists as Medication Experts
• Does that make them the “good guys” or the “bad guys”?
• When pharmacists use medical knowledge, it is commonly for some evil scheme or their advice is not taken seriously by patients
A Blast From the Past

- *Storm Clouds* – Made for TV Movie (1992)
- Filmed in a Kroger Pharmacy in South Carolina
- Starring: Allen Horne as the pharmacist
  - Oncology Pharmacy Specialist at Palmetto-Health Richland Hospital

Interview with Allen Horne, BSPharm, RPh (July 2013)

Classification of Movies and Shows by Genre (n=133)

*can fall in more than one genre category; each television show or movie counted once for a total of 133 unique TV shows/movies*
Victim

- Victim (Oxford Dictionary)
  - a person harmed, injured, or killed as a result of a crime, accident, or other event or action
  - a person who is tricked or duped
  - a person who has come to feel helpless and passive in the face of misfortune or ill-treatment

- Victim Status (n=230)
  - Movies: 31 (38.75%)
  - TV Shows: 22 (14.67%)
  - Total: 53 (23.04%)

A Closer Look at the Results

- Duality/complexity of characters
  - A victim AND a hero

- 9 TV shows featured a pharmacist character with a recurring role
  - No female or African American pharmacist has ever had a recurring role in television since 1970

- 8 out of 60 medical show series contained a pharmacist portrayal
  - 2 pharmacist characters with recurring roles

Villain

- Villain (Oxford Dictionary)
  - a character whose evil actions or motives are important to the plot
  - the person or thing responsible for specified trouble, harm, or damage

- Villain Status (n=230)
  - Movies: 5 (6.25%)
  - TV Shows: 12 (8%)
  - Total: 17 (7.39%)

A Lasting Impression

- Increase in pharmacist characters
  - Coincidence with major events
    - Medicare Part D
    - Pharmacists in top professions
    - PharmD in news

- Goals for the future
  - A pharmacist as the main character?
  - A show focused on the profession of pharmacy?

Hero

- Hero (Oxford Dictionary)
  - a person, typically a man, who is admired for their courage, outstanding achievements, or noble qualities
  - the chief male character in a book, play, or film, who is typically identified with good qualities, and with whom the reader is expected to sympathize

- Hero Status (n=230)
  - Movies: 7 (8.75%)
  - TV Shows: 7 (4.67%)
  - Total: 14 (6.09%)

Making Waves

- Future research directions
  - Spreading awareness through the movie and television show industries
  - New research looking at medication errors in medical television shows
    - Would a pharmacist consultant have helped?

- Be vocal as a pharmacist
  - Expansion of pharmacy services STARTS with public perception
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  - American College of Clinical Pharmacy
  - South Carolina state pharmacy organizations
  - South Carolina College of Pharmacy

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