**Question prompt shown on screen**

What is the biggest challenge currently facing pharmacy?

**Candidate response**

The biggest challenge currently facing pharmacy, uh, that’s a big question. So, you know what, to me, I think, the the biggest challenge facing pharmacy is a lack of adherence to medications – to prescribed medications – it’s a really really big issue because, I mean, I understand the repercussions, uh, the negative effects on the professional aspects but also on the public health, like, generally public health is undermined completely by that. Um I was reading an article recently that actually said that within like six months, about half of all prescriptions just go unfilled and that’s huge cause, again, completely undermines public health. Um, I feel like one of the ways to tackle that issue though would be to make sure that you’re establishing that positive, personal connection with patients. So as pharmacists, we want patients to have that trust and faith in us so that they listen to the advice we give them and they follow through with their medications. Um, another way to tackle that problem would be training of employees – better training of employees. We never want anything happening like a prescription getting filled incorrectly, so, making sure that employees are familiar with company policies and all that kind of thing so that, you know, patients have better trust in the pharmacies themselves. Um, so, to wrap up, I think, again, a lack of adherence to prescribed medications. Huge issue, completely undermines the practice. But we can tackle that by having more personalized care and better training of our employees so there is less undermining of public health and of the practice of pharmacy.