

The PharmGenCE Study:

Pharmacists' Generational Career Expectations



This is a professional doctorate research study to explore the career expectations of different generations of pharmacists.

Why participate in this study?

- ❖ The role of the pharmacist is changing and expanding.
- ❖ The NHS Long term plan has an ambition to increase the training, recruitment and retention of pharmacists and reform ways of working to meet the needs of the future population and expanding workforce.
- ❖ There are now four generations in the pharmacy workforce (e.g. Generation Z, Millennials, Generation X and Baby boomers) each with their own strengths and priorities.

How do we ensure that the pharmacist job opportunities we provide, meet the expectations of different generations of pharmacists?

Who can participate?

Any foundation trainee pharmacist or qualified pharmacist (registered with the General Pharmaceutical Council (GPhC) working in England.

How can I participate?

Complete the **initial online anonymous questionnaire** using the QR code or hyperlink below. You can also register your interest in participating in an interview where foundation trainee pharmacists and qualified pharmacists from different generations and sectors of pharmacy will be invited to further explore their career expectations.

Why participate?

The results of this study will be used to provide information to support training, recruitment and retention for all generations of pharmacists from early career to more experienced pharmacists to develop a sustainable workforce.

About the researcher

Sharon Coane is a Senior Prescribing Adviser for Integrated Pharmacy at Birmingham and Solihull (BSol) Integrated Care System (ICS). As the project lead for the BSol Pharmacy Faculty, she has a key role in pharmacy workforce transformation. She is a DPharm student working towards a professional doctorate with Keele University.

If you have any questions about the PharmGenCE study please contact : s.coane1@keele.ac.uk

Career expectations of different
generations of pharmacists
questionnaire



<https://forms.office.com/e/BR-LFF9xfcK>