

Methodology for APhA 2023 PBM Survey

Qualitative and quantitative data was gathered through a marketing survey published through the web-based surveying platform Qualtrics. The marketing survey was intended to gather information and preferences from members and potential members of APhA, and it is not intended to represent research.

Marketing survey questions were formulated by APhA staff members and reviewed and tested by multiple APhA staff members throughout the organization prior to the publication of the marketing survey. Marketing survey questions included demographic questions, Likert scale questions on the impact PBMs have on pharmacies and patients, and the impact of specific PBM activities on pharmacies and patients. Additionally, participants were asked free response questions on the overall impact PBMs have on pharmacies and patients and the impact of specific PBM activities on pharmacies and patients as well as their recommendations for federal policy solutions.

The marketing survey was published on January 28, 2023, and was closed on February 15, 2023.

Participants were recruited through email and social media platforms, including Facebook, Twitter, and LinkedIn. Participants were included in email outreach if they were members of APhA at the time of the marketing survey promotion or if they had purchased APhA products or participated in webinars. Marketing survey participants were not limited to members of APhA.

Email marketing survey outreach was initiated on January 28, 2023, with reminders sent out on February 8, 2023. Social media outreach was initiated on February 9, 2023, with reminders being set out on February 10, 2023.

Following the closing of marketing survey submissions, quantitative analysis—including a simple statistical analysis—was completed on relevant questions through the Qualtrics platform. Qualitative data was thematically identified, coded, and tallied by the study investigators.