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## Media release

### Pharmacists rate highly on honesty and ethics

The Pharmacy Guild has welcomed the strong showing by pharmacists in the latest Roy Morgan Research “image of professions” survey.

Pharmacists were the second highest out of 30 professions ranked according to perceived honesty and ethical standards.

The survey found 85 per cent of Australians rate pharmacists as honest and ethical – up one per cent compared to last year’s survey. Nurses topped the list at 89%, unchanged, with doctors at 79%, down 3% on last year.

The National President of the Pharmacy Guild of Australia, Kos Slavos, said: “What is important in the latest survey is not only the strong showing by pharmacists, but the fact that the percentage has gone up. Normally in the year that the Guild negotiates the Community Pharmacy Agreement there is some negative press about pharmacists and that is reflected in a lower percentage. In this Agreement year, the honesty vote for pharmacists has gone up – a very pleasing result.

“The Guild believes that the high percentage for pharmacists is because consumers see pharmacists as highly accessible and hard-working. There is also a high level of trust which is important because pharmacist hold sensitive health information regarding patients and confidentiality is such a vital issue.

“The Guild believes that trust, service and advice are the three pillars that build this strong vote,” Mr Slavos said.

The Roy Morgan Research results can be viewed at:  
<http://www.roymorgan.com/news/polls/2010/4518/>

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