




Growth. Performance. Success.

NCPA 2025 ANNUAL CONVENTION



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**Empowering Trust:
The Pharmacist's Role in Navigating
Health Information With Patients**

➤ **NCPA 2025 Annual Convention and Expo**



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Speakers



Chichi Ilonzo Momah, PharmD

Founder / Owner
Springfield Pharmacy &
Springfield LTC Pharmacy



Hannah Fish, PharmD, CPHQ

Senior Director, Strategic Initiatives
NCPA



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Disclosure Statement

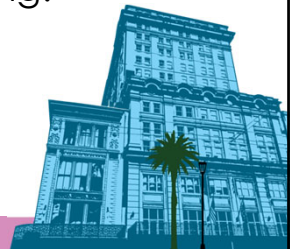
There are no relevant financial relationships with ACPE defined commercial interests for anyone who was in control of the content of the activity.



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Pharmacist and Technician Learning Objectives

1. Identify common sources of health information and their influence on patient behavior.
2. Discuss communication approaches to clarify complex topics and encourage open dialogue.
3. Recognize credible, evidence-based resources to support patient education and informed decision-making.



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Age of Information



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Infodemic

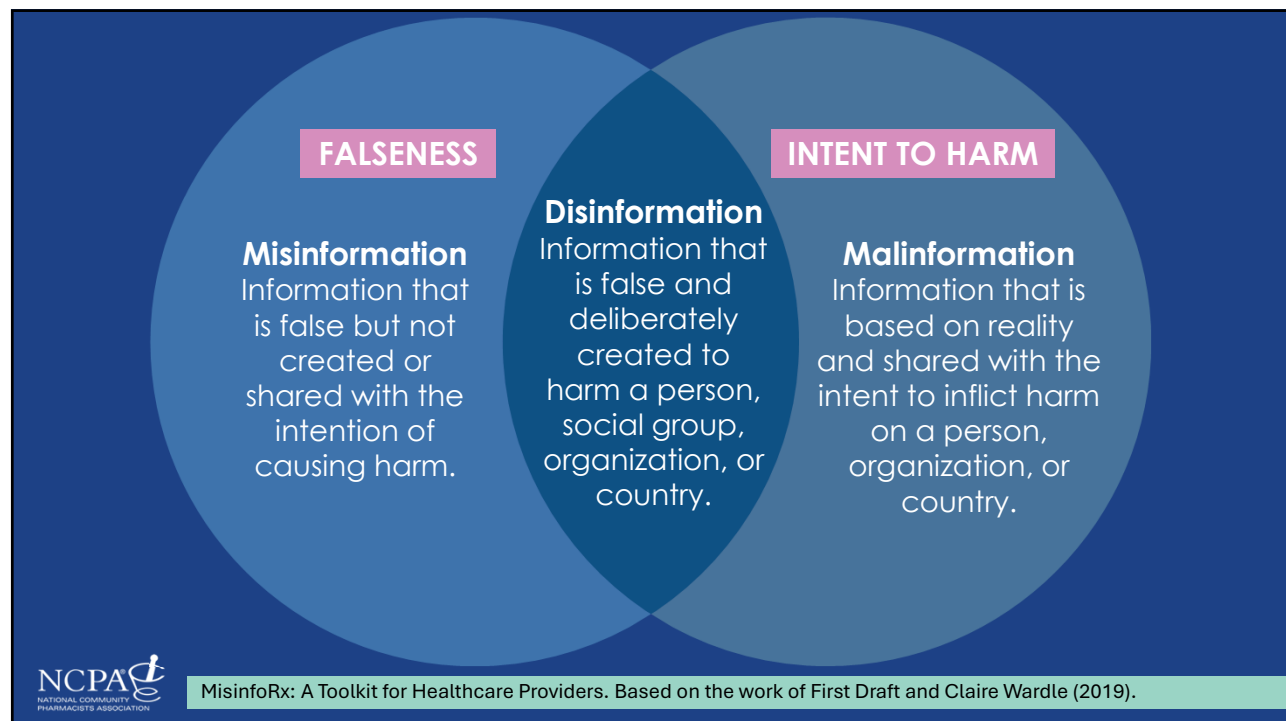
too much information including **false or misleading** information in digital and physical environments during a disease outbreak

- Causes confusion and risk-taking behaviours
- Leads to mistrust in health authorities
- Undermines the public health response

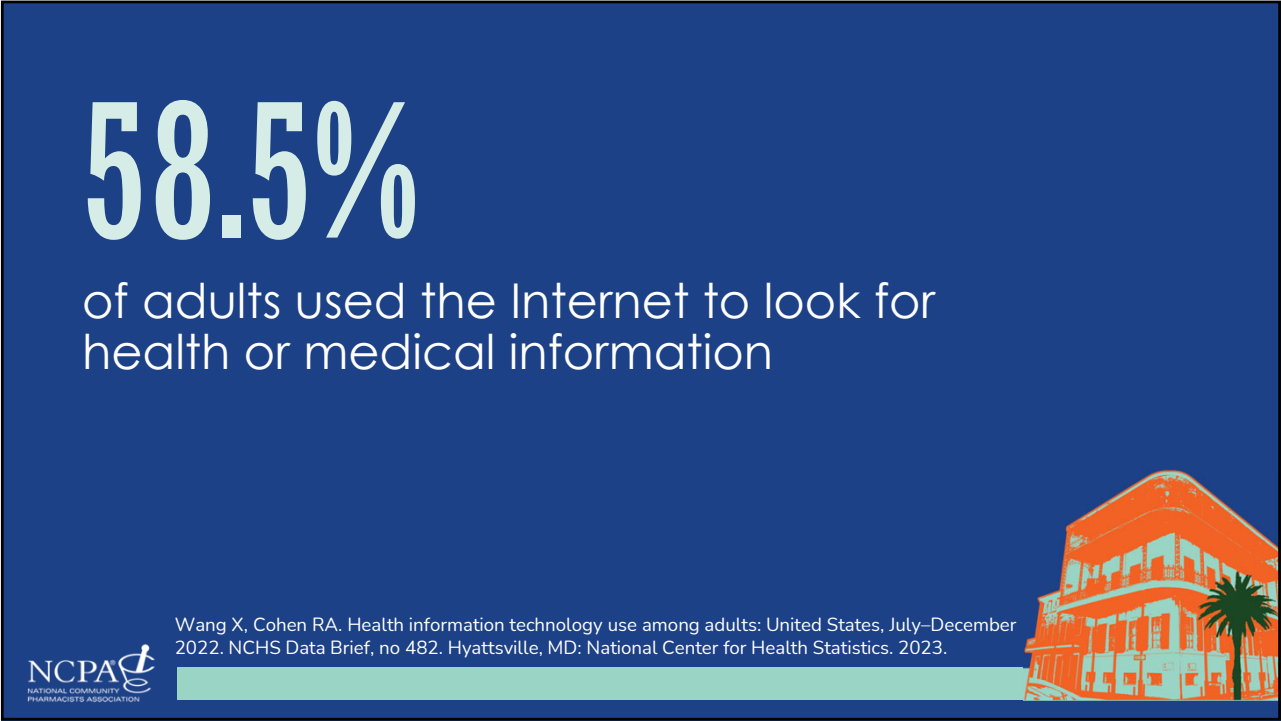


WHO. Infodemics. https://www.who.int/health-topics/infodemic#tab=tab_1. Accessed 10/8/2025.

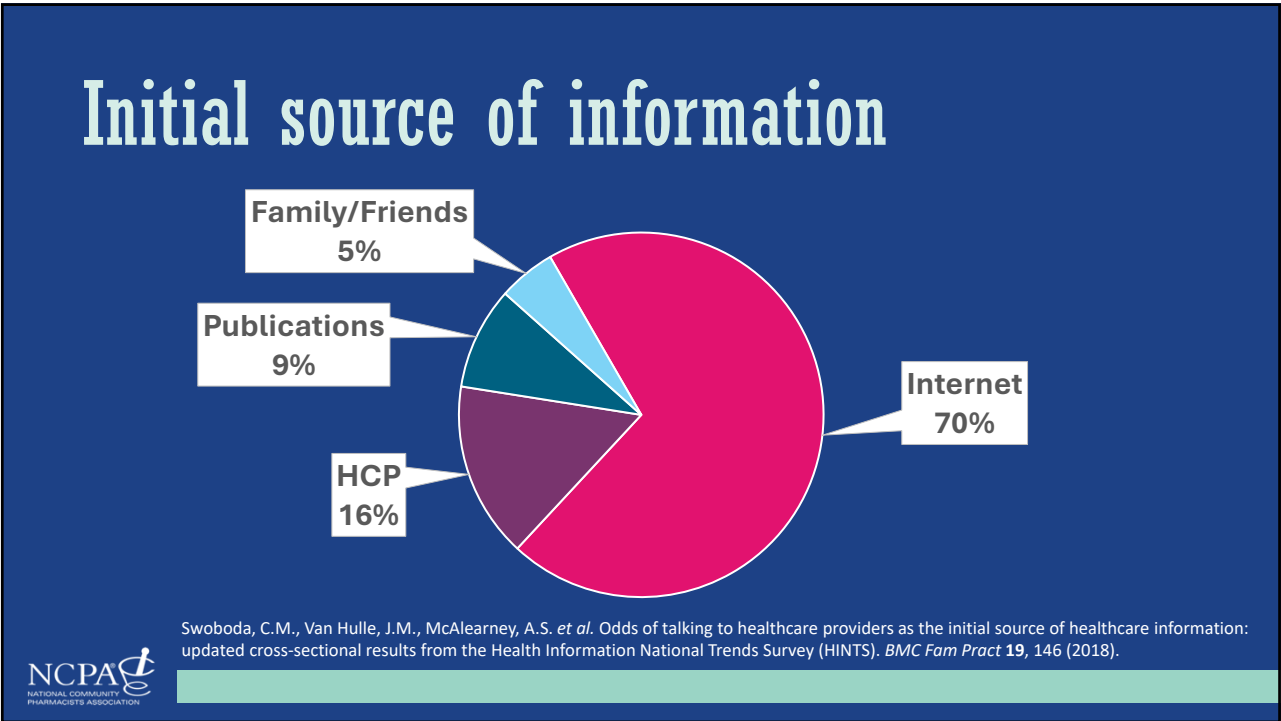
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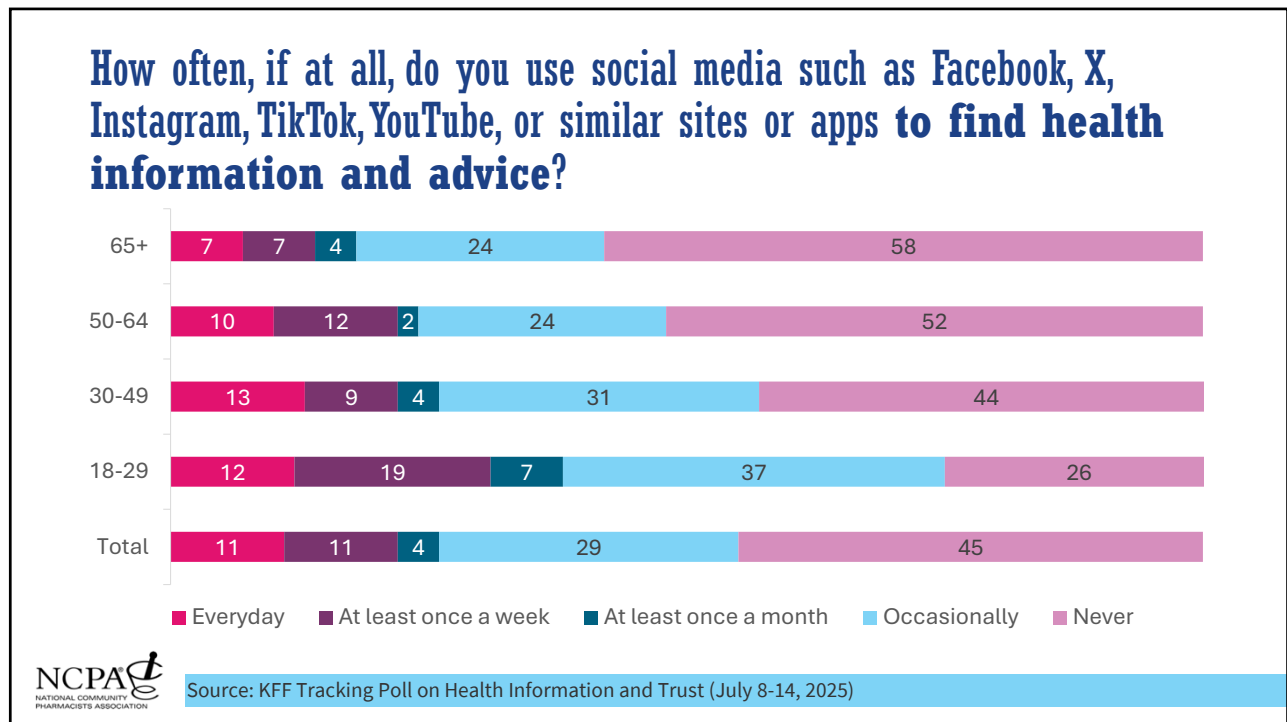
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Trusted Professionals

2025 Honesty and Ethics of Professions Ratings

Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low or very low?

■ % High/Very high ■ % Average ■ % Low/Very low

Majority positive



Recent Changes in Americans' High Ratings of Professions, 2021 to 2024

% Rating honesty and ethics very high or high

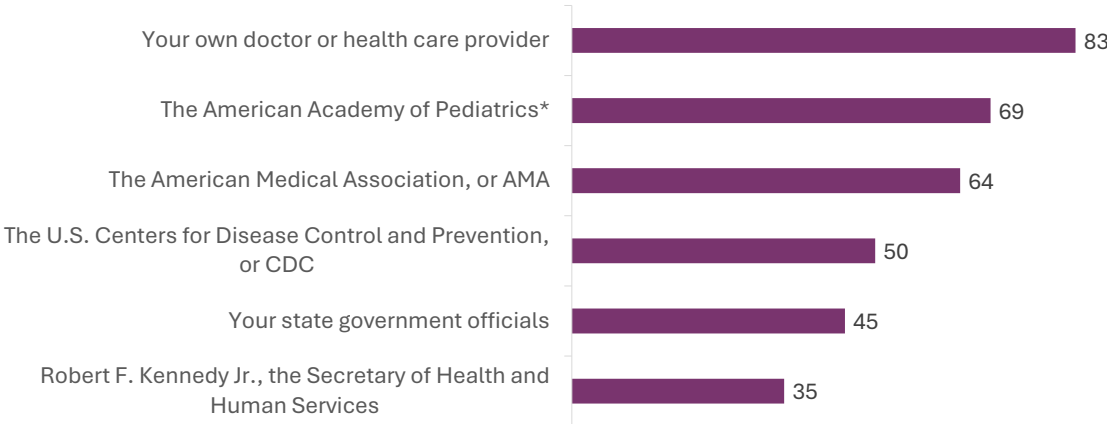
	Dec 1-16, 2021	Dec 2-18, 2024	Change
	%	%	pct. pts.
Medical doctors	67	53	-14
Judges	38	28	-10
Police officers	53	44	-9
Day care providers	50	42	-8
Pharmacists	63	57	-6
Clergy	36	30	-6
Nursing home operators	27	21	-6
Nurses	81	76	-5



Saad L. Americans' Ratings of U.S. Professions Stay Historically Low. Gallup. Published January 13, 2025. Accessed October 7, 2025. <https://news.gallup.com/poll/655106/americans-ratings-professions-stay-historically-low.aspx>

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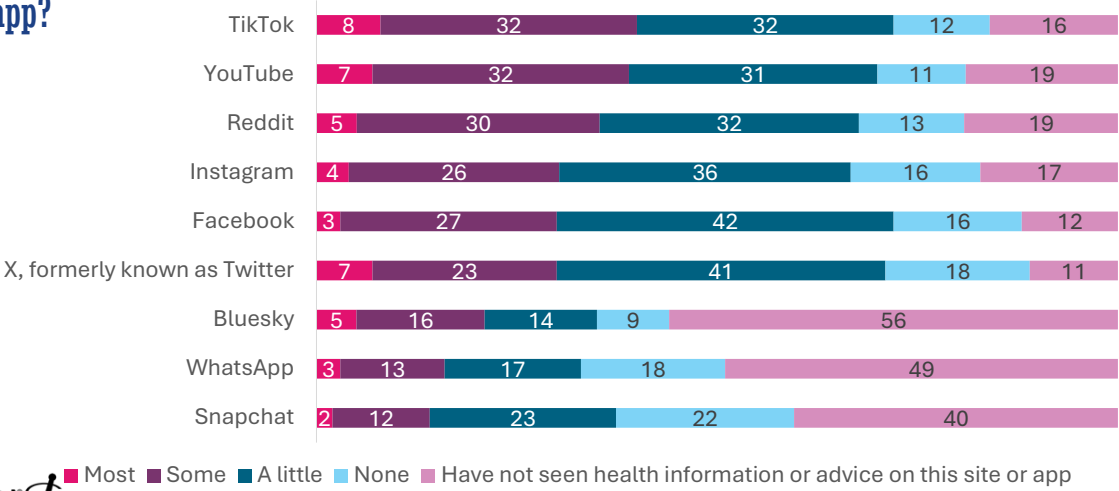
Percent who say they have a great deal or a fair amount of trust in the following to provide reliable information about vaccines:



KFF Tracking Poll on Health Information and Trust (September 23-29, 2025)

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Thinking about health information and advice you may see on each platform, would you say that most, some, a little, or none of that information is trustworthy, or have you not seen health information and advice on this site or app?



KFF Tracking Poll on Health Information and Trust (July 8-14, 2025)

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Barriers to Trust

- Cultural and language differences
- Systemic inequities
 - Justified mistrust from historical events (e.g., U.S. Public Health Service Syphilis Study at Tuskegee)
- Health literacy
- Gaslighting
- Intergenerational influence



Shukla M, Schilt-Solberg M, Gibson-Scipio W. Medical Mistrust: A Concept Analysis. Nurs Rep. 2025 Mar 17;15(3):103.

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Consequences of Mistrust

- Underutilization of health services
- Lack of adherence
- Delayed diagnosis and treatment
- Poor health outcomes
- Psychological/emotional distress
- Uptake of misinformation
- Maladaptive and dysfunctional health behaviors

Shukla M, Schilt-Solberg M, Gibson-Scipio W. Medical Mistrust: A Concept Analysis. Nurs Rep. 2025 Mar 17;15(3):103.



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Building & Maintaining Trust

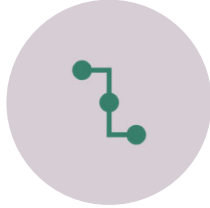


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Three C's



COMPASSION



CONNECTION



COLLABORATION



MisinfoRx: A Toolkit for Healthcare Providers.

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AIMS Method



ANNOUNCE



INQUIRE



MIRROR



SECURE



Trusted Messenger Program. The TMP Training Series / Lessons / 1. Taking AIMS: How to Handle, and Overcome, Patient Resistance.

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Announce

Make a clear, confident, presumptive recommendation

“Would you like to receive a flu shot today?”

vs.

“Based on your age and history of diabetes, I recommend that you get your flu shot today.”



Trusted Messenger Program. The TMP Training Series / Lessons / 1. Taking AIMS: How to Handle, and Overcome, Patient Resistance.

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Inquire

- Ask about, and actively listen to, patient concerns

“What concerns you about receiving the flu vaccine?”

- Don't interrupt –
 - On average it takes providers 11-23 seconds to interrupt
- Avoid using fear or data



1. Marvel MK, Epstein RM, Flowers K, Beckman HB. Soliciting the Patient's Agenda: Have We Improved? *JAMA*. 1999;281(3):283–287.
 2. Singh Ospina, N., Phillips, K.A., Rodriguez-Gutierrez, R. *et al*. Eliciting the Patient's Agenda- Secondary Analysis of Recorded Clinical Encounters. *J GEN INTERN MED* **34**, 36–40 (2019).
 3. Trusted Messenger Program. The TMP Training Series / Lessons / 1. Taking AIMS: How to Handle, and Overcome, Patient Resistance.

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Mirror

- Repeat back the patient's words and concerns and ask if you got it right
- Be empathetic and form a connection
- Validate feelings, not misinformation

"If I thought taking Tylenol during pregnancy caused autism, I would be scared too."

Trusted Messenger Program. The TMP Training Series / Lessons / 1. Taking AIMS: How to Handle, and Overcome, Patient Resistance.



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Secure

- Re-establish and strengthen patient trust in the end, no matter the outcome.
- Ask permission to respond, then keep it brief and positive.
- Thank patients for sharing and for listening, even if they say no.

Trusted Messenger Program. The TMP Training Series / Lessons / 1. Taking AIMS: How to Handle, and Overcome, Patient Resistance.



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Trust Beyond the Counter

- **84% of patients check online reviews** before choosing a healthcare provider
- Your digital presence (website, reviews, social media) is your new front door.
- Encourage patients to leave reviews.
And respond promptly to negative ones.



rater8. How Patients Choose Their Doctors. rater8 website. <https://rater8.com/how-patients-choose-their-doctors-2025-report/>. Published 2025. Accessed October 13, 2025.

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dr.emlah tubuo and powellpharmacy

dr.emlah tubuo It may or may not have been a coincidence that we scheduled this employee immunization clinic on the Taylor Swift album release day 🎵 🎶

Let's just say we went all out, sparking band-aids, sequin headbands, orange + teal everything, balloons, and music that made even getting vaccines feel like a party. Because this is what happens when preventive medicine meets showtime!

The life of a showgirl? Nope, the life of the immunized.

Huge thank you to my incredible team and my fabulous girlfriends who volunteered their time and talent to help us build immunity in our community. You make prevention look glamorous. 💙 💚

Vaccines available at Powell Pharmacy

Liked by hmfish7 and 46 others
October 7

Add a comment...

Photos courtesy of Powell Pharmacy and Dr. Emlah Tubuo

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Look Local

- Become an influencer in YOUR community
- Post pictures or short videos of your staff – the people your patients already know and love



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Photos courtesy of Springfield Pharmacy

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Counseling Patients on Health Information

- Empower patients to question online health sources
- Encourage patients to check with their pharmacist or doctor before acting on anything they see online
- Educate patients that information can be correct, but not right *for them*.



National Library of Medicine. Evaluating Health Information. MedlinePlus. Updated February 26, 2024.
Accessed October 12, 2025. <https://medlineplus.gov/evaluatinghealthinformation.html>

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Checklist for Vetting Sources

Websites:

- ☐ **Who runs it?** Look for government (.gov), academic (.edu), or major non-profit sites.
- ☐ **What's the goal?** Is it informing or selling a product?
- ☐ **Is it current?** Check for recent dates.
- ☐ **Where's the proof?** Look for cited sources.
- ☐ **Who wrote it?** See if experts or an editorial board reviewed it.

Social Media & News:

- ☐ **Friend or expert?** A share doesn't equal accuracy.
- ☐ **Too good to be true?** Beware of "miracle cures."
- ☐ **News Stories:** Was the study on people? Who paid for it?
- ☐ **Rule of thumb:** When in doubt, don't share it.

National Library of Medicine. Evaluating Health Information. MedlinePlus. Updated February 26, 2024.
Accessed October 12, 2025. <https://medlineplus.gov/evaluatinghealthinformation.html>



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Next Steps



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Action Plan

What is one thing you will...

START doing?

- *Example: Repeat back what the patient says to make sure they feel heard.*

STOP doing?

- *Example: Immediately correcting a patient without asking questions first.*

CONTINUE doing?

- *Example: Finding opportunities to learn and improve.*



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Resources

Trusted Messenger Program – CE on AIMS method

<https://www.trustedmessengerprogram.org/training>

MisinfoRx Toolkit

<https://misinfoRx.com/>



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