# Survey highlights evolving role of pharmacists and technology in healthcare



XiFin, a prominent player in the healthcare revenue cycle management sector, has unveiled preliminary findings from its 2025 Pharmacy Transformation Outlook Survey. This survey underscores the evolving role of pharmacists and the increasing interest in leveraging emerging technologies to enhance operational efficiency and expand pharmacy services, particularly within the frameworks of value-based care and specialty pharmacy.

The survey, which gathered insights from over 350 participants across various pharmacy settings, highlights several key trends shaping the future of pharmacy practice. Among the concerns raised, respondents indicated complexities surrounding billing, with ongoing confusion regarding multiple billing pathways. Nevertheless, there has been a marked increase in interest towards adopting pharmacy technologies such as artificial intelligence (AI), machine learning, analytics, and cloud computing, all aimed at streamlining operations.

David Pope, Chief Pharmacy Officer at XiFin, noted, “Pharmacies stand at a crossroads in 2025, with opportunities to enhance patient care by operationalizing services in value-based care, specialty pharmacy, office visits and chronic disease management. However, there is a growing recognition that capitalizing on these opportunities depends on adopting the right technologies to deliver the best patient care possible.”

Furthermore, the survey pointed towards a shift in pharmacy practice, with pharmacists increasingly stepping into integrated roles focused on patient management. There has also been a prioritisation of digital health and data analytics to improve medication therapy management services. Interestingly, the data revealed a growing demand for expanded training for pharmacists in areas including chronic disease management and preventative care. Of the respondents, 12% represented medium to large retail pharmacies, 27.3% were affiliated with hospitals or ambulatory services, and 5% came from specialty pharmacies. Nearly 40% of those surveyed held senior positions, indicating a strong interest in the strategic direction of the industry.

In conjunction with the survey findings, XiFin highlighted the success of its CareALERTS smart clinical messaging technology, which evidently increased vaccinations among participating pharmacies by 18% in 2024. This technology has been instrumental in connecting pharmacists with immunisation opportunities during patient care. Lâle White, CEO of XiFin, remarked, “As we celebrate National Pharmacist Day, it’s a perfect time to recognise the pivotal role pharmacists play in safeguarding public health and fostering equitable care,” noting that the results underscore not just the expertise of pharmacists, but also the impact of advanced technology in evolving health practices.

The CareALERTS initiative has made significant strides, with participation from community pharmacies nationwide, successfully administering over 114,000 immunisations to underserved patients and enabling a large national grocer to deliver 55,000 vaccinations.

As the healthcare landscape continues to change, XiFin, through its pharmacy solutions, strives to equip pharmacies with the tools needed to navigate complexities while maintaining robust financial health and effective operational workflows. The findings not only reflect immediate industry sentiments but also set the stage for future innovations that aim to enhance healthcare delivery at a community level. The forthcoming detailed results of the survey will be shared in a webinar scheduled for February 12, where industry leaders will discuss how these insights can drive innovation and growth within pharmacy practice.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.xifin.com/news-and-events/press-release/xifin-2025-pharmacy-survey-carealerts-success/> - Corroborates the preliminary findings of the 2025 Pharmacy Transformation Outlook Survey, including the growing role of pharmacists, adoption of new technologies, and complexities in billing.
2. <https://www.xifin.com/news-and-events/press-release/xifin-2025-pharmacy-survey-carealerts-success/> - Supports the increase in interest in pharmacy technologies such as AI, machine learning, analytics, and cloud computing to enhance operational efficiency.
3. <https://www.xifin.com/news-and-events/press-release/xifin-2025-pharmacy-survey-carealerts-success/> - Quotes David Pope, Chief Pharmacy Officer at XiFin, on the opportunities and challenges for pharmacies in 2025, including the need for the right technologies.
4. <https://www.xifin.com/news-and-events/press-release/xifin-2025-pharmacy-survey-carealerts-success/> - Highlights the shift in pharmacy practice towards integrated roles in patient management and the prioritization of digital health and data analytics.
5. <https://www.xifin.com/news-and-events/press-release/xifin-2025-pharmacy-survey-carealerts-success/> - Details the demand for expanded training for pharmacists in chronic disease management and preventative care, and the demographics of the survey respondents.
6. <https://www.xifin.com/news-and-events/press-release/xifin-2025-pharmacy-survey-carealerts-success/> - Discusses the success of XiFin's CareALERTS technology in increasing vaccinations and its impact on public health.
7. <https://www.xifin.com/news-and-events/press-release/xifin-2025-pharmacy-survey-carealerts-success/> - Quotes Lâle White, CEO of XiFin, on the role of pharmacists and the impact of CareALERTS technology.
8. <https://pharmacy.xifin.com/news-and-events/press-release/xifin-pharmacy-solutions-invites-pharmacy-professionals-to-share-insights-on-the-critical-success-factors-to-forge-the-future-of-pharmacy-care/> - Provides additional context on the 2025 Pharmacy Transformation Study, including the focus on value-based care, chronic care management, and pharmacies as health and wellness hubs.
9. <https://pharmacy.xifin.com/news-and-events/press-release/xifin-pharmacy-solutions-invites-pharmacy-professionals-to-share-insights-on-the-critical-success-factors-to-forge-the-future-of-pharmacy-care/> - Details the involvement of industry experts and the objectives of the survey to explore critical success factors for the future of pharmacy care.
10. <https://pharmacy.xifin.com/news-and-events/press-release/xifin-pharmacy-solutions-invites-pharmacy-professionals-to-share-insights-on-the-critical-success-factors-to-forge-the-future-of-pharmacy-care/> - Mentions the upcoming webinar on February 12 to discuss the survey findings and their implications for pharmacy practice.
11. <https://pharmacy.xifin.com/news-and-events/press-release/xifin-pharmacy-solutions-invites-pharmacy-professionals-to-share-insights-on-the-critical-success-factors-to-forge-the-future-of-pharmacy-care/> - Highlights XiFin's commitment to providing cutting-edge technology and data-driven tools to support pharmacists in enhancing patient care and financial performance.
12. <https://news.google.com/rss/articles/CBMixAFBVV95cUxNZnRxY1ZibE12akJ5N2w3YXpnd3RfS0ZRczZWLUJhcjJWV3ZxV0RaellZN0lZazkzajE2VGtCV0VwX0RpVlpIclNvdWJoZzBWNU9Qd2dSVzF0WHlsalo2VnEzVzV5bEd5cXRnVnJDVnNUV21UYnNJU01yd1N0aWxTdFV2bkZubzB2SmRvUFRuU2RZZlZIUFRtVjU0Sm9lZ1FXb3VqdUpKUkU3UXh3d1JVal8yZHU2NnBTQnZVYWN2a1did3g3?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data