

# CASE STUDY

## Pharmacist Career Awareness at Bishop Hendricken High School



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Bishop Hendricken  
High School  
Class of '25

*"...the average high school student thinks pharmacists only work at retail pharmacies like Walgreens..."*

### Introduction

For my high school senior field experience, I completed an internship with RXinsider. My training included watching career path videos in the [University of Rhode Island PharmD Exploration Center](#). I was exposed to careers in pharmacy that I never knew about. As a capstone project for my internship, I wanted to promote "Pharmacy as a Career" at my high school.

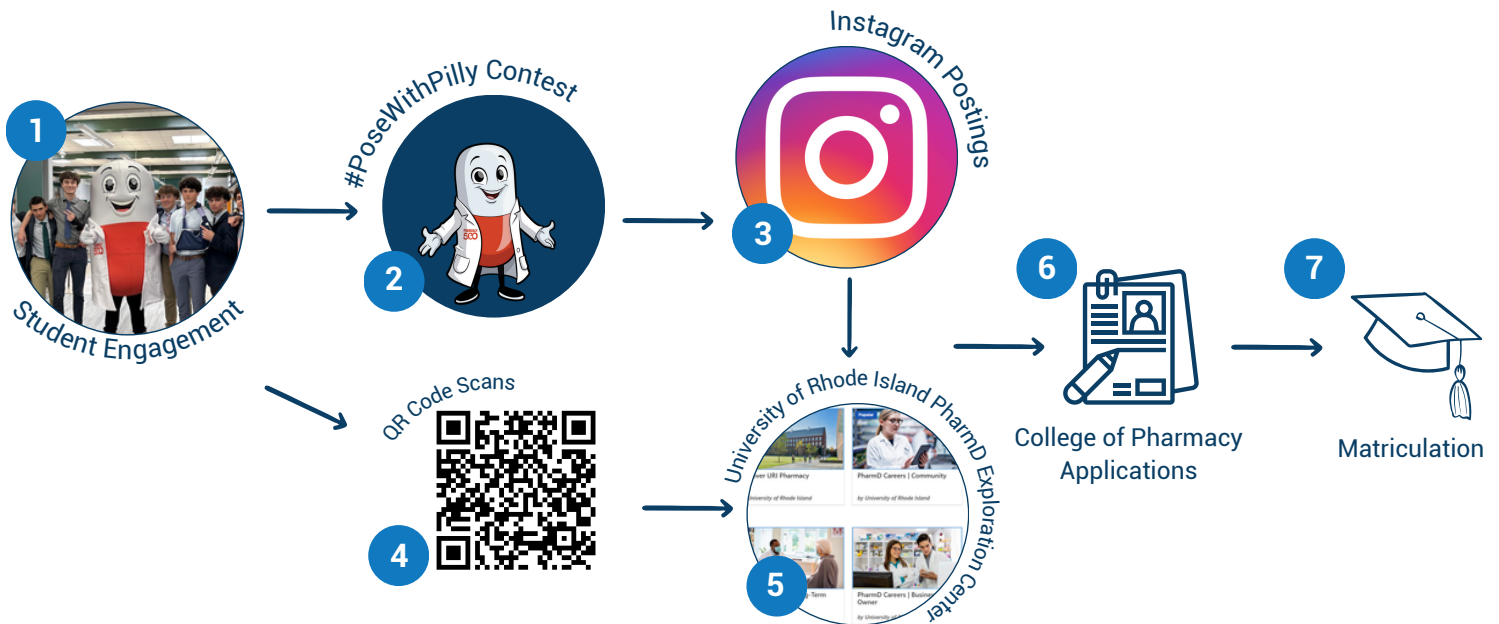
### Identifying the Challenge: A Lack of Pharmacy Awareness

When the average high school student thinks of a career in pharmacy, they think of standing behind a counter at a pharmacy like Walgreens. The goal of this initiative was to expose my fellow students to different pharmacist career options and to potentially inspire students to apply to pharmacy schools. The goals and results are as follows:

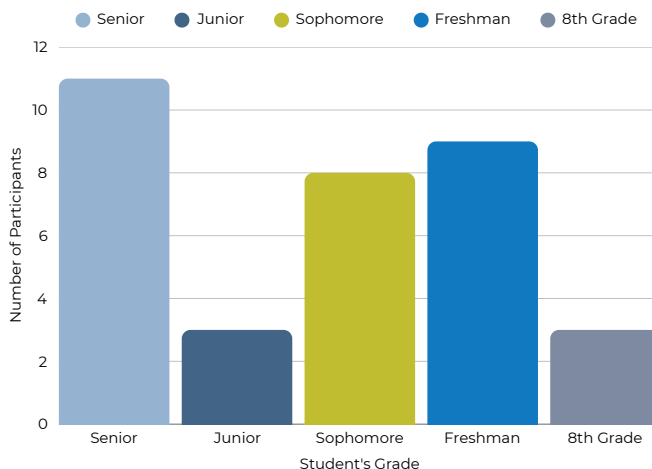
	Goal	Actual
1. Pilly Viewings/Awareness	600	~600
2. Pilly Pictures	75	~90
3. Pilly Instagram Postings	25	~34
4. Pilly Instagram Network Viewings	2,500	~3,400
5. QR Code Scans To the University of Rhode Island PharmD Exploration Center	30	18
6. College Applicants To any College of Pharmacy	4	TBD
7. Student Matriculations To any College of Pharmacy	3	TBD

## Event Strategy: Inspiring the Next Generation at Bishop Hendricken

I strategically scheduled the event during the lunch period to ensure maximum visibility and engagement. We brought in RXinsider's mascot, Pilly, to grab students' attention. We passed out eye-catching flyers with quick facts regarding pharmacy career awareness, and a QR code leading to the [URI PharmD Exploration Center](#) to expose students to different pharmacist careers.



I created a social media contest for students to participate in. In order to be entered, students had to take a picture with Pilly, post the picture to their Instagram story, and use #PoseWithPilly..



## Event Results: Engagement and Awareness Achieved

Pilly captured the students' attention from the start of the first lunch period. When the flyers were passed out to students, they simply took it and did nothing with it until I explained why everything on it could be relevant to them. Then some students gained interest and scanned the QR code to learn about the careers they could pursue. One student who will be attending the University of Rhode Island College of Pharmacy took time out of his lunch to have a meaningful conversation about the pathways and careers in pharmacy with an RXinsider representative who attended the event.

Of the roughly 600 students at Bishop Hendricken, there were around 85-95 pictures taken with Pilly. A day after the event, a few students came up to me and told me how they went home, scanned the QR code, and watched some of the videos in the [University of Rhode Island PharmD Exploration Center](#).

The number of students who scanned the QR code was dependent on how many students were sitting at a table. Tables of eight to ten students had the highest chance of everyone scanning the QR code. Tables with fewer students either had everyone or no one scan the QR code.



With the results of the entries, the most interest came from seniors and freshmen. For seniors, they are a few months from graduating and they are thinking about their future. For freshmen, the interest could be because they have not started their college process yet, so they are more open to different pathways and have not chosen their future major yet.

34 students entered our #PoseWithPilly contest. The grade that entered the most were the seniors, who accounted for 32.4% entries, followed by freshmen at 26.5% of entries, sophomores with 23.5% of entries, and juniors and eighth graders with 8.8% each. The rules to enter were to post a picture with Pilly on their Instagram story and use #PoseWithPilly in their post. From observing the students, the ones who took a picture with Pilly tended to have a higher chance of scanning the QR code.

### Closing Reflections on Impact and Opportunity

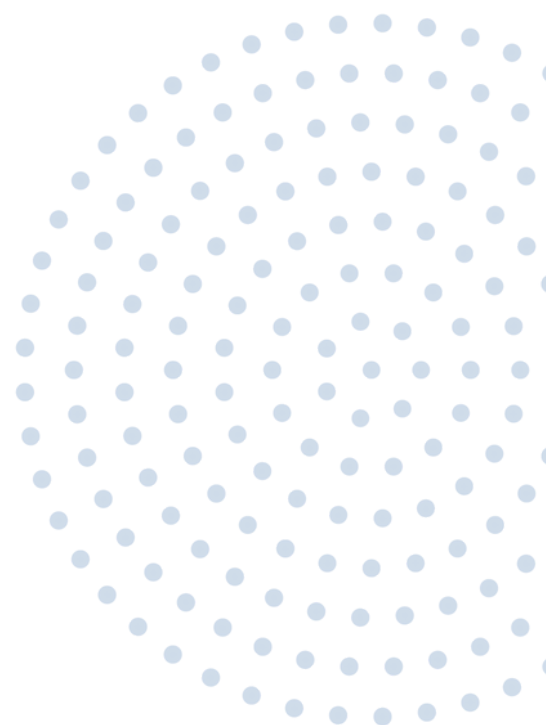
The event went better than I expected. I had a concern that students would see themselves as “too cool” to take a picture with Pilly and post it to their Instagram, but that was not the case. The only immediate impact I saw was in the days following the event, some students were still talking about Pilly and continued to post the pictures they took with him. In the coming years, a clearer picture will emerge of whether there was a true impact. We will see the impact based on whether more students apply to and choose to enroll in pharmacy schools.



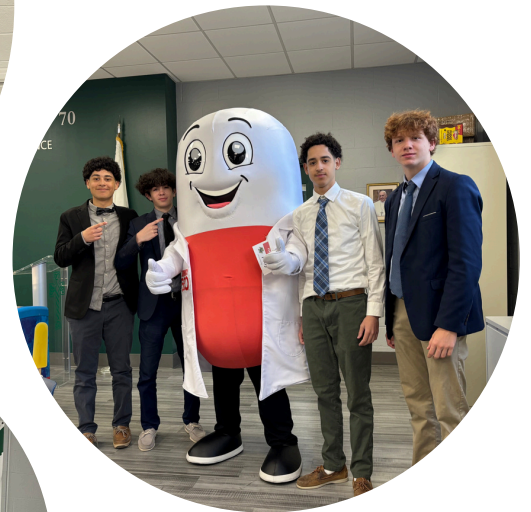
Bishop Hendricken High School is an all-boys Catholic high school of approximately 600 students in Warwick, Rhode Island. For the last forty-plus years, every senior at Bishop Hendricken has participated in a ten-week, once-a-week internship called the Senior Field Experience.

For information regarding this case study, please contact RXinsider directly at [RXinsider.com](https://www.rxinsider.com).

The University of Rhode Island was not involved with this event.







See Michael's Case Study  
come to life through his  
digital Avatar!





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