

Use of Artificial Intelligence (AI) in Danish Community Pharmacies: A National Survey on Practice, Attitudes and Perceived Role Changes

Authors: Bendixen S¹, El-Souri M², Ayoub M³, Linde TO⁴, Christensen G⁵, Servilieri KM⁶, Nørgaard LS³, Lundby C⁷, Jørgensen SM², Rossing CV²

¹Copenhagen Sønderbro Pharmacy ²Pharmakon – Danish College of Pharmacy Practice ³University of Copenhagen ⁴Vejlen & Egtved Pharmacies ⁵Randers Jernbane Pharmacy ⁶Firkløver Pharmacies ⁷University of Southern Denmark

Contact information

Susanne Bendixen
199sb@apoteket.dk



Aim

To investigate the use of AI in Danish community pharmacies and explore:

- AI use among pharmacy staff
- Application of AI
- Staff attitudes towards AI
- Perceived impact on work and professional role

Methods

- Cross-sectional national survey (March–April 2026)
- Participants: Pharmacy staff (pharmacists, pharmacy technicians, students, owners, managers)
- Distribution via professional networks such as Danish Network for Community Pharmacy Practice Research and Development (NUAP) and LinkedIn

Analysis:

- Descriptive statistics (quantitative data)
- Content analysis (open-ended responses)

Results

A total of 246 responses; 124 responses from qualified staff and 122 responses from students.

AI use among pharmacy staff

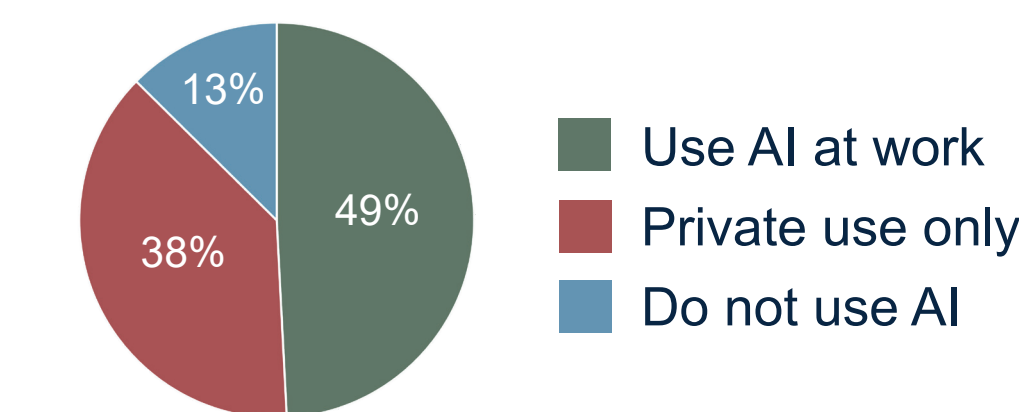


Figure 1: AI use among pharmacy staff. N=246

Applications of AI in community pharmacies

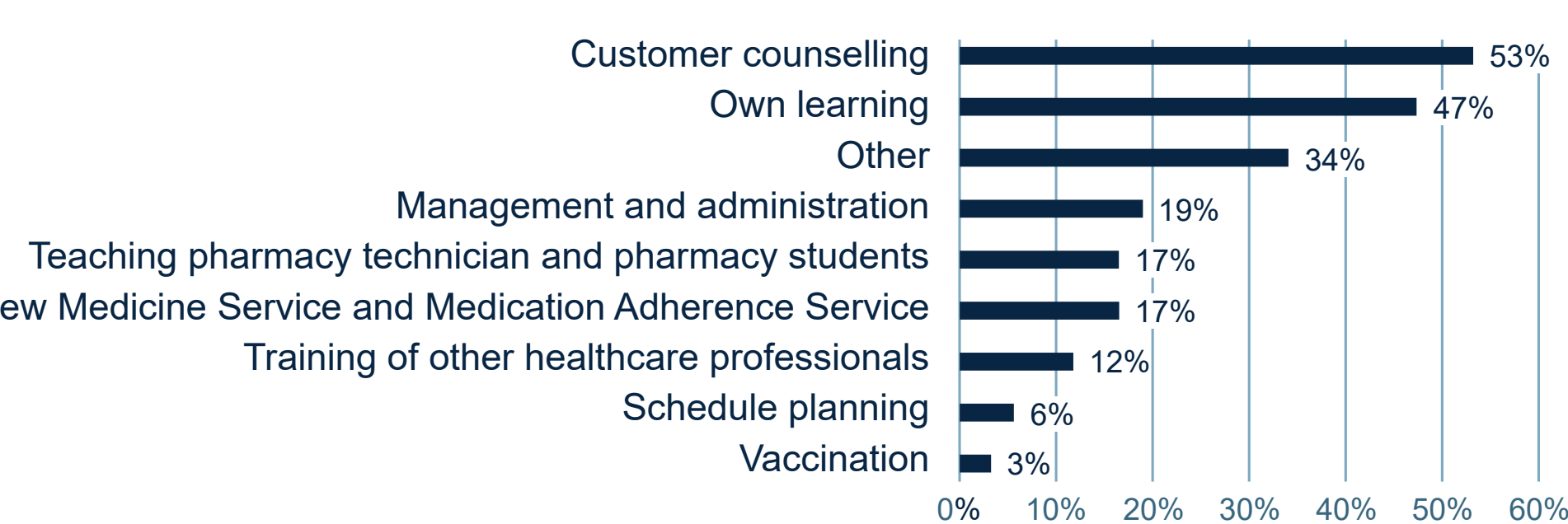


Figure 2: Reported applications of AI in community pharmacies. N=121

Level of concern about AI use in community pharmacies

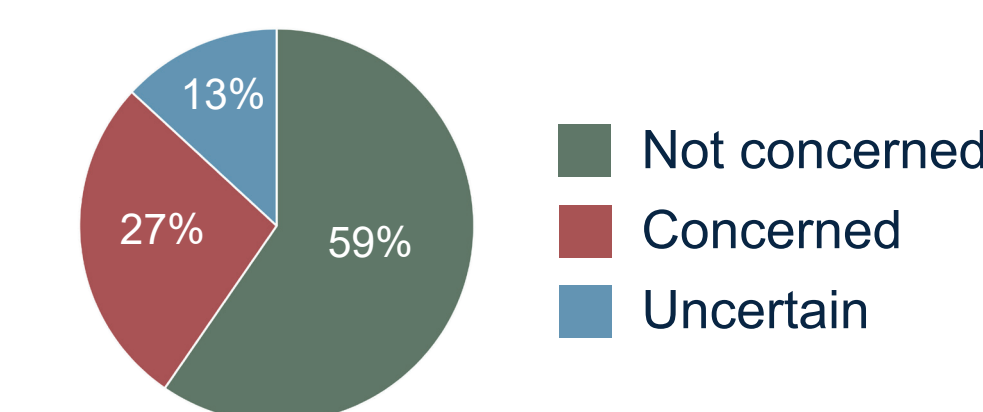


Figure 3: Responses to the question: Are you concerned about the use of AI in community pharmacies? N=246

Perceived impact of AI on work

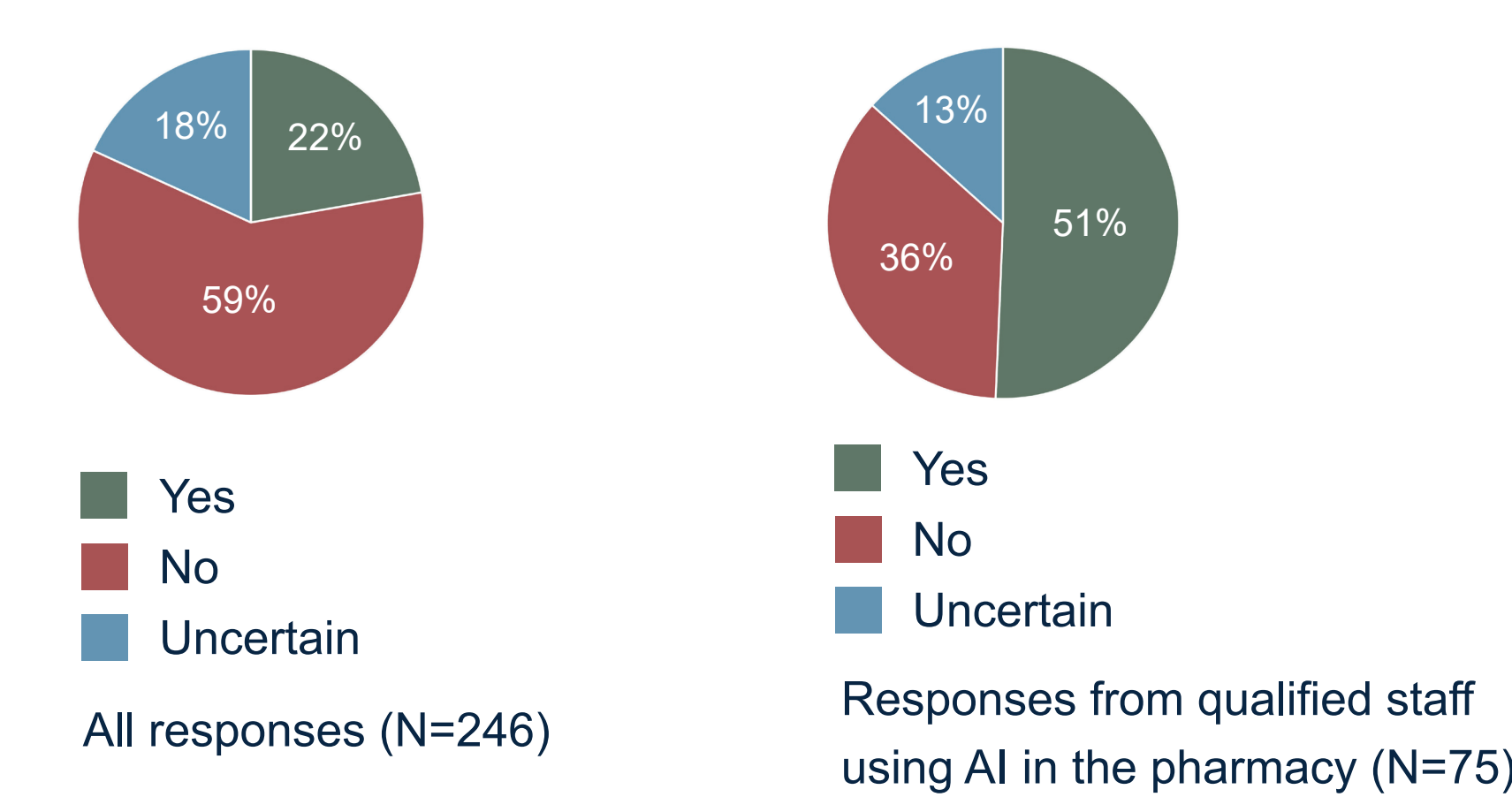


Figure 4: Perceived impact of AI on work among all respondents and among qualified staff using AI in the pharmacy.

How AI changes the role of pharmacy professionals

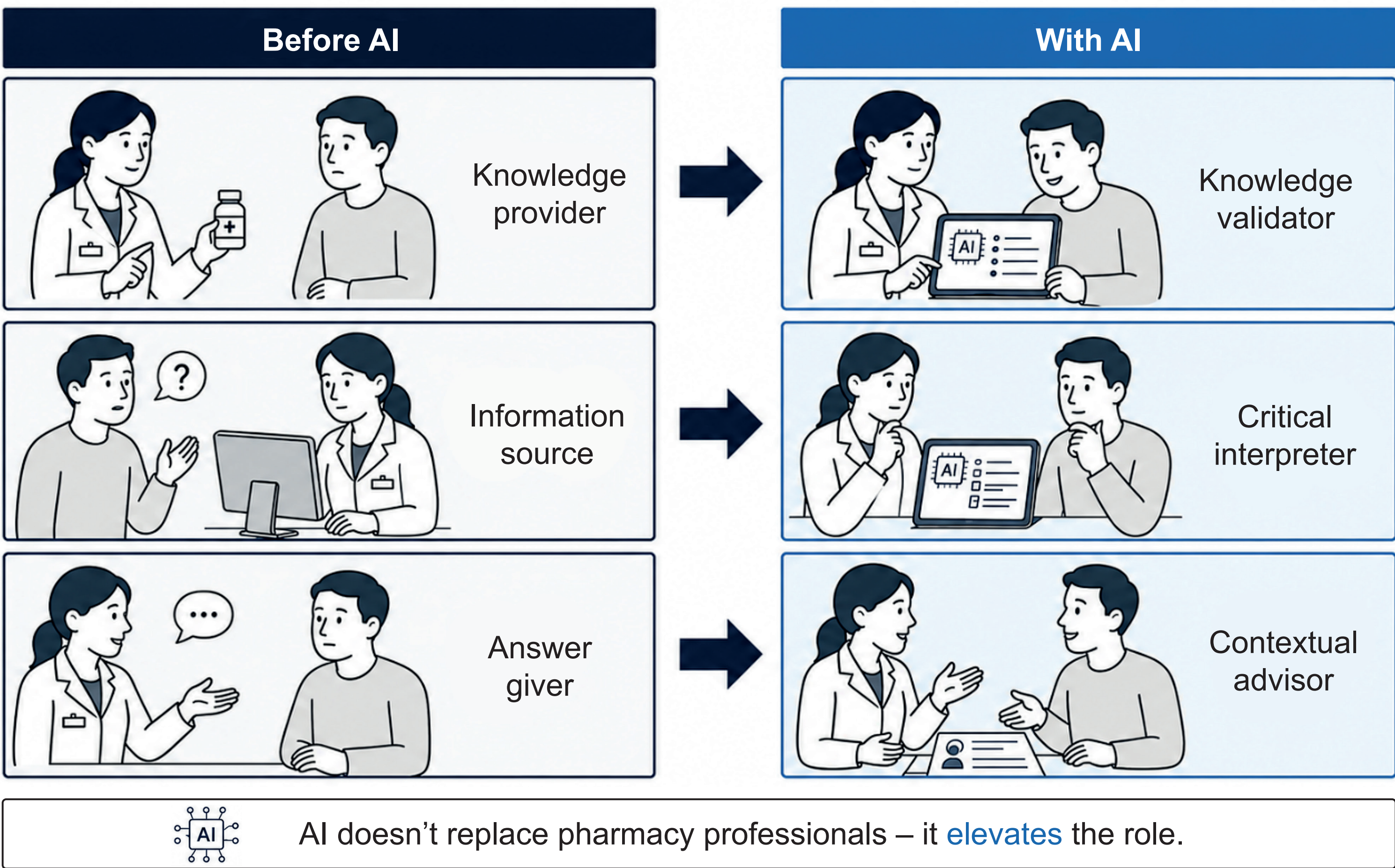


Figure 6: Qualitative responses on how the use of AI changes the role of pharmacy professionals.

Perceived impact on pharmacy work and professional role

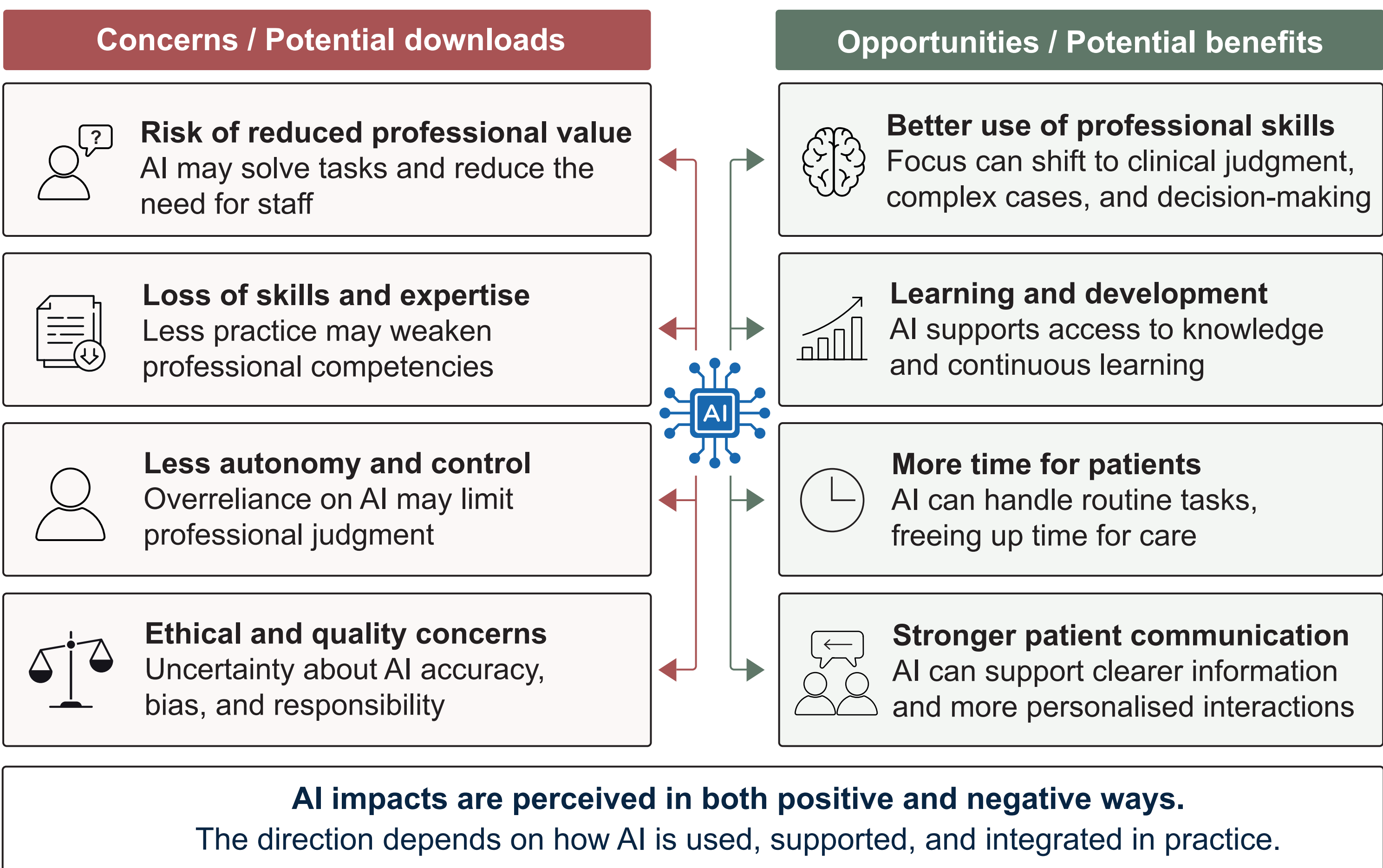


Figure 7: Perceived impact of AI on pharmacy work and professional role. Responses reflected both concerns and perceived benefits.

"It will free up more time for patient interaction ... We will increasingly take on the role of a health coach."

Conclusion

AI is already used in Danish community pharmacies - primarily used in customer counselling and own learning.

While most respondents are not concerned about the use of AI in the pharmacy, qualitative findings indicate that concerns relate primarily to reliability and data security, alongside perceived opportunities such as improved efficiency and more time for patients.

While most respondents report that AI has not yet changed their work, those using AI in the pharmacy are much more likely to experience changes. These relate to how work is performed, with a shift from providing information towards evaluating, interpreting, and contextualising information, and potentially towards a stronger role as health coaches.

Status on implementation of AI in Danish community pharmacies

