# **Sample News Article: Short**

*This article can be used in organization-wide newsletters, intranets and other communications formats. Please feel free to add additional information about how your organization is supporting the campaign.*

**Learn More About ASHP’s New Public Awareness Campaign:  
We’re Your Pharmacist**

Hospital and health-system pharmacists are a key part of the patient care team. ASHP recently introduced We’re Your Pharmacist, a comprehensive look into the specialized knowledge and skills pharmacists demonstrate every day. We’re Your Pharmacist, a multimedia campaign, will help the public understand that hospital and health-system pharmacists are essential patient care providers, from selecting appropriate medication therapies to providing medication management across the continuum of care to counseling patients and helping make treatments more accessible and affordable. **Visit YourPharmacist.org to share your story and learn how you can help activate the campaign in your network and community.**