Objective: To develop a framework that will provide clarity and definition to our understandings of professionalism and what it means to be a pharmacy professional.

Method: A qualitative research approach (Merriam, 2009) was utilized to construct an understanding of professionalism and what it means to be a pharmacy professional. Data were collected using a variety of methods including focus group, small group discussions, popular culture artefacts, meetings with internal and external stakeholders, a survey, word clouds, and research notes. A comparative analysis technique (Merriam, 2009) was used to code and categorize data. Categories arose from the analysis of coded data and literature review. Member checking was used to refine the categories.

Results: Three categories constructed professionalism: values, profession, and individual. The values category had the largest presence, in terms of the number of descriptors provided for pharmacy professionals. The data in the three categories were sub-categorized into six tenets: person-centered, use good judgement, collaborator, leader, values, and active learner. A definition of professionalism was constructed through the categorization process.

Conclusion: This research approach produced a framework constructed from the various understandings and experiences of our stakeholders as to what professionalism is, what it means to be a pharmacy professional, and the characteristics of a pharmacy professional. For pharmacy professionals, professionalism is demonstrated by those who have a profound sense of altruism and ethical conduct to promote the health of individuals and their communities across the continuum of care. This leads to members of the public and colleagues having confidence, respect, and trust in what they do and feeling genuinely cared for. An engaged pharmacy professional is one who embraces the full scope of their practice and, through the establishment of meaningful, professional relationships with their patients and colleagues, emanates the tenets of having a person-centered approach to their professional service, uses good judgement, collaborates, leads, has a strong set of values, and is an active learner.