Not Your Father’s Drug Store: 
How Aging Boomers & New Technology 
Will Reinvent the Pharmacy 

Joseph F. Coughlin 

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Across the world aging is the most profound social force reshaping society and business. Equally disruptive are new technologies changing how we touch the customer and deliver seamless services extending the store aisle into the lives and living rooms of the consumer. Dr. Joseph F. Coughlin, Director of the MIT AgeLab and recognized leader in business, technology and consumer behavior, will present a vision of how older baby boomer expectations (particularly women consumers) and technology are transforming the pharmacy. Beyond innovations in personalized medicine, how will information technology enable novel services in medication adherence, home health monitoring, nutrition guidance, chronic disease management, and eldercare form new pharmacy business models as well as revenues? How will these new services and technologies change the role of pharmacist and retail staff? How will the pharmacy store evolve from retailer to community services hub?