

**PHARMACY:** Owner, Ochoa's Pharmacy Central and Ochoa's Pharmacy South, Edinburg, Texas

**AGE:** 66

**FAMILY:** Single; three grown children. One of them, Alessandra Ochoa Valdez, is also a pharmacist.

**EDUCATION:** Bachelor of Pharmacy, University of Texas College of Pharmacy, 1975

**DOING HIS PART:** Joe believes in community involvement. He has served on the local school board and was mayor of Edinburg for 13 years. Why take on all that, in addition to running two pharmacies? "I wanted to help improve the quality of life in this community. This is my home. At times, it was difficult. But I did it when I was younger and had more energy."

**IT WAS DESTINY:** Joe didn't start out to be a pharmacist. His original major was math, but chemistry classes turned him toward pharmacy. "Once I started, I knew I was meant to be a pharmacist."

**LONGTIME LOYALTY:** He owes so much to his staff, Joe says, noting that some of his employees have worked at the pharmacy for 30 years.

**KNOW YOUR VALUE:** Pharmacists need to speak up, Joe says. "We always assume that everybody knows what we do. It's a lot more than just filling a prescription. I think sometimes people don't think of us as a resource."

**EDUCATE YOUR LEGISLATORS:** "It's important to talk to them. If they aren't pharmacists, we need to educate them. They're learning. A year ago, most of them didn't know the difference between a PBM and a MAC."

**FUTURE OF PHARMACY:** "We're going to be OK. There are always going to be people who need the services we provide."

**NCPA'S VALUE TO ME:** "I love going to (convention) and being able to network. We tend to think we're alone out there, we're the only ones who are going through this. Talking to other pharmacists helps."



Joe Ochoa