"A bully pulpit is a conspicuous position that provides an opportunity to speak out and be listened to. This term was coined by United States President Theodore Roosevelt, who referred to his office as a "bully pulpit", by which he meant a terrific platform from which to advocate an agenda. Roosevelt used the word bully as an adjective meaning "superb" or "wonderful", a more common usage at that time." -- Wikipedia

While the meaning of bully has changed, the effect of the presidential platform has not. Words have meaning. While we cannot excuse the President we need to remember that there were a number of physicians who wrote those prescriptions.
A Surge in Prescriptions
Previously, first-time prescriptions for chloroquine and hydroxychloroquine had been nearly the same for over a year.

On March 19, prescriptions topped 31,000 after President Trump discussed his hopes for the drugs at a briefing.

Weekday average: 683.6

Source: IPM.ai, a subsidiary of Swoop