

Promoting Managed Care Pharmacy

Touro University California College of Pharmacy

Project Description & Implementation Overview

An important aspect of promoting managed care pharmacy at your school is to first enlighten the students on the variety of roles available for a managed care pharmacist.

Touro University hosts several events each year and collaborates with other student pharmacy organizations on campus to promote Managed Care Pharmacy:

- Roundtable Discussion Events
- P1 Information Session for Managed Care Pharmacy
- Learning about the Pharmaceutical Industry & the Pharmacist Roles
- Pharmacy & Therapeutics Competition

Our school participates in events to promote the expansion of the traditional role of a pharmacist:

- Student Pharmacist Run Free Clinic
- Inter-Professional Day and Competition
- Script your Future Challenge to Increase Awareness of Medication Adherence

In this report we have highlighted the following events: Roundtable Discussion Events; P1 Information Session- Promoting Managed Care Pharmacy; and Script your Future Challenge to Increase Awareness of Medication Adherence - Going above & beyond the role of a pharmacist.

Roundtable Discussion Events

Touro University hosts a roundtable discussion featuring 9-11 managed care pharmacists and 2 managed care residents. The AMCP Chapter at Touro University is fairly new, and the careers available in managed care pharmacy are not well known to first and second year student pharmacists. The goal of the Roundtable Discussion was to use October, “The American Pharmacists’ Month” to inform student pharmacists about the many career opportunities available in the managed care field. The event was titled “Building Bridges in Managed Care Pharmacy” and was a huge success, attended by 80+ student pharmacists.

Due to the popularity of this event, this year our chapter will be hosting another roundtable discussion event, “Night Out with Industry” that will be focused around the different pharmacy career opportunities in the pharmaceutical industries. The event will be hosted by our chapter on March 11, 2014.

P1 Information Session for Managed Care Pharmacy

Many first year student pharmacists are unaware of Managed Care. This event sought to inform student pharmacists about the managed care and AMCP. Below are the topics covered:

What does a Managed Care Pharmacist do?

Managed Care Pharmacists are intimately involved in the care and course of the pharmaceutical treatment. They play a vital role in contributing to positive patient outcomes and help monitor the safety and effectiveness of new drugs on the market

What are the career opportunities available for a Managed Care Pharmacist?

There are many careers in this field such as: Medical Science Liaisons, Medical Communication Specialist, Staff Pharmacist, Director of Pharmacy/Clinical Services, Clinical Program Development, Patient Safety Specialist, Formulary Systems Management, Drug Information Specialist, Call Center Pharmacist, and Drug Distribution.

What areas of Pharmacy involve Managed Care?

In essence, managed care is everywhere including: Pharmaceutical Industries, Hospital/Clinical Pharmacies, Community Pharmacies, Government Agencies (i.e FDA), Pharmacy Benefit Managers, Independent Pharmacies, Compounding Pharmacies, Entrepreneurship (i.e Consulting Firms), Mail Order Pharmacies or Online Services, Academic Institutions, and etc. The opportunities in the Managed Care field are endless.

Script your Future Challenge to Increase Awareness of Medication Adherence- Going Above & Beyond the role of a pharmacist

The Touro University Student-Run Free Clinic is a free clinic where students from the doctor of pharmacy (Pharm.D), doctor of osteopathic (D.O) and physician assistant (P.A) programs work synergistically to provide healthcare for the underserved community of Vallejo every Thursday. With a substantial portion of our patients take prescription medications, our clinic provides a perfect opportunity to implement the Script Your Future campaign in an inter-professional setting. In February we handed out brochures on medication adherence, reinforcing the importance of adherence and also encouraged patients to sign the pledge card. Over 50% of patients seen pledged medication adherence. Improving patient medication safety is a collaborative effort of all healthcare members. Our chapter shared the campaign with D.O., P.A. students, and their preceptors. We were able to share Script Your Future campaign of medication adherence with not only our patients, but also inter-professionally with various healthcare students and professionals.

Our AMCP Chapter also collaborated with the California Society of Health-System Pharmacy (CSHP) and the College of Pharmacy (COP) Board to promote medication adherence by using the Valentine Day celebration to distribute medication adherence cards to over 200 students and their loved ones. Each adherence card was inserted into a bag of chocolates that students could purchase. This helped underscore the benefits of taking prescribed medications as well as the risks of not taking them.

Purpose of the Projects

Student pharmacists are not aware of the different roles in the managed care field. By providing informational sessions with keynote speakers from the Managed Care Industry, we can draw attention to this field. There are many ways to promote Managed Care Pharmacy. Touro University this year organized two Roundtable Discussion Events. The first event promoted managed care while the second event highlighted pharmacists from the pharmaceutical industry.

The purpose of the roundtable discussion events were:

- To enhance the student pharmacists understanding of the AMCP
- To make the student pharmacists more aware of the career opportunities available in Managed Care.
- To provide an opportunity to network

In addition, AMCP also participated in promoting medication adherence by participating in the Script Your Future Challenge.

Project Budget: Expenses and Revenues

Roundtable Events

The event was sponsored by Novartis, Inc. and student government on campus. A proposed budget was sent to the SGA committee for consideration and approval. The approximate budget for this event was \$1,400.

Food and Catering \$ 1,220.00

- Pasta Primavera
- Salad + House Dressing
- Breadsticks
- Dessert
- Water Bottles

Material for event: \$50.00

- Blue Folders
- Labels
- Name Tags

Photocopies of Agenda, Speaker Biographies, etc. \$ 45.00

Revenues: None

Promoting Managed Care Pharmacy to P1s

- Minimum cost- basic cost on printing materials to promote Managed Care Pharmacy
- Request AMCP corporate to send informational brochures to explain Managed Care to student pharmacists

Script your Future Challenge to Increase Awareness of Medication Adherence- Going Above & Beyond the role of a pharmacist

- Purchasing and obtaining medication adherence cards.

Who and How Many Chapter Members are Involved?

At Touro University all student organizations are under an umbrella organization, Touro Pharmacy Alliance (TPA). The president of each respective organization serves on the executive board committee of TPA. The president and board members of AMCP were responsible for organizing and putting on the event, however, the VP of Internal Affairs and VP of Finance of TPA played important roles. The VP of AMCP designed flyers and help coordinate all the events.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

The target audience was first and second year student pharmacists; however, all student pharmacists were invited to attend the events. The student pharmacists were contacted using multiple means of communication, including class email list, event flyers and class announcements. All of the students from the College of Pharmacy were sent an online registration form (developed using Google Docs) to register.

What Materials are Needed? Outside Resources, Ordering, etc?

Roundtable Events

- Large banquet hall (Touro University – Farragut Inn)
- Tables and chairs (Provided by Campus Services)
- Projection and audio system (Provided by IT services)

- Food and refreshments (Provided by Campus Food Services)
- Folders (To provide information sheets to attendees)
- Pens (To provide to the attendees to take notes)
- Name tags for presenters (Students were instructed to bring their white coat name badges)

Promoting Managed Care Pharmacy to PIs

- Create a power point presentation introducing Managed Care Pharmacy
- Informational brochures (usually provided by AMCP, but your organization can also create your own)
- Keynote speakers to promote Managed Care Pharmacy

Script your Future Challenge to Increase Awareness of Medication Adherence- Going Above & Beyond the role of a pharmacist

- Medication Adherence Cards
- Flyers to promote the campaign

Timeline for Implementation and Execution

Roundtable Events

- Begin preparations for the event two months ahead of time
- Two months prior to the event, work with the faculty and industry advisers to gather presenters. Most speakers prefer to be contacted 1.5 to 2 months in advance due to scheduling issues.
- Once availability of the presenters is verified, reserve the room, tables and chairs, audio and video equipment, and food.
- Assign student/current AMCP members to be AMCP Ambassadors for the event.
- Meet with the Dean of Student Services to receive approval for the event
- Work with faculty and industry advisers to obtain speakers for roundtable discussion events
- Develop and submit budget for funding of the event through Student Government Association (SGA)
- Advertise extensively and early to College of Pharmacy students

Promoting Managed Care Pharmacy to PIs

- AMCP board at your school should start planning events at the beginning of the academic year ideally
- Have a timeline prepared and strategies.
- Assign a volunteer to oversee each project/promotion at your school
- Set aside enough time to create presentations, flyers and discuss strategies with your group

Script your Future Challenge to Increase Awareness of Medication Adherence- Going Above & Beyond the role of a pharmacist

- One month prior - Meet with presidents and directors from different organizations on campus
- Brainstorm and come up with ideas- usually done 3-4 weeks prior to events
- Assign tasks and duties to each organization
- Write a description of the activity or event

- Provide pictures of the event that will be submitted with application for Script you Future Challenge Campaign

Follow-up with Faculty Members/Volunteers/Participants

Personal thank you letters were sent to all guest speakers for taking the time to come provide insight and information to the students. Similarly, all of the students and faculty involved were also sent thank you letters for their hard work and time. E-mail announcements are regularly sent out to provide outcomes of competition and events.

Project Evaluation:

What Went Well? What Didn't? How Would You Improve for the Next Year?

The Roundtable Event was successful. The feedback received was that the attendees wanted to spend more time at a table -10 minutes was not enough time for each rotation. Therefore for our next event we will be extending the time per table to 15 minutes to accommodate this request. Our speaker selection was wonderful as student pharmacists were able to gain a wide variety of exposure to the different careers available in Managed Care. We had pharmacists as guest speakers from hospitals, insurance companies, pharmaceutical industry and etc.

Promoting Managed Care Pharmacy to P1 student pharmacists was a challenge since many were unaware of what managed care pharmacy is and what careers are available in managed care. Although giving an information session to P1s and distributing brochures such as "Mapping your Career in Managed Care Pharmacy" was useful, it may be beneficial to bring in a guest speaker (a managed care pharmacist) to explain to student pharmacists the basics of managed care.

Project Checklist:

Roundtable Events

- Received approval for event from Dean of Student Services
- Pick a specific date or week for the event
- Work with faculty and industry adviser to obtain speakers
- Confirm availability of speakers and finalize date
- Reserve Ballroom
- Reserve Tables and Chairs
- Reserve Audio and video equipment
- Purchase folders and pens
- Develop Event Evaluations forms and make copies
- Meet with AMCP Board Member to finalize event details
- Contact guest speakers with event agenda

Promoting Managed Care Pharmacy to P1s

- Reserve a lunch period in the P1 lecture hall
- Pick a specific date or week for the presentation
- Work with TPA/School leaders and AMCP Board
- Create a power point presentation explaining Managed Care and the different career opportunities.
- Obtain Brochures and AMCP applications from AMCP corporate ahead of time
- Reserve Audio and video equipment
- Give the presentation to the P1s
- Reserve a table on Club Day

- Pass out AMCP pens, brochures to promote awareness of AMCP
- Have raffle prizes (i.e headphones or free membership sponsored by the Chapter Organization)
- Have water, candy available to draw attention to student pharmacists about your organization.

Script your Future Challenge Campaign to Increase Awareness of Medication Adherence-Going Above & Beyond the role of a pharmacist

- Organize a meeting and provide information about the campaign
- Meet with presidents and directors from different organization on campus
- Brainstorm and come up with ideas- usually done 3-4 weeks prior to events
- Assign tasks and duties to each organization
- Write a description of the activity or event
- Provide pictures of the event that will be submitted with application for Script you Future

For more information regarding the events at Touro University California, please feel free to contact our AMCP Chapter Board:

Dr. Lily Lee, AMCP Chapter Diplomat

lilym.lee@novartis.com

Dr. Lucinda Chan, AMCP Chapter Faculty Advisor

lucinda.chan@tu.edu

Sapna Chhagan, AMCP Chapter President (2013-2014)

sapna.chhagan@tu.edu

Krista Ouellette, AMCP Vice President (2013-2014)

krista.ouellette@tu.edu

Katrina Zywiec, AMCP Chapter President Elect (2014-2015)

katrina.zywiec@tu.edu



A Night Out With Industry

(A Roundtable Discussion Event)

Date: Tuesday March 11, 2014

Time: 5:30 – 8:30pm

Location: Farragut Inn

Approved for 3 IPPE hours

Dinner will be provided to all guests

Sponsored by:



For More Info Contact: Sapna Chhagan, AMCP Chapter President
Sapna.Chhagan@tu.edu

TOURO PHARMACY ALLIANCE (TPA)



INFORMATION SESSION
2013-2014

TPA IS AN “UMBRELLA ORGANIZATION”

It consists of **7 pharmacy professional** organizations:

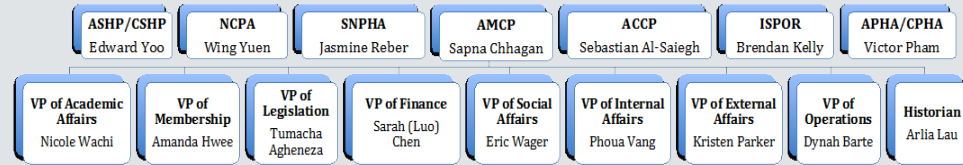
1. *Academy of Managed Care Pharmacy (AMCP)*
2. *American College of Clinical Pharmacists (ACCP)*
3. *American/California Society of Health System Pharmacists (ASHP/CSHP)*
4. *American/California Pharmacists Association (APhA/CPhA)*
5. *International Society for Pharmacoeconomics & Outcomes Research (ISPOR)*
6. *Student National Pharmaceutical Association (SNPhA)*
7. *National Community Pharmacists Association (NCPA)*



TOURO PHARMACY ALLIANCE COMMITTEE

Touro Pharmacy Alliance Organization

TPA Presidents and Vice Presidents



TPA Clinic Directors/Project Coordinators

Men's Overnight Shelter	Jeremy Supetran & Peng Zhang
Berkeley General Suitcase	Vivian Nguyen & Tiffany Huynh
Youth Clinic	Eliana Barriga and Susie Manivanh
Contra Costa Farmers' Market Outreach	Rebecca Lee
Raley's Outreach	My Hanh Vu
HIV Awareness Project	Emily Chee & Angela Nguyen
Immunization Project	James Lowsitsukdi2
Hypertension Project	Trinh Huynh & Huong Nguyen
Smoking Cessation Project	Sirena Lau
Diabetes Project	Shirley Feng & Vincent Largo
Heartburn Awareness	Natalie Pham & Sohyun Ho
OTC Project	Joanna Souksavong & Michelle Nguyen
Healthy Lifestyle Project	Dennis Kim
Asthma/COPD Project	Stephanie Chin & Min Kim
Berkeley Women's Suitcase	Joyce Cheung & Betty Chang

WHO SHOULD BECOME A TPA MEMBER?

“All Student Pharmacists at Touro University”



SUCCESS

Because you too can own this face of pure accomplishment

PERKS OF BEING A TPA MEMBER:



- Preparation for the Triple Jump Exam (TJEs)- **Practice OSCEs**
- Increased **IPPE** opportunities
- Increased access to competitions (i.e ACCP challenge, Quiz Bowl, P&T)
- Increased opportunities to build your skills and your CV
- And MOST importantly, **INCREASED NETWORKING OPPORTUNITIES!!!**
- Start/maintain a network of pharmacy professionals- so you can find a job/internship!



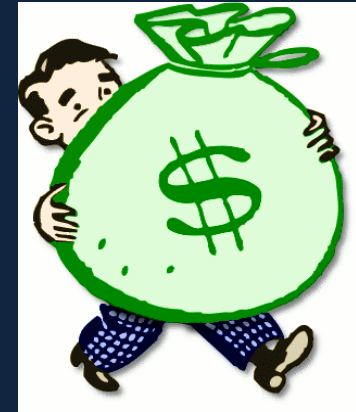
SOCIALIZE WITH OTHER TPA MEMBERS

- Network with your Upperclass colleagues (P2, P3 and P4s)
- Access to ALL social networking events (TPA Barbeque, TPA Auction, TLC, etc.)



SO, WHAT'S IT GOING TO **COST** ME?

- Members pay to join one organization, but can participate in all TPA sponsored events.
- In other words.....more bang for your buck!!
- All that's required is belonging to at least one professional organization (i.e AMCP, ACCP, CSHP, APhA, NCPA, SNPhA and/or ISPOR)
- You'll pay the core fee + umbrella fee
- Umbrella Fee is \$20
- Core Fee is the cost of joining the specific professional organization(s) that you wish to join (*fee will vary between each organization*)



Our Pharmacy Professional Organization!



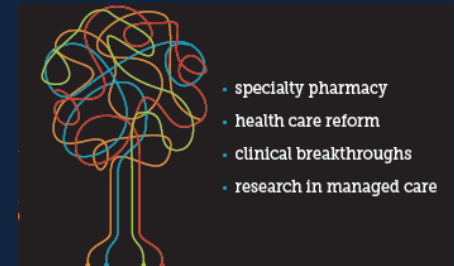
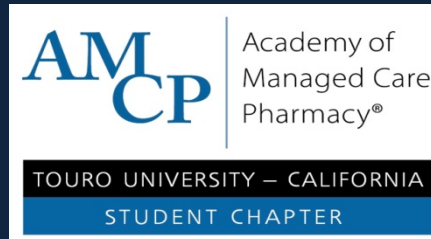
Academy of Managed Care Pharmacy

“AMCP”



President: Sapna Chhagan
Email: sapna.chhagan@tu.edu

*“The Academy’s mission is to **EMPOWER** its members to serve society by using sound medication management principles and strategies to improve health care for all.”*



WHAT IS **MANAGED CARE**?

- Managed care is defined as an organized health care delivery system designed to improve both the *quality* and the *accessibility* of health care, *pharmaceutical care* while containing costs.



WHAT DOES A MANAGED CARE PHARMACIST DO?

- Intimately involved in the care and course of the pharmaceutical treatment
- Plays a **vital role** in contributing to positive patient outcomes
- Monitor the safety and effectiveness of **new drugs on the market**

- Many career opportunities such as....
 - Medical Science Liaison/Clinician
 - Medical Communications Specialist
 - Staff Pharmacist
 - Director of Pharmacy/Clinical Services
 - Clinical Program Development
 - Patient Safety Specialist
 - Formulary Systems Management
 - Drug Information Specialist
 - Call Center Pharmacist
 - Drug Distribution
 - and much, much more...



WHAT AREAS OF PHARMACY INVOLVE MANAGED CARE?

Managed Care is **Everywhere**.....

- Pharmaceutical Industry
- Hospital/Clinical Pharmacy
- Community Pharmacy
- Government Agencies
- Pharmacy Benefit Managers (PBMs)
- Independent Pharmacies
- Compounding Pharmacies
- Entrepreneurship (i.e Consulting Group)
- Mail Order Pharmacies or Online Services
- Academic Institutions
-opportunities are **ENDLESS!**

Also, consider....

- **Flexible hours**
- **Travel**



ROUNDTABLE DISCUSSION- LET'S BUILD BRIDGES!

- Priority seating at the AMCP Leadership Roundtable Discussion Events
- Due to the popularity of the event last year, this year our chapter will be hosting 2 events:
 - “Building Bridges”: Thursday, October 10th 2013 at Faragutt Inn (5:30-8:30pm)- Save the DATE!
 - Network with a variety of pharmacists from different institutions
 - Complimentary Dinner for ALL attendees
 - “Building Bridges- Pharma Edition”- March 2014
 - Network with Pharmacists from Pharma Companies
 - Complimentary Dinner for ALL attendees

Popular Event! Don't miss out!



PHARMACY & THERAPEUTIC “P&T” COMPETITION

- Real world clinical skills simulation of a true Pharmacy & Therapeutics Committee
- 4 member team
 - opportunity to evaluate manufacture drug dossiers for economical, clinical and humanistic data to determine an appropriate fit for drugs on a formulary.
- Research experience!!**
- Present findings to a panel of judges
- Transferrable clinical skills in **ANY** field of Pharmacy you wish to pursue

- Definitely makes you “stand out” on job interviews/internships/etc.
- P1s** are welcome to join (faculty advisors and P3/P4s are available to coach teams)



Why join our Academy?

Priority Notification & Sign Up for events (Don't miss our on Roundtable Events!)

Opportunity for Leadership – building up your resume!

Access to Summer Internships and Residencies

and most of all....

Understanding **Managed Care Pharmacy** is part of your Track 3 Curriculum

And if that doesn't convince you.....what are you doing for Spring Break???

AMCP's 26TH ANNUAL MEETING AND EXPO

Enjoy your spring break with us in

Tampa Florida!

April 2-4, 2014

Counts as one of the national conferences
that Touro pharmacy students are required to attend.

Join **AMCP Chapter** at Touro University CA!



FOR MORE INFORMATION

AMCP Website

www.amcp.org

Mapping Your Career in Managed Care Pharmacy

<http://amcp.org/WorkArea/DownloadAsset.aspx?id=9278>

TU Student Life

<http://www.tustudentlife.com/clubs/amcp/events/>

Facebook

<https://www.facebook.com/AMCPtouro>

Contact the Touro University CA-AMCP Executive Board:

Faculty Advisor: Dr. Lucinda Chan, lucinda.chan@tu.edu

President: Sapna Chhagan, sapna.chhagan@tu.edu

Vice President: Krista Ouellette, krista.ouellette@tu.edu

Vice President: Kayla Coleman, kayla.coleman@tu.edu

JOIN TPA AND...



Please help us evaluate our event by completing this short questionnaire. Indicate your level of satisfaction in each category. Please answer each question honestly and to the best of your ability. We will use your feedback to determine how we can improve our future events.

	Very Satisfied	Satisfied	Neither Satisfied nor Unsatisfied	Unsatisfied	Very Unsatisfied
Overall experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials and Handouts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities or Venue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What were the strengths of the event? What did you find most useful or enjoyable?

Which parts were the least useful or enjoyable?

Comments and recommendations:

How did you hear about this event?

Would you like to hear about similar events in the future? If so, please provide your email address here: _____@_____

If you have any other questions or comments please email: sapna.chhagan@tu.edu