

The Modern Clinician

Purdue University

Project Description & Implementation Overview

“The Modern Clinician” was a one day lecture series held during the fall semester. The lectures were open to all, however, there was an emphasis to invite and encourage those in pre-health or professional majors. The objective of these lecture series was to inform students of important and pertinent topics related to the healthcare field, allowing for continual professional development outside of the classroom.

Speakers and topics included:

1. Amy Ball, PharmD (Vice President, Clinical Programs and Client Management, Health Strategy LLC)
 - **The Individual vs The Population:** How to serve both and who comes first
2. Luann E. Van Campen, Ph.D., M.A. (Bioethics Advisor and Head of Bioethics Program, Eli Lilly and Company)
 - **Health Ethics in a Capital Society:** Navigating profit margins and patient care
3. Richard F. Borch, Ph.D., M.A. (Head, Department of Medicinal Chemistry and Molecular Pharmacology) and Kellie L. Jones, PharmD, BCOP (Clinical Associate Professor of Pharmacy Practice)
 - **Clinical Evidence to Clinical Practice:** Expediting the transition from science to the patient care
4. Peter Wallskog, M.D. (Lead Hospitalist and Chief of Staff, IU Health Bloomington) and Raja Hanania, R.Ph, CDM, CDE (Clinical Pharmacy Specialist-Critical Care/Diabetes Care)
 - **The Pharmacist and the Physician:** Communication and common goals

Students could attend any or all of the lectures depending on their interests. Each of these lecture sessions was designed to include a 40 minute candid presentation by experts in the field and a 20 minute audience question and answer session. There was an informal breakfast and lunch served during the course of the day, allowing for the opportunity to network, mingle, and learn more from the speakers.

Purpose of the Project

The goal of this program is to bring together students, practitioners and experts in order to discuss current topics in health care.

Project Budget: Expenses and Revenues

Event Budget for Modern Clinician Event (PAMCP)			
Expenses			
		<u>Estimated</u>	<u>Actual</u>
Total Expenses		<u>\$935.00</u>	<u>\$745.53</u>
Site & Refreshments	Estimated	Purchases	Actual
Room Reservation	Free if Key Provided		\$0.00
Food (Breakfast and Lunch)	\$200.00	Panera (Breakfast)	\$62.66
Drinks (Breakfast and Lunch)	\$75.00	Jimmy Johns	\$103.77
		Drinks/Chips Sams Club	\$69.10
		Extra food/supplies/gift wrapping	\$136.85
Total	\$275.00		\$372.38
Program	Estimated	Purchases	Actual
Speaker Gifts (for 6)	\$120.00	Crate and Barrel Speaker Gifts	\$98.03
Speakers (for 6)	Free		\$0.00
Travel (for 6)	\$150.00	Travel for 2	\$131.88
Hotel (for 6)	\$300.00		
Other			
Total	\$570.00		\$229.91
Publicity	Estimated	Purchases	Actual²
Nametags	\$15.00	Exponent	\$59.00
Photocopying/Printing	\$50.00	Programs/Flyers	\$84.24
Postage (for special invitations and thank you letters)	\$25.00		
Total	\$90.00	\$0.00	\$143.24
> Income			
Potential Income			
Event T-Shirts (\$15.00 each)	\$60.00		
Total	60.00	NONE! We sold about 5-6 t-shirts.	

This event was sponsored by the Anderson Lecture Fund. Eligibility for this college-sponsored grant is determined by the Dean's Council on a case by case basis. There was very little profit gained from this event.

Who and How Many Chapter Members are Involved?

The AMCP Chapter hosted this event. The bulk of the event was planned and organized in a committee of four members from the chapter. There were 2-3 members who acted as support, by helping with set-up on the day of the event and aiding in advertising.

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

We targeted students in pharmacy school, nursing school, pre-med, or in any other health related field. Students were asked to register online prior to the event to ensure there was enough seating. Some students were, however, allowed to sign-up on the day of the event for lectures that were not full. Flyers were posted around campus for this event, advertisements were placed in the school paper, and announcements were made to specific classes in order to publicize the event to students in health care related majors.

Ideas for speakers and lecture topics were brainstormed in a committee. Once speakers were decided upon invitations were sent out the April before the event. Follow-up emails were sent throughout the summer to finalize topics and plans.

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

- Food and refreshments
- Tables and chairs
- A room with computer and projector
- Volunteers
- Thank you gifts & thank you cards
- Name tags
- Mugs/t-shirts (optional).

Timeline for Implementation and Execution

5 months prior:

- Initial meeting: To confirm timeline and initial speaker list
- Email invitations : Email speaker invitations and report to the president if he/she agrees or cannot attend
- Secure a location before leaving for summer break.

4 months prior:

- Follow-up: If you have not heard from speaker contact them again and decide on a back-up speaker

3 months prior:

- Write questions for your speaker(s): Write five questions for your speaker during the discussion period and email them to the president.

2 months prior:

- Email updates: email speakers with information to help them prepare.

1 month prior:

- Order food: From Panera and Jimmy Johns
- Final confirmation/Directions/Location: send speaker event details and directions. Thank them for coming.
- Continue to make announcement in class during week prior to remind students to attend.

Host Event

- Write thank you: Write a thank you note and mail to speaker.

Follow-up with Faculty Members/Volunteers/Participants

All thank you letters were sent out the week following the event. Speakers were thanked for their participation and willingness to share pertinent information in the healthcare field.

Project Evaluation:

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

What went well:

- 3 of the 4 topics went exceptionally well, with audience questions and interest.
- Feedback from students suggested this was an event that should be continued in the future.
- Transitions between speakers and breaks were smooth and worked well.

What didn't go well:

- The one topic that covered material more suitable for higher level, pharmacy students was difficult and less helpful for the audience.
- Almost 70 student pre-registered for the event, while around 30-40 attended. This difference could be alleviated if a small fee was required or extra credit provided.
- T-shirt sales were almost non-existent and did not bring in substantial profit for the organization.

List Each “To Do” for Project

- Determine the committee that will be involved
- Have initial meeting and confirm planning timeline
- Decide on speakers and possible topics
- Email invitations to speakers
- Book the venue for the event
- Fill out all grant/event planning forms
- Send out follow-up emails
- Make flyers and brochures for event
- Start placing ads in newspaper and around campus
- Set-up the survey monkey registration
- Order food from Panera and Jimmy Johns
- Buy thank you gifts for speakers
- Make name-tags
- Send out thank you cards

Project Checklist:

- Email invitations to speakers
- Book the venue for the event
- Fill out all grant/event planning forms
- Send out follow-up emails
- Make flyers and brochures for event
- Start placing ads in newspaper and around campus
- Set-up the survey monkey registration
- Order food from Panera and Jimmy Johns
- Buy thank you gifts for speakers
- Make name-tags
- Send out thank you cards

An Invitation



We cordially invite you to be a guest speaker at a Purdue Academy of Managed Care Pharmacy event, alongside other leading pharmacists in your field.

*Saturday, September 3rd, 2011
Breakfast to begin at 8:30 am
Robert E. Heine Pharmacy Building
575 Stadium Mall Drive
West Lafayette, IN 47907*



Purdue AMCP Student Chapter

EVENT COORDINATOR
Lindsey Seel

PHONE
765-237-2901

EMAIL
lhowlett@purdue.edu

Dear Dr. Amy Ball,

The Purdue Academy of Managed Care Pharmacy (PAMCP) student chapter cordially invites you to be a guest speaker at a brand new event on September 10th, 2011 at the Purdue University College of Pharmacy. Due to your expertise in the field of managed care pharmacy, we believe you would be a valuable addition to the team of speakers we are putting together, and we hope to work closely with you to make this opportunity a reality.

The event we are hosting is called "The Modern Clinician: Discussions Concerning Health Care, Ethics and Business." We will be covering four broad topics; (1) treating the individual patient versus the patient population, (2) how to navigate profit margins in patient care, (3) expediting the transition from research to clinical practice and (4) collaborations between pharmacists and physicians. Each session will be one hour long including a 40 minute candid presentation by experts in the field and a 20 minute audience question and answer session.

We would like to invite you to present on the topic of treating the individual versus the population. The topic, in other words, addresses how pharmacists can reconcile two approaches to care; individualized care and population data based care. This topic is scheduled for 10:00 am. Our speaker's breakfast will begin at 8:30 am, where you will have the chance to meet with the other presenters as well as select students and faculty. If this opportunity is something you are interested in doing we'd love to and to work with you on any arrangements that would make it possible for you to join us. If you have any questions, or desire further explanation of the topic matter, please feel free to contact me by email or phone. Thank you, and I look forward to speaking with you soon.

Sincerely,

Lindsey Seel
PAMCP President

THE SCHEDULE OF EVENTS

Time	Activity	Speaker(s)
8:30 am	Breakfast for speakers, AMCP members and registered participants	
9:45 am	Registration in RPHH Lobby	
10:00 am	The Individual vs. The Population: How do we serve both and who comes first	Amy Ball, PharmD Vice President, Clinical Programs and Client Management, Health Strategy LLC
11:10 am	Health Ethics in a Capitalist Society: Navigating profit margins and patient care	Luann E. Van Campen, Ph.D., M.A. Bioethics Advisor and Head of Bioethics Program, Eli Lilly and Company
12:10 pm	Lunch	
12:40 pm	Clinical Evidence to Clinical Practice: Expediting the transition from science to patient care	Richard F. Borch, Ph.D., M.D. Head, Department of Medicinal Chemistry and Molecular Pharmacology Kellie L. Jones, PharmD, BCOP Clinical Associate Professor of Pharmacy Practice
1:50 pm	The Pharmacist and the Physician: Communication and common goals	Peter Wallskog, M.D. Lead Hospitalist and Chief of Staff, IU Health Bloomington Raja Hanania, R.Ph, CDM, CDE Clinical Pharmacy Specialist- Critical Care/Diabetes Care

The Modern Clinician:

Discussions Concerning Health Care,
Ethics and Business.

Brought to you by the **Purdue Academy of Managed Care
Pharmacy** (PAMCP) and the Purdue College of Pharmacy's
Anderson Lecture Fund

**Breakfast and Lunch will be held in
Room 162**

**All presentations will be held in
Room 164**

Everyone must visit the
registration table before
attending a presentation or
a meal.

Post for "This Week in Pharmacy"

TITLE: Purdue Academy of Managed Care Pharmacy (PAMCP) Leadership Callout and Health Care Reform Update

Sponsoring organization: Purdue Academy of Managed Care Pharmacy

PAMCP would like to invite you to join us on Wednesday, April 13th at 6:00pm in RHPH 162 for our leadership callout. Whether or not you have been active in PAMCP previously, feel welcome to join us and learn what opportunities there are for you! We will be looking for students to run for officer positions in addition to students who would like to be involved in a brand new event to be held early in the Fall semester. The new event is entitled "The Modern Clinician: Discussions Concerning Health Care, Ethics and Business." Please see the promotional flyer for more details. We will also be providing a Health Care Reform update on Accountable Care Organizations. Come learn how this monumental bill is going to change the future of your practice!

If you have any questions don't hesitate to contact Lindsey Seel at lhowlet@purdue.edu. We look forward to seeing you there!



Academy of
Managed Care
Pharmacy®

"Managed Care" is...

- An organized health care delivery system (e.g. hospital, business, insurance, government) with three major goals
 - Improve quality and accessibility of health care
 - Improve outcomes and overall quality of life for patients
 - Contain medical costs

"Managed Care Pharmacy" is...

- All of the above with a focus on drug therapy and pharmaceutical care

About AMCP

The Academy of Managed Care Pharmacy (AMCP) is a professional association of pharmacists and associates who serve patients and the public by the promotion of wellness and rational drug therapy through the application of managed care principles.

The organization's vision is to "improve quality of life through appropriate and accessible medication therapy."

Purdue AMCP Officers

President: Lindsey Seel Treasurer: Stacy Hoover

Vice President: Andrew Sirois Secretary: Jeong-Min Kim

President-Elect: Lauren Turner

Service Chair: Hahyoan Kim

P&T Coordinator and Fundraising Chair: Shuting Huan

Student Council Rep: Jeong-Min Kim

2011-2012 Events and Activities

Pharmacy First Nighter (Sept. 7th, 2011)

- Come meet current members, learn more about the organization and sign up for email alerts.

The Modern Clinician (Sept. 10th, 2011)

- Come hear 6 exceptional speakers discuss topics concerning health care, ethics and business (see page 2 for more information).

P&T Competition (Spring 2012)

- Learn to develop and manage a formulary system through evaluating literature, conducting comparative studies, and making real life decisions based on cost-benefit analysis (see page 2 for more information).

Monthly Club Meetings

- Stay involved and informed on club happenings as well as benefit from clinical updates, which will be concise and current updates to help prepare you for practice.

Social Events, Fundraisers,

Service Activities and more...



Careers in Managed Care Pharmacy

Specialty Pharmacy

Clinical Informatics

Drug Formulary Management

Medication Therapy Management

Clinical Account Management

Business/ Management

Pharmacoeconomics

Pharmacy and Therapeutics Committee

The Modern Clinician: Discussions Concerning Health Care, Ethics and Business.

September 10th, 2011.

Register early at: <http://www.surveymonkey.com/s/7RLCPWY>

Time	Activity	Speaker(s)
8:30 am	Breakfast for speakers, AMCP Members and registered participants	
9:45 am	Registration in RPH Lobby	
10:00 am	The Individual vs. The Population: How do we serve both and who comes first	Amy Ball, PharmD Vice President, Clinical Programs and Client Management, Health Strategy LLC
11:10 am	Health Ethics in a Capitalist Society: Navigating profit margins and patient care	Luann E. Van Campen, Ph.D., M.A. Bioethics Advisor and Head of Bioethics Program, Eli Lilly and Company
12:10 pm	Lunch	
12:40 pm	Clinical Evidence to Clinical Practice: Expediting the transition from science to patient care	Richard F. Borch, Ph.D., M.D. Head, Department of Medicinal Chemistry and Molecular Pharmacology Kellie L. Jones, PharmD, BCOP Clinical Associate Professor of Pharmacy Practice
1:50 pm	The Pharmacist and the Physician: Communication and common goals	Peter Wallskog, M.D. Lead Hospitalist and Chief of Staff, IU Health Bloomington Raja Hanania, R.Ph, CDM, CDE Clinical Pharmacy Specialist- Critical Care/Diabetes Care

Event Page: <http://www.facebook.com/event.php?eid=212304355482748>



Pharmacy and Therapeutics Competition

The P&T competition is designed to expose pharmacy students to the process of formulary management. Students will learn to develop and manage a formulary system through evaluating literature, conducting comparative studies, and making real life decisions based on cost-benefit analysis. Students will hone a variety of skills including critical analysis, presentation and research skills.

Professional students form teams of 4 and complete requirements as decided by AMCP national (the drugs, questions and requirements change from year to year). Each team competes locally and the winning team will submit their presentation materials to the FMCP National Competition Selection Committee. This committee will select eight (8) teams to compete nationally.

A Purdue team has made it to nationals that last two years! There are also positions for pre-pharmacy students who are interested. Come to callouts and meetings to learn more on how you can be involved.

YOU ARE HERE: [HOME](#) > [DESIGN APPAREL](#)

[START DESIGNING](#) | [GET A QUOTE](#)

FIND OUT HOW TO USE THE DESIGN STUDIO FOR DIGITAL PRINTING ORDERS

HAVE QUESTIONS?

Call us anytime at
1-800-242-4787

or [contact us via e-mail here](#)

SIGN UP FOR OUR NEWSLETTER

Sign up for our newsletter to be the first to know about our new offers!

SIGN ME UP!

PIC OF THE MONTH



[MORE INFO»](#)

YOU ARE HERE: [HOME](#) > [DESIGN APPAREL](#)

[START DESIGNING](#) | [GET A QUOTE](#)

UNDERGROUND PRINTING CUSTOM DESIGN STUDIO

1 Catalog 2 Design 3 Size & Qty (1) 4 Save 5 Checkout Login

Add Art
Add Text
Upload Art

Layers

- T Discussions Concerning
- T The Modern Clinician
- T 2011

Tools

- zoom 100%
- switch print location
- change product color

Properties

Width [] Lock
Height []
Rotation 0

Color Properties

Change layer color

Text Properties

None
Spacing 2
Bolton
2011
Update Text

FIND OUT HOW TO USE THE DESIGN STUDIO FOR DIGITAL PRINTING ORDERS

HAVE QUESTIONS?

Call us anytime at
1-800-242-4787

or [contact us via e-mail here](#)

SIGN UP FOR OUR NEWSLETTER

Sign up for our newsletter to be the first to know about our new offers!

SIGN ME UP!

PIC OF THE MONTH



[MORE INFO»](#)