

Western Regional Managed Care Student Conference

University of Southern California School of Pharmacy

Project Description & Implementation Overview

The 5th Annual Western Regional Managed Care Student Conference will be held in Irvine, California on June 22nd-June 24th. This will be the third time USC will host the conference. The purpose of this 2-day program is to educate and expose students to managed care principles in an environment that promotes the exchange of ideas from various student leaders in the Western Region AMCP Student Chapters. The conference also allows students the opportunity to interact intimately with managed care professionals and to develop important skill sets in preparation for a career in pharmacy, and specifically in the field of managed care pharmacy.

This overview will include a reflection of past USC implementation and will give insight to the upcoming program in June.

Purpose of the Project

The purpose of the Western Regional Managed Care Student Conference was:

- To expose student pharmacists to important managed care principles in effort to disseminate ideas between leaders in various schools of pharmacy
- To allow student pharmacists the opportunity to network with managed care professionals
- To recognize the importance and impact of pharmacists in the evolving field of managed care
- To prepare students for a career in managed care pharmacy and to better equip them with skills for post graduation success

Project Budget: Expenses and Revenues

Number of Attendees: 65

Participating Schools: 11

Estimated Number of Students: 50

Estimated Number of Speakers and Facilitators: 15

	Budget Item	Costs
Sleeping Accommodations, meals, meeting space	Students: Shared rooms with 2 in a room; 25 rooms Rate: \$200.00/student * 50 students = \$10,000.00 Faculty: Share rooms with 2 in a room; 8 rooms Rate: \$200.00/faculty * 15 = \$3,000.00	\$13,000
Supplementary Meeting Room Expenses	Additional Meeting Room for Break Out session	\$500
Supplementary Food Expenses:	\$1,250.00 (Dessert, Wine Beer Reception) \$250.00 (Break- Coffee, Juice, Water, Snacks) \$1,250.00 (Social Event)	\$2,750.00
Audio Visual Charges		\$1,500.00
Faculty Travel Expenses	\$500.00/faculty member *15 = \$7,500.00	\$7,500.00
Printing/Programs	Program printing and binding	\$500.00
Plaques and Awards:		\$500.00
Photography and Miscellaneous Supplies		\$1,000.00
	Total Budget	\$27,250

Student Pharmacists were charged \$40 for attendance. There was no revenue.

For the 2012 conference, we estimate that our program will host 85 students and 20 faculty/professionals. USC will invite members from the Western Region Schools of Pharmacy listed below:

Arizona

1. Midwestern University
2. University of Arizona

4. Loma Linda University

5. University of California, San Diego
6. Western University
7. Touro University
8. California Northstate College

California

1. University of Southern California
2. University of the Pacific
3. University of California, San Francisco

Colorado

1. University of Colorado
2. Rueckert-Hartman College

Hawaii

1. University of Hawaii, Hilo

Idaho

1. Idaho State University

Montana

1. University of Montana

Nevada

1. University of Southern Nevada

New Mexico

1. University of New Mexico

Oregon

1. Oregon State University
2. Pacific University

Utah

1. University of Utah

Washington

1. University of Washington
2. Washington State University

Wyoming

1. University of Wyoming

*A limited number of students from different regions with a strong interest in founding a regional student education program will also be invited.

Who and How Many Chapter Members are Involved?

The implementation of this activity involved 25-30 members of the AMCP USC Chapter. Previously 65 students (including those students who volunteered for committees) participated in this conference. This year, we are allowing up to 85 students participate in the conference.

There were several committees formed in order to complete various tasks pertaining to implementation of the conference. Committees included:

1. Finance Committee
 - Function: solicit sponsors for donations, apply for grant funding from sources such as USC, Amgen Foundation
2. Utilization Committee
 - Function: develop program/layout for conference, decorate various venues for activity, and serve the conference in multiple settings (check-in attendees, usher attendees between sessions).
3. Public Relations and Marketing Committee
 - Function: develop Western Regional Managed Care Student Conference website and application process, compile speaker biographies and slide decks to post on conference website for viewing, facilitate all audio/visual performance tasks.

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

This event is open to all pharmacy students interested in managed care pharmacy and interested in attending this conference. Previously, the conference involved just audience attendance, but this year will include both: active participation in activities as well as interactive participation in education sessions. Due to limited seating in the conference center, students were required to RSVP through email, and the first 65 students to RSVP participated in the conference. This year students will be required to RSVP through the website service, and student involvement is limited to 85 students. Students are contacted about the Western Regional Managed Care Student Conference through their AMCP student chapter leadership.

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

1. USC Irvine Orange County Center Facility
 - a. Conference centers are preferred to hold a conference style event, and hotel conference rooms are adequate for hosting.
2. Website
 - a. Use of a website allows participants easy access to information regarding the event as well as serve as a useful platform for communication and registration.
3. Speakers
 - a. Speakers/Activity Facilitators were secured for this conference in advance and are essential to the educational sessions.
4. Miscellaneous Items
 - a. Tote bags were ordered for participants, pamphlets with the agenda, name tags for participants were made and gifts were bought for all speakers.

Timeline for Implementation and Execution

1. Finance Research
 - Fall/Spring Semesters: Research/solicitations were conducted throughout.
 - One month before event: Confirm costs and double check donations.
 - Three weeks before event: apply for last minute funding from USC.
2. Facility
 - Fall semester: book conference facility.
 - Spring semester: Follow up with the facility to finalize costs, confirm event.
 - One month prior to event: Walkthrough of the center with utilization committee to finalize decorations and layout.
 - One day before event: Utilization Committee should have everything ready for placement in the facility.
3. Conference Speakers
 - Four months prior to event: Finalize agenda topics and book speakers.
 - Two months prior to event: Finalize speaker engagements, facilitate travel arrangements for speakers, gather information for speaker biographies.
 - One month prior to event: Remind speakers about the conference, continue to gather information from speakers.
 - Two weeks prior to event: Post final agenda with speaker list to website and continue to correspond with speakers to address questions or concerns.
 - One week prior to event: Send reminder emails to speakers for confirmation, and receive speaker biographies and slide decks for presentations.
 - Three days prior to event: Finalize all presentation slide decks, send final reminder of event.
4. Conference Miscellaneous Duties
 - Fall/Spring semester: solicit students to volunteer for committees.
 - Three months prior to event: start promoting and publicizing event to students, faculty, and outside schools.
 - Two months prior to event: send out RSVP form, develop conference design, place food/refreshment order with conference center.

- One month prior to event: finalize student attendees, confirm food/refreshment order, order materials with conference design (i.e. tote bags, pens).
- Two weeks prior to event: confirm student attendees, purchase miscellaneous refreshment snacks, finalize the agenda, create name tags for event, purchase gifts for guests and speakers.
- One week prior to event: send out final emails to participants with last minute instructions and purchase any last minute items.

Follow-up with Faculty Members/Volunteers/Participants

Thank you letters and gifts were given to all speakers and guests at the completion of the conference. Thank you letters and response feedback were sent as a follow up to speakers and guests one week after the conference. All volunteers were thanked with gifts and thank you letters. Participants received a program follow up immediately at the completion of the program, and follow up emails were sent to participants in regards to their conference attendance.

Project Evaluation:

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

This section will include an evaluation of the previous USC-hosted Western Regional Managed Care Student Conference as well as discuss new improvements to the 2012 Student Conference that will take place in June.

This conference fulfills its goal of allowing pharmacy student leaders from many states to interact with other student leaders. The conference excels at providing a platform for students to not only learn about managed care pharmacy but also allowing students to develop relationships with individuals who are practicing managed care professionals. Since its inception in 2008, the Western Regional Managed Care Student Conference has garnered an increasing amount of student involvement in managed care, and attendance at conference has steadily increased every year as well. This conference is very valuable for students to attend in preparation for a strong career in pharmacy.

While students are able to gain a plethora of knowledge from the various speakers at a conference, students feel that having an all day speaker series over-saturated them with knowledge and was draining on their attention span. One of the things USC wants to build upon from the previous student conferences is to incorporate active participation from the students with the managed care education activities. In addition, an effort to create a conference atmosphere will be established by hosting multiple, simultaneous breakout sessions and having all the participants gather for keynote speakers.

List Each "To Do" for Project

1. Ask for involvement from AMCP student members outside of the
2. Conduct funding research and solicit for donations
3. Create the agenda for the conference
4. Create conference logo/platform
5. Secure a conference location
6. Book speakers
7. Publicize event to various schools of pharmacy
8. Develop website for registration and information sharing

9. Implement RSVP process
10. Send out reminder emails to student pharmacists and guest speakers
11. Place food/refreshment order
12. Print agenda/create name tags
13. Order miscellaneous items for conference (pens, tote bags)
14. Acquire decorations for facility and decorate facility
15. Solicit give program feedback
16. Thank/Follow up with speakers/guests

Project Checklist:

Western Regional Managed Care Student Conference

- Create a timeline
- Conduct financial research
- Collect volunteers/designate them to committees
- Create logo, flyers, and website
- Create an RSVP procedure/website
- Book speakers
- Place food/refreshment/drinks order with facility (or outside vendor)
- Follow up with speakers at one month prior to event
- Follow up with speakers at two weeks prior to event, collect biographies, slide decks
- Promote to students pharmacists - post flyers, emails, Facebook invites, class announcements, email to other school student leadership
- Order decorations
- Order Name Tags/Tote bags/Pens
- Print the agenda
- Create program feedback questionnaire and distribute to participants
- Send thank you letters

**2012 Western Regional Managed Care Student Conference
USC Orange County Center Facility
Irvine, CA**

Agenda (FEBRUARY DRAFT)

Friday, June 22nd, 2012

4:00 pm – 7:00 pm Conference Registration/Guest Room Check-in
9:00 pm – 11:00 pm Reception/Evening Function

Saturday, June 23rd, 2012

8:00 am – 9:00 am Breakfast/Conference Registration

9:15 am – 10:15 am BREAKOUT SESSION 1:
Managed Care Legislation/Health Care Reform – Speaker
Pharmacoeconomics – Speaker
Managed Care Education Activity: ZOSTIX – Dr. Shetal Desai

10:15 am – 10:30 am Break – Coffee/Snacks

10:30 am – 11:30 am BREAKOUT SESSION 2:
Managed Care Legislation/Health Care Reform – Speaker
Pharmacoeconomics – Speaker
Managed Care Education Activity: ZOSTIX – Dr. Shetal Desai

11:45 am – 12:45 pm Lunch
Networking Activity

1:00 pm – 2:00 pm Career Opportunities In Managed Care – Speaker

2:05 pm – 3:05 pm BREAKOUT SESSION 3:
Industry opportunities in Managed Care – Speaker
PBM Basics: Formulary, P&T, Contracting – Speaker
Managed Care Education Activity: P&T – USC Students

3:10 pm – 4:10 pm BREAKOUT SESSION 4:
Managed Care Opportunities in Industry – Speaker
Formulary Management in an Integrated System – Speaker
Managed Care Education Activity: P&T – USC Students

4:15 pm – 5:30 pm Free Time

5:30 pm – 7:30 pm Dinner
Opening by AMCP USC Representative, Appreciation,
Acknowledgements

7:30 pm – 11:00 pm Evening Function

Sunday, June 24th, 2012

8:30 am – 9:30 am Breakfast
The Importance of Networking - Speaker

9:30 am – 10:30 am Post Graduation Opportunities: Fellowship, Residency

10:45 am – 11:30 am Preparation for a Career in Managed Care - Speaker

11:45 am – 12:00 pm Closing Remarks & Program Evaluation

*Agenda Subject to Change

