

Managed Care 101 Workshop

University of Maryland

Project Description & Implementation Overview

This was a day-long workshop geared towards introducing student pharmacists to the fundamental principles of managed care pharmacy practice. The event took place on a Saturday from 9 am – 3 pm. A weekend date was selected because it offered our chapter more flexibility in planning the event around a time that was convenient for both student pharmacists, and speakers (as one of them had to fly in from out of town).

Student pharmacists received printed handouts of all the slide decks that were utilized throughout the day at the beginning of the session. Case-based learning activities were observed at the end of select hours (Formulary Management, and Specialty Pharmaceuticals).

We received very positive feedback from attendees, many of whom had never had exposure to managed care before, or had an incorrect idea of what managed care was.

Purpose of the Project

The purpose of this project was to equip student pharmacists of all class years and experiences with a basic understanding of managed care pharmacy, with the hopes that they would apply this knowledge to their didactic, experiential, and work experiences.

Project Budget: Expenses and Revenues

Food and Drink- \$1,000

This was by far our largest expense, as we had to feed a total of 90 attendees in attendance at both our main and satellite campuses, collectively.

Overtime Security - \$100

As our event took place on a Saturday from 9 am – 3 pm on campus, we were required to pay for overtime security out of our own pocket at regular wage value.

Supplies < \$10

We provided a print-out of all the powerpoint slides that would be reviewed that day to all attendees. As we have copier access at our school, there actually wasn't a fee associated with this process. However, you shouldn't expect to spend more than 10-15 dollars to do it out of chapter pocket.

Speaker Gifts - \$30

We had 2 speakers come in to speak at our event and because of their hefty contributions to our program, we provided pricier speaker gifts than normal. Gifts given to each speaker were a book, chocolates and a thank you letter. The cost for each totaled roughly \$30.

Sponsorships

- The student government association provided us ~\$400 in request funds at an annual funds request meeting
- Collaboration with another student chapter (NCPA) provided us an additional \$200

Overall, we paid about ~\$500 out of pocket, which was enough to allow us to provide this event free of charge.

Who and How Many Chapter Members are Involved?

This event was planned primarily by the Chapter President, who reached out personally to solicit two speakers for the event. He also provided input on the topics that would be discussed at the workshop based on previous interactions with the speakers.

On the day of the event, the entire chapter executive board actively participated in the set-up, execution, and clean-up of the event.

A majority of active chapter members were in attendance, but a large portion of attendees were also non-members.

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

Target Audience

At minimum, student pharmacists that are interested in learning, but really any and all student pharmacists should be targeted for exposure to introductory managed care principles. We also reached out to student pharmacists from three other neighboring pharmacy schools, which was received positively.

Speakers

- Dr. Robert Navarro, Clinical Professor, University of Florida
- Dr. Brian Pinto, Assistant Director, Medication Policy and Clinical Informatics, Johns Hopkins University

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

- Slide decks from speakers for the session
- Food/catering from a local restaurant
- Large room reservation availability on a Saturday (which allowed for our 9 am – 3 pm schedule)
- Overtime security
- Lapel microphones to allow speakers to walk around
- Video-teleconferencing capabilities to satellite campuses (if applicable)

Timeline for Implementation and Execution

Event: Saturday, September 28, 2013

- Room Scheduled: 1.5-2 months in advance
- Invitations to student pharmacists of 3 different pharmacy schools sent out 1 month in advance
 - Sign-ups closed when we hit 90 student pharmacists (due to food cost restraints)
- Guest invitations sent 2 months in advance (both confirmed availabilities)
- Food ordered: 1 month in advance, then followed up 2 weeks in advance, and once again a few days in advance

Follow-up with Faculty Members/Volunteers/Participants

Thank you follow-up emails were sent to all of our speakers along with their speaker gifts (which also included a thank you card)

We asked for feedback from attendees, but would recommend a formal survey for other chapters interested in doing this event.

Project Evaluation:

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

The Good

- Student pharmacists really appreciated this introductory exposure to managed care pharmacy, as it answered a lot of unasked questions, and explained a lot of concepts student pharmacists were not familiar with
- The topics that were selected were at a very good level for introductory student pharmacists who do not have very much exposure to managed care
- Multiple schools in attendance allowed student pharmacists to network amongst each other
- Developed partnerships with speakers for future events
- Case discussion was engaging and allowed student pharmacists to apply their newly-gained knowledge

The Bad

- The event was slightly longer than some student pharmacists could handle. While topics were extremely interesting, attention spans were short
- Having to cap attendance because of food costs. While the food was great, settling for cheaper options is essential to bring in more attendees.

Improvements

- Re-evaluating the need for all the topics that were selected, and seeing if some things could be covered at a later session, or at other events
- Improve ability to market this event out to student pharmacists that don't have any interest in managed care simply because they don't know what it is
- Incorporate a fundraising or membership drive opportunity to this event

Project Checklist:

- Speakers in place
- Topics selected and slide decks available
- Students invited
- Food ordered
- Room scheduling, including additional microphones and A/V needs in place

Questions? Contact:

- Kun (2013-2014 Chapter President): kun.yang@umaryland.edu
- Brian (2013-2015 Chapter President): brian.ung@umaryland.edu

Schedule of Events

- 9-10am* *Fundamentals of Managed Care Pharmacy*
- Basic managed care principles were introduced to students, including cost sharing, premiums, deductible, payment methods, the purpose of managed care pharmacy, and the flow of money between payers, hospitals, health plans, and pharmaceutical companies.
- 10-11 am* *Formulary Management*
- Students were introduced to the essentials of formulary management, including the pharmacy & therapeutics (P&T) process, evidence-based decision-making, and utilization management tools (prior authorization, step therapy, quantity limits)
- 11-12 pm* *Specialty Pharmaceuticals*
- Students were introduced to the world of specialty pharmaceuticals and a discussion was had regarding the impact they would have on the management of pharmaceuticals in the future. Tiering of specialty pharmaceuticals was also discussed
- 12-1 pm* *Lunch Break*
- 1-2 pm* *The Affordable Care Act*
- Students were introduced to the main provisions of the PPACA. The speaker elaborated on major changes, the triple aim of the PPACA, and how pharmacists would be impacted by the implementation of this act
- 2-3 pm* *Medicare and Medicaid Training*
- To supplement the previous hour, students were briefly trained on how to navigate medicare.gov and the state Medicaid (Maryland) program to enroll patients into new plans, or to direct them to the appropriate resource. As this event took place in September, healthcare.gov had not yet launched, so no training on health insurance marketplaces was conducted