

Lunch with Pharmacy Leaders University of Maryland

What is the Project Description & Implementation Overview?

Periodically (monthly or weekly), the Chapter hosts a luncheon with a pharmacy leader(s) and limited number of its members. During the one hour event, the pharmacy leader will talk about his/her current position and career pathway. He or she may also lead a discussion on a particular topic or issue of interest.

What is the Purpose of the Project?

The purpose of this lunch meeting is to:

- Expose members to pharmacy leaders in an informal setting;
- Improve managed care pharmacy awareness;
- Provide networking opportunities; and,
- Demonstrate to the school that the chapter is active.

What is the Budget – Expenses and Revenues?

The budget for this project is approximately a \$100 per luncheon meeting for approximately 15 people. The funding for the lunch is either taken from the chapter account or is sponsored by the speaker. There is no charge for members to attend. A nominal fee (\$3) is charged for non-members; however, members are given first priority to attend.

Who and How Many Chapter Members are Involved?

The year-long project should involve at least two (2) executive board members to select and contact leaders, secure space, order lunch, and publicize the event. However, this could be assigned to a small group of members for the whole year or assigned to a standing committee.

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

Audience: Chapter members and non-members are invited with priority given to AMCP Chapter Members. E-mail invitations, flyers and announcements are all used to promote the event. Sample e-mail invitations are provided. These are also used as flyers. Don't forget to invite the Dean, Associate Dean for Student Affairs, Experiential Coordinator, and your Chapter Advisor. Don't charge the faculty.

Speaker: Pharmacy leaders are asked to be the "main attraction" for the lunch. They will be local or close by so that there is no travel expense. Pharmacy Leaders do not have to be pharmacists, but they have to be leaders in pharmacy – at least one of the lunch events should be a leader from managed care pharmacy.

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

Box lunches and soft drinks are ordered from a local deli. You can do pizza if that is easier or better for the chapter's budget. Determine the place you will be using and find out when you have to provide a count. Pizza may be easier since you don't need to know in advance, but might be used for too many of these types of events.

What is the Timeline for Implementation and Execution?

- Secure Room:** To ensure that you have a room, at the start of the school year book a conference room for one lunch hour 4-6 times during the year. Ensure that the room will hold at least 15 people. You may not want to hold a lunch in December or April – and don't forget don't schedule the week before mid-terms or finals.
- Schedule Leader:** Before the school year begins, identify speakers for the year and then contact the first three speakers so you can finalize luncheons for September and October. In November, contact speakers for January, February, and March.
- Promoting the Event:** As soon as you secure speakers, start promoting the event on your chapter's website and in the school announcements. Two weeks before the event, send out e-mail invitations and distribute/post flyers.
- Ordering Lunch:** Identify a caterer or place where you will order lunch. Find out when you must place the order. Make the RSVP for the luncheon at least 2 days before.
- After the Event:** Send a thank you note to the speaker the day of or day after the event. Mailing a handwritten note the old fashion way really stands out from the rest. If you don't have time, then send a very formal e-mail, although a handwritten note doesn't take any more time than an email. Don't forget to write a project report. Include everything so that the project can be easily replicated the next year. Don't forget to include recommendations from the evaluations and any pitfalls you encountered.

Follow-up with Faculty Members/Volunteers/Participants

- Attendees:** Be sure to ask for feedback from students who attend each luncheon. We don't use a formal evaluation. You may just want to send an e-mail and ask what they liked, what they didn't, and what benefits they got from the experience. You may also ask what types of pharmacy leaders they would like to meet and if they know any leaders.

Project Evaluation – What Went Well...What Didn't ...How Would You Improve for the Next Year?

- What went well?** * We were able to get pharmacy leaders to come and since we are close to DC, we can recruit pharmacists from AMCP headquarters and other national pharmacy associations.

*We got sponsorship for the food (1 out of the 2 times)

*Members showed interest

- What didn't work?** * We hoped to recruit new members through the luncheons and it didn't work.

- How you would improve for the next year?** * We would schedule at least one in the second semester.

Project Checklist

- Find open date and time availabilities (don't schedule week before mid-terms/finals; time when most classes are not in session)
- Look for pharmacy leaders
- Contact pharmacy leaders and confirm dates
- Develop promotional materials
 - Flyer for use as poster, distribution, and e-mail invitation
 - Develop e-mail invitation copy
 - Secure e-mail list for chapter members
- Secure a room
- Locate caterer
- Advertise the luncheon
 - Chapter Web Site
 - Email invitation to members
 - Post flyers
 - Distribute flyers
 - Put in school announcements vehicle
 - Invite Dean and Chapter Advisor
- Secure a parking spot for leader(s)
- Send directions and parking information to leader(s)
- Food
 - Order food by cut-off time/date
 - Determine if the food will be delivered or pick-up
 - If pick-up, assign someone to go
 - Determine payment method – if cash, have on hand for delivery or pick-up
- Send thank you note to leader(s)
- Send evaluation e-mail to attendees
- Project Evaluation
 - Write project report for next year
 - Collate evaluation e-mails from attendees and include in report
 - Send activity report to AMCP Headquarters



The Academy of Managed Care Pharmacy (AMCP)

Would like to invite you to its 1st Luncheon
with
a pharmacist Leader.

Who: Dr Vince Williams, Regional Director of
Professional and Campus Relations for Wal-Mart,

When : November 7th @ 11 AM

Where : PH 626

Food will be provided and is free for members and \$ 3 for
non-members. Spots are limited, please RSVP to
rbleu001@umaryland.edu



UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY

The Academy of Managed Care Pharmacy (AMCP)

Would like to invite you to its Luncheon with pharmacist Leaders.

Who: **April Shaughnessy** and **Mark Brueckl**, respectively AMCP Director of External Relations and AMCP Assistant Director of Pharmacy Affairs

When : November 13th @ 11 AM

Where : PH 626

Food will be provided and is free for members and \$ 3 for non-members. Spots are limited, please RSVP to rbleu001@umaryland.edu



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