



## Mercer University's AMCP Managed Care Student Symposium Mercer University College of Pharmacy

### Project Description and Implementation Overview

Mercer University's AMCP Chapter hosted our Annual Managed Care Student Symposium on November 10<sup>th</sup>, 2018 in Atlanta, GA. This was a regional meeting dedicated to facilitating the education and networking of students from various colleges of pharmacy in the Southeast region. Our symposium was a full-day event that provided the opportunity to network with other student pharmacists and pharmacists from various sectors of healthcare. With nearly 100 student pharmacists from 6 different colleges of pharmacy and 13 different pharmacists from various sectors of managed care and industry pharmacy practice, we were able to greatly expand our outreach for the 2018 symposium. We hope to continue to expand our reach for 2019, and to provide even more resources and experiences for students in the future.

Our aim for this event is to structure it similarly to a professional conference. With this as our aim, we scheduled a keynote speaker to present to the group of attendees. This was followed by breakout groups, which consisted of a managed care overview presentation and a networking workshop, both of which were presented by attending pharmacists. We then transitioned to a round-table session, where small groups of students had the opportunity to speak with each of the attending pharmacists who represented various managed care organizations, pharma companies, health systems, etc. To conclude the meeting, we had a closing presentation from our chapter diplomat. Lunch and refreshments were provided during the symposium, and we were also able to provide a dinner reception preceding the symposium.

### Purpose of the Project

As evident by many of the current curricula of colleges of pharmacy, managed care and industry pharmacy practice is often not in the forefront from a didactic standpoint. Resources can often be hard to come by. With that in mind, our goal was to provide an informative environment that promoted discussion and networking.

Mercer AMCP's goals for this project were:

- To expand the knowledge offered to students by creating a forum for education and discussion.
- Establish an environment conducive to networking with pharmacists with unique and diverse backgrounds
- Allow for collaborative learning with students from various colleges of pharmacy

## Project Budget: Expenses and Revenues

Budgeting for our Symposium is very dynamic. Below is the list of expenses and revenues for our chapter:

Expenses	Revenues
<ul style="list-style-type: none"><li>• <b>Coffee</b></li><li>• <b>Printings</b><ul style="list-style-type: none"><li>○ Nametags, table numbers, programs/itineraries</li></ul></li><li>• <b>Lunch</b><ul style="list-style-type: none"><li>○ Catered – sandwiches, chips, cookies, tea/lemonade</li></ul></li><li>• <b>Reception Dinner</b><ul style="list-style-type: none"><li>○ Food provided to attendees at no additional charge after registration</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>Attendee registration</b><ul style="list-style-type: none"><li>○ Early bird registration - \$10</li><li>○ Regular registration - \$15</li></ul></li><li>• <b>Company Sponsorship</b><ul style="list-style-type: none"><li>○ Arbor Pharmaceuticals</li><li>○ Novo Nordisk</li></ul></li></ul>

We are only able to provide this event thanks to our generous sponsors. With their donations, along with fundraising throughout the fall semester and registration costs, we are able to provide this event with minimal burden on the chapter's finances.

## Who and How Many Chapter Members are Involved?

Our Executive Board of 7 was able to coordinate the event. An open invite was extended to all of Mercer College of Pharmacy for this event. In total, we had roughly 30 Mercer students in attendance. The remainder of the attendees were student pharmacists from AMCP chapters at Belmont, Florida A&M, Georgia, PCOM, and Samford.

## Who Should be targeted? Audience or Involvement? How Do You Find Them? How Do you Contact them?

Attendees: The target audience was pharmacy students from AMCP chapters in the southeast region. The invite to the symposium was extended to 8 colleges of pharmacy in the region, and we hope to expand the number of schools in attendance next year. AMCP chapter presidents were contacted through connections previously made, and also through the AMCP chapter leadership directory on the AMCP national website. Flyers were created (see below) and circulated through Mercer's media avenues. These flyers were also shared with the chapter presidents who were invited to the event. Registration was done through a constructed Google form.

Presenters: The attending pharmacists presenting were identified by our executive board and their networks. This led to a strong representation from GA-AMCP and Mercer alumni. These individuals were contacted via email with information related to event. Our goal with our guest speakers was to provide a wide variety of experiences and backgrounds. We had representations from companies such as Optum Rx, Express Scripts, UCB pharma, Novo Nordisk, Arbor Pharmaceuticals, Galt Pharmaceuticals, Emory Health, Kaiser Permanente, and more. The list flyer is below:

**MERCER AMCP SYMPOSIUM**  
NOVEMBER 10, 2018

**GUESTS**

**ADRIAN WASHINGTON**  
VP CLIENT MANAGEMENT - OPTUM RX

**SILKY BEATY**  
KNOWLEDGE SOLUTIONS - EXPRESS SCRIPTS

**STEPHANIE HUNTER-BANKS**  
DIRECTOR, PATIENT & STAKEHOLDER EXPERIENCE - UCB, INC

**FREDRICK MENESSAH**  
CONSULTANT

**LEONARD BENNETT**  
MEDICAL SCIENCE LIAISON - NOVO NORDISK

**MICHELL BUTLER**  
DIRECTOR OF CLINICAL SERVICES - CURANT HEALTH

**BRANDI GREGG**  
SCIENTIFIC COMMUNICATION SPECIALIST - UCB, INC

**REBECCA BURNS**  
MEDICAL AFFAIRS DIRECTOR - ARBOR PHARMACEUTICALS

**SHOBHNA BUTLER**  
STRATEGIST - B WELLNESS

**KRISTINA MINDEL**  
PHARMACY OPERATIONS MANAGER - EMORY HEALTH

**COLLEEN McCABE**  
SPECIALTY PHARMACY PGY1 RESIDENT - EMORY HEALTH

**BRIAN CHENG**  
MEDICAL AFFAIRS FELLOW - GULT PHARMACEUTICALS

**LEVA JABERZADEH**  
MANAGED CARE PGY1 RESIDENT - KAISER PERMANENTE

**LIA XIONG**  
MANAGED CARE PGY1 RESIDENT - KAISER PERMANENTE

Alex.Kilgore@live.mercer.edu  
2930 Flowers Road S, Atlanta, GA 30341

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**MERCER AMCP SYMPOSIUM**  
NOVEMBER 10, 2018

**SCHEDULE**

**10:30-11:00**  
REGISTRATION - COFFEE

**11:00-12:00**  
OPENING REMARKS - KEYNOTE  
Dr. Adrian Washington

**12:15-1:15**  
BREAKOUT GROUPS  
What is Managed Care - Dr. Fredrick Menessah  
Networking 101 - Dr. Stephanie Hunter-Banks

**1:30-3:15**  
ROUND TABLE SESSION

**3:30-4:00**  
CLOSING REMARKS

**6:00**  
DINNER RECEPTION  
Fado - Buckhead  
273 Buckhead Ave NE, Atlanta, GA 30305

Alex.Kilgore@live.mercer.edu  
2930 Flowers Road S, Atlanta, GA 30341

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ADRIAN WASHINGTON  
OPTUM RX



SILKY BEATY  
EXPRESS  
PRESIDENT



STEPHANIE HUNTER-BANKS  
UCB, INC.

**MERCER AMCP SYMPOSIUM 2018**

The Mercer University Chapter of AMCP gives special thanks and recognition to this year's sponsors.



novo nordisk



arbor  
PHARMACEUTICALS, LLC



**What materials are Needed? Outside Resources, Ordering, etc?**

Resources: Materials for our programs/itineraries, nametags, and table numbers were needed, including paper, nametag holders, and printing costs. Computers, projectors, and microphones were needed for the various presentations.

Ordering: Catering for lunch, coffee and refreshments, dinner for the reception.

Venue: The symposium was held at Mercer University's Administration and Conference Center on campus in Atlanta. For our dinner reception, a local restaurant was reserved, and we ordered food to provide for those in attendance.

## Timeline for Implementation and Execution

<b>July</b>	Begin identifying a date and location. Develop a list of contacts who our executive board felt may be interested in participating.
<b>August</b>	Begin reaching out to pharmacists who we would like to be involved. Begin reaching out to AMCP chapter presidents in the region.
<b>September</b>	Submit reservation forms for the event space and dinner location. Begin publicizing the event to Mercer College of Pharmacy and other chapters.
<b>October</b>	Develop the necessary materials for the symposium, including nametags, flyers, programs, and presentation material. Finalize attendee list and presenters list.
<b>November</b>	Print off material for the day, check the venue and audio/visual. Order food for the event and finish the dinner order.

### Follow-up with Faculty Member/Volunteers/Participants

All attendees were thanked for coming and speakers were provided with gifts for taking the time to be involved in the day. A meeting was held by the executive board following the event for feedback related to what can be improved going forward. A survey is being put together to be disseminated to attendees to solicit feedback on how to assure attendees are able to have a great experience.

### Project Evaluation:

#### What Went Well?

- Outreach
- Coordination and logistics of the event
- Growing attendance at the event from last year to this year
- The wide array of pharmacy experience represented

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

- Delegation of tasks
- The creation of a planning committee
- Expand advertising on Mercer's campus
- Continue to grow our attendance and the development of this event by reaching out to more chapters and more pharmacists
- Provide a more specific outline of events for pharmacists attending
- Offer the opportunity for students to attend all of the workshops
- Provide more workshops that are tailored to the knowledge level of attendees and that discuss current events
- Provide a legislation and advocacy workshop

## **Checklist for Project**

- Finalize a date through surveying our Executive Board and chapter advisors
- Reserve a location for the event
- Contact pharmacists early to develop the panel
- Contact other AMCP chapters for possible attendance
- Begin publicizing the event
  - Creating flyers
  - Sending emails
  - Send out Google RSVP form
- Reserve a location for dinner and order coffee and food to be catered at the event
- Prepare prints for event
  - Nametags
  - Table numbers
  - Sponsor flyers
- Coordinate with presenters to acquire presentation material for keynote, workshops, and closing address
- Prepare thank you cards and gifts for guest speakers
- Send survey to attendees to collect feedback for next year



