

6th Annual Managed Care Student Symposium

Mercer University College of Pharmacy

Project Description & Implementation Overview

The AMCP student chapter at Mercer University held its 6th Annual Managed Care Symposium on Saturday, September 12th, 2015 at Mercer University’s Cecil B. Day Graduate and Professional Campus in Atlanta, Georgia. The symposium consists of a full day of activities, sessions, and ample networking time for student pharmacists who are interested in managed care and the pharmaceutical industry. Student pharmacists from all pharmacy schools were invited; this year, there were 8 different pharmacy schools represented at the symposium. The prospect of networking with managed care and industry professionals motivated individuals from institutions throughout the entire southeast region to travel to Atlanta and attend the symposium. The meeting provided attendees the opportunity to learn about managed care, its increasing influence in healthcare, and careers as a managed care pharmacist. In addition to this, various topics on the pharmaceutical industry and its careers were extensively discussed during a portion of the event. The symposium was solely organized and administrated by the Mercer AMCP executive board members, who worked together to provide the best experience for all of the student pharmacists and managed care professionals in attendance. Because the participants had varying degrees of managed care knowledge, the schedule was set up in a manner in which everyone would benefit, as outlined below.

Purpose of the Project

The symposium is a unique opportunity for student pharmacists to learn about managed care and the pharmaceutical industry and network with professionals in these fields. The value of this stems from the fact that most pharmacy schools’ curriculums do not extensively address these areas of pharmacy. The symposium helps fill this unmet need in a friendly, comfortable, and encouraging environment. This event exposes student pharmacists to these often overlooked – but extremely important – areas before entering the workforce, providing them with valuable knowledge and motivating these future managed care pharmacists to succeed.

Project Budget: Expenses and Revenues

Symposium Costs	
Lunchware (spoons, forks, plates, soda)	\$29.74
Speaker Gifts (Pens and Cards)	\$173.74
Coffee	\$54.39
Cake	\$55.07
Snacks	\$23.08
Publix Lunch	\$212.22
Wrecking Bar Dinner/Drinks	\$1,885.61
Brochures and Marketing	\$70
Total Cost:	\$2,504.85

Net: \$184.85 loss

Chapter Members Involved

The Mercer University AMCP Executive Board members planned and executed nearly every aspect of the symposium. A few volunteers from the AMCP chapter helped with minor logistics.

Executive Board members included:

- Elena Galagan (President)
- Pamiz Alibhai (President-Elect)
- Gabriela Marcheva (Fundraising Officer)
- Kayla Nguyen (Treasurer)
- Ashton Moradi (Secretary)

Symposium Revenue	
Sponsorships (PharmAvail, Arbor, Novartis)	\$1,200
Unclaimed Seats	\$200
Membership/Business cards sales	\$920
Total Revenue: \$2,320	

- Michelle Vu (Historian)
- Geoff Zettel (COS Representative)

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

The majority of the targeted audience consisted of student pharmacists interested in managed care, industry, and/or enhancing their networking and communication skills. However, the symposium was open to any pharmacy professionals who wished to attend as well, so there were several pharmacists in the audience along with the students. With the help of AMCP, the symposium was advertised to all AMCP chapters nationwide. Additionally, this event was announced locally, with some invitations spreading through word of mouth. The presenters were contacted through various connections. Most of them had spoken at a past chapter meeting, participated in a past symposium, or they already had an affiliation with Mercer University and its faculty. A couple other speakers are Mercer University alumni who landed managed care or industry careers.

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

Symposium venue – Wrecking Bar Brewpub

- Several rooms and two auditoriums (all within the same general area of a building) were reserved 6 months in advance. These rooms already contained enough tables and chairs for the attendees. Projectors, computers, and microphones were also included in each of these rooms.
- Two extra tables were requested for the registration table and refreshments, which were set up in the hallway.

Registration

- An event was set up through Eventbrite so attendees could register for the symposium.
- The Eventbrite included the location and description of the symposium.
- Registration was \$20, but this was fully reimbursed after the event. This was done to secure a spot for the student pharmacists who were committed to attending the symposium.

Flyers, signs, programs, and name tags

- Promotional flyers were printed from a personal printer.
- Signs to direct attendees to the correct building were re-used from the previous year.
- A program was designed and 100 copies were printed.
- Name tags were designed and printed as attendees registered.

Refreshments

- Sub sandwiches were bought from Publix Supermarket
- Various hors-d'oeuvres were provided, which helped maintain the professional atmosphere between sessions, while the attendees engaged in conversations.

Dinner venue

- We selected a more social gathering for this year, the Wrecking Bar Brewpub.
- Various entrées and side dishes were provided, buffet-style.

Timeline for Implementation and Execution

3-6 months prior to event:

- Created a timeline for organizing the event
- Planned the ideal symposium schedule
- Set a budget for the event
- Decided which venues to reserve and which orders to place
- Symposium venue reserved
- Contacted and secured all speakers
- Sponsorship proposal created and finalized
- Contacted potential sponsors
- Designed promotional flyer

1 month prior to event:

- Dinner venue reserved
- Eventbrite invitation created and opened to the public
- Printed and handed out promotional flyers
- Invitations and registration information sent to all student pharmacists
- Confirmed reservation for symposium venue
- E-mail reminder sent to speakers 2 weeks prior to event:
- Invitations and registration information sent again
- Announcements made in between classes
- Finalized menu sent to dinner venue
- Finalized designs for programs and signs
- Printed name tags, programs, and signs
- Created a photo slideshow to display during breaks

Week of event:

- Finalized order sent to catering company (the company requested it to be sent

- during the week of the event)
- More announcements made in between classes
 - Closed registration
 - Printed last remaining name tags
 - Printed handouts and surveys
 - Sent detailed information and directions to attendees and speakers

Follow-up with Faculty Members/Volunteers/Participants

After the presentations, the executive board members gave a thank-you gift and card to each of the speakers and other pharmacy professionals who attended. Thank you letters were printed on résumé paper and mailed to both companies who provided sponsorship. The dinner venue was contacted and thanked as well. An e-mail was sent to the attendees, thanking them for their participation at the symposium.

Project Evaluation: What Went Well?

Because the symposium was planned and organized well in advance, the sequence of events during the symposium flowed very nicely. Additionally, all of the speakers who presented were very enlightening and motivational; they did an outstanding job at engaging the student pharmacists and providing them with managed care and industry knowledge. One of the best parts of the symposium was the Speed Networking Activity. During this activity, attendees and speakers were randomized into four different rooms, each containing a long table with at least 10 chairs on each side of the table. The participants rotated around the table every 2 minutes, meeting and “speed networking” with each other. The student pharmacists and speakers loved this activity because it was a great opportunity to meet as many participants as possible, while improving their communication skills and elevator.