

AMCP Job of the Week

University of Minnesota College of Pharmacy

Project Description & Implementation Overview

During the summer of 2012, the AMCP Student Pharmacist Chapter at the University of Minnesota distributed questionnaires to managed care pharmacy practitioners within the local Minneapolis community. The questionnaire asked for information about the practitioners' current positions, their educational backgrounds and career paths taken to arrive at their current positions, along with advice they had for students wishing to pursue a career within managed care pharmacy. Throughout the year the chapter highlights different managed care practitioners, and their responses to the questionnaire, on the chapter's dedicated student chapter website and LinkedIn® group page.

Purpose of the Project

The purpose of the AMCP Job of the Week was:

- To provide our student members with an introduction to pharmacy-related jobs that exist within the managed care industry
- To expose student pharmacists to different local managed care organizations
- To allow student pharmacists the opportunity to connect with local managed care pharmacy practitioners and expand their managed care network (the LinkedIn® group page has played a crucial role here in enabling student pharmacists and managed care pharmacy practitioners to connect with one another)
- To provide advice and guidance for student pharmacists wishing to pursue a career in managed care pharmacy practice

Project Budget: Expenses and Revenues

There were no expenses and no revenues for this project.

Who and How Many Chapter Members are Involved?

The creation and implementation of this initiative involved four student members from the University of Minnesota. The origination of the AMCP Job of the Week initiative was a collective effort of all student chapter board members: Student Chapter President-Minneapolis campus, Student Chapter President-Duluth campus, Vice President, and Communications Director. The questionnaires were distributed out to practitioners by all student members involved in the project. When group members received completed questionnaires, they forwarded the materials to the Communications Director who was responsible for archiving the documents, formatting them into PDF documents, and uploading to the dedicated student chapter website and LinkedIn® group page.

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

The questionnaires were distributed to managed care pharmacy practitioners from a number of different organizations and practice settings. Our student members utilized their personal network of managed care practitioners, as well as outreach to faculty at the University of Minnesota for additional contacts. In addition, we found that many times the questionnaire would be distributed to one member within a given managed care organization and that member would share the questionnaire with other co-workers. We received responses from many practitioners that we had not initially planned for, which was a pleasant, unexpected surprise.

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

- Microsoft Excel or other spreadsheet program - Development questionnaire to be distributed to practitioners
- Email - Used to connect with practitioners and to distribute questionnaire
- Website and/or Other Social Media Platform (i.e. Twitter®, Facebook®, LinkedIn®) - serves as a free electronic platform where completed questionnaires can be displayed and allows student members easy access.

Timeline for Implementation and Execution

Summer:

- Creation of managed care questionnaire
- Identification of practitioners (this is also an ongoing process)
- Distribute questionnaire to practitioners (this can also be ongoing as expansion of managed care network occurs)

Fall/Start of School Year:

- Post completed questionnaires to student chapter website and/or other social media platform (weekly or at the digression of student chapter leadership). *Note: the amount of spacing between AMCP Job of the Week postings will also be affected by the amount of responses the student chapter receives from practitioners*

Follow-up with Faculty Members/Volunteers/Participants

Practitioners were thanked for their participation in AMCP Job of the Week by student pharmacist members when completed questionnaires were received. In addition, practitioners were informed when their respective questionnaire was highlighted on the student chapter website.

Project Evaluation:

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

We were pleased with the amount of completed questionnaires that we received from practitioners (14). We were able to get this initiative started during the summer prior to the academic year (including creation of student chapter website and distribution of many of the questionnaires). During the summer, we also received many completed questionnaires. This made it relatively easy to maintain the initiative and upload the completed questionnaires throughout the academic year when students tend to be busier.

We received positive feedback from student pharmacists about the AMCP Job of the Week initiative. The largest advantage we saw was the exposure student pharmacist members gained to a number of opportunities available to pharmacists in managed care that they were previously unaware of. It also served as a discussion starter within our AMCP student chapter.

Going forward, we feel it is important to continue to expand the available network of managed care practitioners available to our student members. We will continue to reach out to practitioners within the local Minneapolis and Duluth communities to build upon the momentum that started this year with this initiative. In addition, although we have not utilized it much ourselves this year, using a cloud storage service such as Dropbox or Box to archive all the completed questionnaires would be helpful.

Project Checklist:

AMCP Job of the Week

- Create a timeline
- Create questionnaire (see supplemental materials for example of questionnaire utilized by the University of Minnesota AMCP Student Chapter)
- If not already created in your chapter, establish a position to be responsible for student chapter communications and development/maintenance of online resources (website, social media)
- Create AMCP student chapter logo and website and/or other social media platform (i.e. LinkedIn® group page)
- Invite student pharmacists, College faculty, and managed care practitioners to join LinkedIn® group page
- Develop standardized email containing description of AMCP Job of the Week to be used when distributing questionnaire to practitioners
- Determine how often to update website/social media with completed questionnaires from practitioners
- Create and account for a cloud storage service such as Dropbox or Box to archive completed questionnaires
- Follow-up with practitioners and provide "Thanks" after completed questionnaire is received
- Follow-up with practitioners when their given AMCP Job of the Week is highlighted on online platform