Managed Care Pharmacy Perspectives
University of Hawaii at Hilo Daniel K Inouye College of Pharmacy

Project Description & Implementation Overview
Often Managed Care is a difficult concept for new student pharmacists to fully grasp. We have found that speaking directly from those working in Managed Care is the best way to instill understanding and passion for this often academically overlooked area of pharmacy. One of our chapter's strongest projects is inviting professionals and Managed Care student pharmacists to speak with our AMCP chapter members via telecommunication technologies.

Purpose of the Project
As our chapter charter states part of our purpose is to encourage the education and support the advancement of managed care pharmacy. One of the tools we used to achieve this aim is to invite professionals and student pharmacists pursuing opportunities in Managed Care to speak with our chapter on their experiences and insights. The remote location of our school poses a unique challenge when it comes to having guest speakers. Since virtually any Managed Care pharmacist we would have come to our school would require air travel, we rely on telecommunications. Using technologies such as Skype, we are able to have Managed Care professionals speak to the members of our chapter and other interested student pharmacists. We often open the talks to the general student body to help illuminate the concept of Managed Care.

Project Budget: Expenses and Revenues
No expenses were incurred in implementing this project, as we were able to use a classroom with a computer and projector set up that is Skype capable, with a borrowed web-cam from student services.

Who and How Many Chapter Members are Involved?
Our Chapter President took responsibility for coordinating speakers and room use as well as advertisement. Any officer or general member with ample Managed Care contacts can manage coordinating speakers.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?
Audience: AMCP Student Chapter Members are our target audience for these talks, however we have recruited several members by opening these sessions to the entire college of pharmacy student body.

Speakers: Our guest speakers are all either professionals in Managed Care or student pharmacists who have experiences in Managed Care either through experiential rotations or internships. Most of the speakers are contacts made through networking at AMCP conferences. Our chapter has made these contacts at AMP conferences during the poster presentations and residency showcase. All speakers are asked at time of initial contact if they would be willing to speak with our members via Skype or similar technology. Examples: Eli Lilly Fellow, AMCP National Committee Chair, AMCP/Pfizer Intern.

Selection of Speakers: At the start of the program the selection of speakers was limited by the Chapter President's contacts. As the program and the President's network of contacts has grown, now at the first meeting of the semester the President will go though his/her contacts and ask for members to choose any they are particularly interested in speaking with. We started with one speaker per semester and are steadily increasing that number.

What Materials are Needed? Outside Resources, Ordering, etc?
Use of A/V equipment that is Skype capable is essential. At our school only one of the classrooms has a computer that is set up with a microphone and web-cam (that must be borrowed from the student services office) to be able to use Skype. However a Skype capable laptop may be used in the other classrooms using connector cables to hook into the projector and speaker system.

Timeline for Implementation and Execution
Timeline for implementation and execution of event is dictated by the synchronicity of the speakers schedule and available meeting times. In general initial contact should be made at least one month prior to desired event date, to allow for ample time to coordinate schedule and be able to advertise to members and the student body prior to the event. The further ahead speakers are contacted the easier it is to find an agreeable time and allows more time to advertise for the speaker.

- One Month Out – confirm speaker and topic, reserve room and AV equipment
- Three weeks out – begin advertisement of event
- After event – send thank you notes

Follow-up with Faculty Members/Volunteers/Participants
Speakers are sent a written thank you letter after the event, and updates are often solicited via email communications.

Project Evaluation:

What Went Well? What Didn't? How Would You Improve for the Next Year?
Most of the challenges faced were technology based. Take into account the speakers' preference for telecommunication (Skype vs. Facetime etc). Be sure to check ahead of time that all connections are working, and that the necessary software and hardware is installed. For one of our speakers we could not get a web-cam so the only visual was of the speaker, it was apparent that the lack of visual on the speakers end was somewhat distracting. Consider taking a transcript of the talk to share with members who were unable to make it or just for reference. Most of the talks are extremely enlightening and a lot of invaluable knowledge is passed on.

<u>Project Checklist</u>:

- Skype (or equivalent) capable meeting place
- Speaker with compatible technology
- Advertisement to AMCP Student Chapter and/or Student Body
- Thank you letterhead and speakers mailing address
- Optional: light refreshments for members at Speaker presentation

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Natalie Savona <nmsavona@hawaii.edu>

Managed Care Intern guest speaker

1 message

Natalie Savona <nmsavona@hawaii.edu>   Tue, Oct 29, 2013 at 10:28 AM
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Good morning AMCP members,

I just wanted to remind you that we are having a special skype quest speaker this Thursday at 10:00am in the
lab. Her name is Kristen Mazurkiewicz, she is currently a P4 at the University at Buffalo School of Pharmacy.
She has completed two AMCP summer internships in the past with Pfizer/Heath Partners and Genetnech.

Summer internships are a great way to gain experience and insight into managed care. Kristen has been
generous enough to take time out of her busy APPE schedule to talk with us about her AMCP internships, I
strongly encourage you to attend this talk to learn more about manged care and the opportunities available to
student pharmacists.

Kristen was also kind enough to share a document she put together of available pharma industry internships
that I have attached below.

Take a look at the variety of summer internships offered through AMCP.
http://www.amcp.org/FmcpDocument.aspx?id=16274&terms=amcp%20foundation

I look forward to seeing you this Thursday!

Natalie M. Savona
Student Pharmacist, Class of 2015
Class Liaison, AMCP Student Chapter President 2013-2014
UHHSA Graduate Senator
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