

Building a Collaboration with MBA Students University of North Carolina

Project Description & Implementation Overview

Over the past year and a half, the AMCP Chapter at the University of North Carolina has conceptualized and initiated a new collaboration with the UNC Kenan-Flagler Business School's (KFBS) Healthcare Club. The aim of this collaboration is to integrate pharmacy students and business students with an interest in the healthcare industry to build relationships, share resources, and learn from one another. As the lines between the business of healthcare and care delivery continues to blend as the value-based care directive takes hold, AMCP's UNC Chapter determined that building professional interprofessional relationships with other students is an essential component of preparing the next general of clinical and managed care pharmacists. This collaboration has encompassed many different stages and events including:

1. AMCP Student Attendance at KFBS Career Lunch N' Learns
2. AMCP Attendance and Student Networking at 2015 & 2016 KFBS Healthcare Conferences
3. Spring 2016 PharmD-MBA Lecture Exchange
4. Spring 2017 UNC Healthcare Panel & Networking Reception

The first two events consisted of getting pharmacy students to attend already existing programming put on by the Healthcare Club.

The Lecture Exchange consisted of a business school professor coming to the pharmacy school to discuss Pharma R&D Portfolio Management and Strategy. The lecture was interactive and allowed for pharmacy students to look at different theoretical small molecules with therapeutic potential in different indications. Students were tasked with determining which small molecules to invest in by balancing cost, potential for efficacy, size of indication, etc. The second half of the Lecture Exchange entailed a pharmacy professor speaking to business students about the role of medication management and the pharmacist in the transition to value-based care. This lecture helped to describe how clinical pharmacy may be harnessed to lower healthcare costs.

The final Healthcare Panel event was our first joint event that targeted students from both schools to come together, engage in discussion around healthcare reform, and network with one another. The event consisted of a panel of experts from UNC's Healthcare System including the Senior VP of Finance, System VP of Pharmacy, Physician Chief of General Medicine, and a Quality Improvement Director that discussed addressing the transition to value-based care from the UNC healthcare perspective. The panelists were intended to demonstrate interprofessionalism and the value of different perspective in tackling complex problems. Following the panel, a networking reception was held at the business school's café to encourage students to network with one another and discuss the evenings topic.

Purpose of the Project

The purpose of this project was to bridge the gap between professional students equally interested in the business of healthcare in different professional school programs. Many of our AMCP student members are interested in commercial roles in industry, strategy roles in managed care, or administrative roles overseeing the transition to value-based healthcare reform at

healthcare centers, health plans, or healthcare organizations. As such, we share a strong overlapping interest with MBA students interested in pursuing careers in healthcare. This overlapping interest was identified and this collaboration was started in order to bridge the gap between these two programs, share learnings from one another, and get a better sense of business and strategy career opportunities in healthcare.

Additionally, this collaboration has helped bring managed care pharmacy as a discipline and career path to light for business professionals who may not otherwise know the role of pharmacists and a PharmD education in the healthcare arena.

Project Budget: Expenses and Revenues

The first few events (#1-#3) did not entail any budgetary expenses. Our Spring 2017 Panel & Networking Event budget is listed below. The budget was split between UNC’s AMCP Chapter and the KFBS Healthcare Club. The Eshelman School of Pharmacy Student Senate helped provide funding to our AMCP Chapter as this event was made available to students outside of AMCP. In the future, we hope to have funding provided more sustainably through a new, early-stage initiative at the KFBS entitled the “Business of Healthcare Initiative,” aimed at connecting the various health professional schools at UNC.

Item	Expense
Panelist Gifts (x4)	\$0.00 (donated by KFBS)
Catering from The Pig (Carolina BBQ)	\$657.90
Name Tag Stickers	\$0.00 (donated by KFBS & UNC ESOP)
Flyer Printing (15 color flyers @ \$0.35/flyer)	\$5.25
Total	\$663.15

Who and How Many Chapter Members are Involved?

This collaboration has been developed through relationship building involving several members of our AMCP Executive Team including our President Ex-Officio, current Chapter President, Secretary, President-Elect, and Secretary-Elect.

The first two events were already existing programs by the MBA Healthcare club and required no planning on behalf of our chapter other than motivating our members to attend.

Event Planning		
Event	AMCP Members Involved	MBA Students Involved
KFBS Career Lunch N’ Learns	N/A	Healthcare Club President Healthcare Club Learning and Development Lead
KFBS Healthcare Conference(s)	N/A	Healthcare Conference Leads and Committee Team
Spring 2016 Lecture Exchange	President Ex-Officio President Professor Jon Easter	Learning and Development Lead Professor Deshpande
Healthcare Panel & Networking Reception	President President-Elect Secretary-Elect	Healthcare Club Vice President Healthcare Club Student Lead

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

The first two events were aimed at getting our chapter's AMCP students to attend already existing MBA Healthcare Club events. Many students interested in the MBA/PharmD dual degree attended these events.

The Spring 2016 Lecture Exchange event was intentional programming developed to expose pharmacy students and business students to concepts and learnings from opposing programs. The lecture for the business school on value-based care was targeted towards the Healthcare Club's business students, although a handful of AMCP members attended as well. The lecture at the pharmacy school regarding R&D portfolio strategy was targeted towards AMCP students. Professors delivering these lectures were key faculty involved in studying and understanding the healthcare landscape at each respective school.

Our final healthcare panel event was targeted at MBA Healthcare students, AMCP students, all UNC School of Pharmacy students, and UNC's School of Public Health students. We developed a google doc sign-up sheet due to limited capacity. AMCP students were invited first and then the sign-up was opened up to the whole pharmacy school. Advertising at the business school and public health school was led by our business school leads. Panelists were recruited by seeking out opinions from key leaders at the pharmacy, business, and public health schools to get recommendations for great panelists. Ccing the professors who referred the panelists was an effective way at warranting a response.

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

- Venue
- Panelists
- Moderator
- Panelist Gifts
- Marketing and Advertising: Flyers, Facebook event
- Catered Food
- Name Tags

Timeline for Implementation and Execution

AMCP leaders reached out to MBA Healthcare Club leaders early on in the fall semester to brainstorm ideas for joint programming during the 2016-2017 school year. It's really important to make sure to keep up with Healthcare Club leaders during annual transitions since their program only lasts two years and they typically are involved in Healthcare Club leadership for only one year.

Detailed planning involved in the Healthcare Panel is described in the Timeline Section found below.

Follow-up with Faculty Members/Volunteers/Participants

Thank you gifts were provided for all of our panelists. Additionally, thank you emails were sent to all panelists afterwards.

Project Evaluation:

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

What Went Well:

- The panel went brilliantly in terms of content, dynamic between the panelists, and higher-level discussions. All attendees were really pleased and excited by the discussion that took place.
- The panelist recruitment also went pretty seamlessly.

What didn't go well/Could be Improved:

- The Healthcare Panel had lower attendance from MBA students despite the full sign-up sheet. We tried to mitigate this by hosting the event at the business school and providing food so that it was convenient for business students to attend. Due to the success of this first panel, I think in the future this event will be framed as a very high-quality event. This may help to bring in more business students in the future.
- MBA students and pharmacy students had little interaction at the networking reception. Students tended to seclude themselves to groups of people they already knew. To change this in the future, we could have assigned seats to make sure that business students and pharmacy students are represented at every table.

Timeline/Checklist for Project:

Date	Activity	Responsible Party
6 months out	Meet with MBA Healthcare Club leaders to determine panel topic and date	Healthcare Club President AMCP President AMCP President-Elect
4 months out	Ask Chapter Diplomats, Professors at MBA/PharmD programs, and chapter advisors for potential panelists.	Healthcare Lead AMCP President
3 months out	Book room at Business School	Healthcare Lead
	Design advertising flyer	AMCP President
2-3 months out	Reach out to panelists and confirm panelists	Healthcare Lead AMCP President
2 months out	Order catering	AMCP President-Elect AMCP Secretary-Elect
1 month out	Develop panel questions	AMCP President AMCP President Elect AMCP Secretary Elect
	Find and confirm moderator	Healthcare Lead Healthcare Club President
	Make Facebook Event	AMCP Secretary Elect
3 weeks out	Seek feedback from professors, AMCP Diplomats, and Chapter Advisor on questions for panelists.	AMCP President Healthcare Lead
	Send out event announcement and Google Doc sign-up to MBA and PharmD students	Healthcare Lead AMCP Secretary-Elect
2 weeks out	Send panelists questions, agenda for the evening, and parking instructions.	AMCP President
	Acquire panelist gifts and name tags.	Healthcare Lead Healthcare President
1 week out	Send event reminders to panelists and attendees.	Healthcare Lead AMCP President
2 days prior	Write opening remarks and closing remarks for panel.	Healthcare Lead AMCP President
Day of	Get food, set up catering, nametags, and beverages.	AMCP President-Elect AMCP Secretary-Elect
Day after	Send thank you emails to panelists.	Healthcare Lead AMCP President