

Message From AMCP'S President

Over the past year, I have used the example of Dr. Seuss's *Horton* to make the important point that change does not happen unless someone chooses to speak up and others choose to listen. The recent presidential election is a stunning example of how effective citizens can be when they choose to be heard through the election process.

AMCP has been at the forefront of change in managed care pharmacy for two decades. Over this time, our members have chosen to listen to multiple stakeholders as they have designed and implemented managed care pharmacy tools and strategies that have improved human health. But the collective voice of managed care pharmacy may easily be dwarfed by the over 300 million citizens of the United States of "Whoville," who are telling the new US president loudly and clearly that health care is not working for them and that change is needed—sooner than later.

As we all know, change for the sake of change does not always result in improved patient outcomes. Therefore, those with the expertise in managed care pharmacy practice must speak up now, and be proactive in shaping a health care system that moves patient care in a positive direction. We've been grappling with challenges of improving patient outcomes in times of declining resources and have worked diligently to improve patient access and clinical outcomes. The success of Medicare Part D is testament to our ability to manage patient populations efficiently and effectively.

While "Horton" has served as the mantra for AMCP members to be heard by the Academy's leadership, and as new strategies have been developed to move this fine association forward, let Horton also serve as the mantra in ensuring those outside of AMCP know the power of the strategies and principles we have designed and tested over the past twenty years.

To continue our efforts to share innovation and be heard by members both internal and external to AMCP, I encourage you to book your tickets now for AMCP's 21st Annual Meeting & Showcase. I am sure you will enjoy both the educational opportunities and a climate that will warm all of our winter-weary hearts. Come to Orlando and define for yourself the role you can have in improving health care for all.

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2008-2009 AMCP President