

## AMCP Diplomat Talking Points for Deans and Faculty

**Concern:** What is managed care?

**Suggested Response:** Managed care is often viewed as “insurance company” pharmacy. However, managed care is the application of business principles to health care. It focuses on lowering cost while improving quality and incorporating value into decision-making. I’d be happy to sit down with anyone who is willing to learn more to talk about what this field is really all about.

**Concern:** We don’t have any qualified faculty to advise this organization.

**Suggested Response:** Many resources are available to help prepare individuals to advise local chapters, including diplomats like myself. I can help get you started and am always available to answer questions as they come up.

**Concern:** There are too many organizations on our campus and not enough members.

**Suggested Response:** AMCP offers students a great opportunity to get involved in a growing area of practice. The skills they can obtain through this organization can help them in any field of practice. Many schools don’t offer courses in managed care, so this is a good opportunity to teach students about this unique field outside of the normal curriculum.

**Concern:** Our pharmacy school must divide available funds amongst all the clubs evenly. Bringing more organizations to campus cuts funding for other organizations.

**Suggested Response:** This is a tough issue. Existing job markets are becoming saturated and students need to differentiate themselves and this is their opportunity to develop interests in alternative areas of practice.

**Concern:** The dues are too high for students.

**Suggested Response:** Actually, AMCP is one of the less expensive organizations for students to join. Dues are only \$45 /year.

**Concern:** Why do I need managed care within my program?

**Suggested Response:** Besides exposing students to a new field of practice, managed care focuses heavily on ACPE educational outcomes, including increasing their knowledge regarding the social/behavioral/administrative sciences, 2.4 Population-Based Care, and 4.3 Entrepreneurship by understanding how different entities within the healthcare system are reimbursed can really help individuals who are interested in owning their own business.

**Concern:** What resources exist to help expand managed care offerings within my program?

**Suggested Response:** AMCP has developed a sample curriculum for instituting a 12-week managed care elective course. It has everything you need to get started.

<http://www.amcp.org/WorkArea/DownloadAsset.aspx?id=14949>