

## **How to Start a Student AMCP Chapter Rutgers University**

### **Project Description & Implementation Overview**

Overall, the Rutgers University AMCP Chapter has grown to an organization with 16 officers and 130+ general members. Our strategic direction for 2016 was to emphasize the resonating role of managed care pharmacy in all fields of pharmacy, not limited to but including, hospital, industry, retail, insurance, and academia. This was made possible by continuing and expanding on the mainstay events that have been successful for several years and creating new opportunities for students from new partnerships formed from reaching out to local community organizations and corporate associates in New Jersey.

The vision for this year's focus was first shared with the Eboard last spring after the election and in the summer, preceding Eboard members walked through what worked and did not work for events from 2014-2015 with the new officers and delineated a rough timeline for the new school year. During the school year, the actual logistics of the each event were set following the steps that will be reviewed in the "Timeline for Implementation and Execution" section. Monthly Eboard Meetings allowed an opportunity for the officers to communicate effectively as whole and offered the flexibility to tackle any issues by fine-tuning last minute details. Ultimately, the goal of the project is to share with other schools the process of how Rutgers AMCP Chapter organizes and carries out its yearly calendar of events via its committees.

### **Purpose of the Project**

The goal of the project is to provide insight and ideas to student chapters by walking through the yearly timeline that support the goals of 1. Introducing the idea of managed care to pharmacy students and further providing opportunities to follow up with latest advancements of pharmacists in the field 2. Providing didactic training sessions followed by hands-on community outreach activity 3. Promoting professional growth and help students to network with healthcare professionals. The organizational structure of Rutgers AMCP reflects these goals. The committees that are part of the chapter include: Speed Networking, Health Literacy, Patient Care, Membership & Outreach, Pre-Professional Liaison and P&T Committee.

One of the main goals for 2015-2016 calendar was to expand the site visit opportunity that students showed positive feedback last year, focus heavily on the diabetes and ACA outreach partnering with Horizon Blue Cross Blue Shield, and to increase the number of professionals for the Annual Speed Networking Event, providing more one-on-one networking opportunity for participants.

### **Project Budget: Expenses and Revenues**

Expenses of most events were paid by club activity funds from Rutgers University, coming to a total of approximately \$50-100 for dinner for students and gifts for speakers. For the Speed Networking Event, corporate sponsors who were present at the event made out checks for the dinner and the budget was estimated from previous years' record for catering, room charge, and

equipment rentals. The grand total came to approximately \$2000, similar to past year's budget. As Rutgers University is one of the locations hosting the AMCP Regional Meetings for Webinar broadcast and CE programs, the costs of each event, including the catering and any shipment of educational materials, were covered either by the regional chapter or the sponsoring company.

### **Who and How Many Chapter Members are Involved?**

- 18 Eboard Officers
- 307 General Members registered in the Master Emailing List
- Student volunteers were recruited for outreach and committee projects

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

- AMCP Rutgers Facebook Group
- Facebook Groups for PP1, PP2, P1, P2, P3's at Rutgers
- Emailing List
- In-Class Announcements and poster display by the PR Committee
- Committee and membership recruitment mainly via: Pharmacy Involvement Fair, General Interest Meetings, P&T Competition Registration

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

- Rutgers AMCP keeps a record of all outcomes report as well as its contacts for past events in a shared drive available online for new officers to review and modify
- Resources from partnering organizations and/or corporate for trainings and site visits
- Some of the often used resources: dinner for on-campus events, room booking, projector rental, transportation (usually volunteer), training materials, poster boards, small prizes for outreach

### **Timeline for Implementation and Execution**

For all Eboard members, a general transition meeting, which was mandatory before the 2015-2016 school year was carried out on a selected date during the Summer between the preceding officer and the current officer, going over the yearly timeline of the old events as well as some of the strategies that worked and what to improve on.

Monthly Eboard Meeting, which is scheduled at least two weeks in advance, involves all Eboard officers to update in person on how projects of each committee are being carried out and to promote discussion on some of the new events to implement as well as how to collaborate with other organizations.

For each event, the idea is implemented a semester ahead by each committee and the appropriate speakers are reached out a month in advance. The logistics of the events, including booking the rooms, rides for off-campus events, registering the event on the Rutgers Pharmacy Governing Council Calendar online for reimbursement is done two weeks in advance. Lastly, promotion of the event is done a week in advance and then again two to three days before the date of the event both online and offline. Online promotion includes posting on the Rutgers AMCP Facebook Page as well as the Facebook page for each class year and sending out emails to the members of the AMCP listserv. Offline advertisement involves creating a poster and displaying it at various locations around the campus where most pharmacy students frequently pass by as well as the members of PR Committee making in-class announcements for each class year.

Lastly, each committee sends out a survey to attendees for events to evaluate what some of the positive and negative feedbacks are that could be incorporated in future programs.

## **Follow-up with Faculty Members/Volunteers/Participants**

- Small gift and a thank-you note for speakers (faculty, corporate associate, community organization leader)
- Follow-up emails with partner organizations or point of contact from host sites for discussing current year's event and what to improve on for the future
- Yearly in-person meeting for Speed Networking Committee during the summer prior to school year
- Online surveys for program evaluation

## **Project Evaluation:**

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

The official progress reports are not yet complete but here is a general summary of points noted from this year:

- Increasing site visit opportunity from once a year to each semester proved successful: for the new Novo Nordisk Site Visit, greater than expected number of students signed up, resulting in location change to accommodate the group—students expressed they would also appreciate a thorough tour of the campus as well other than the presentation but this would be possible in the future with less number of students
- Novartis Site Visit had a limit of 12 students due to the maximum capacity for a campus tour – students expressed the need for more opportunities for a similar opportunity: Sanofi Site Visit will be added on for next year
- Last year's attendees expressed the need for more time to talk to each professionals for the Annual Speed Networking Event – the increase from seven to ten minutes per session had some positive reviews, however, this also limited the number of professionals that students had exposure to for the event
- There were some RSVP's that dropped out last minutes for the Speed Networking but officers modified the seating chart to reflect the changes – it will be beneficial to have an online/real time list with the updates for the future
- Recruiting national members has been most successful via P&T Competition – this year was a first time to carry out a membership drive by promoting heavily at general interest meetings and having a raffle – more methods to increase national membership will be discussed by comparing prices for membership for competing organizations and any assistance
- Health Literacy and Patient Care Committee were able to obtain some new contacts by networking with community organizations at events such as the American Diabetes Association Walk, which led to addition of outreach / volunteer opportunities for this year

### **Timeline/Checklist for Project:**

<b>Date</b>	<b>Activity</b>	<b>Responsible Party</b>
<b>Summer 2015</b>	<b>Transition Meeting</b>	<b>All 2014-2015 Eboard and all 2015-2016 Eboard</b>
<b>9/2/15</b>	<b>September E-board Meeting</b>	<b>All Eboard</b>
<b>9/8/15</b>	<b>Pharmacy Involvement Fair – member recruitment</b>	<b>All Eboard</b>
<b>9/16/15</b>	<b>General Interest Meeting</b>	<b>All Eboard</b>
<b>9/17/15</b>	<b>AMCP NE Regional-Shifting Paradigms in Lipid</b>	<b>All Eboard</b>

	<b>Management</b>	
<b>9/19/15</b>	<b>Scarlet Day of Service – Community Service Event with Rutgers University</b>	<b>All Eboard</b>
<b>9/24/15</b>	<b>P&amp;T General Interest Meeting</b>	<b>P&amp;T</b>
<b>10/15/15</b>	<b>ADA Fundraiser – Crepe Sale</b>	<b>Patient Care</b>
<b>10/18/15</b>	<b>American Diabetes Association Walk</b>	<b>Patient Care</b>
<b>10/24/15</b>	<b>P&amp;T- Medline Tutorial</b>	<b>P&amp;T</b>
<b>10/15/15</b>	<b>JDRF Walk</b>	<b>Patient Care</b>
<b>Sep - Oct</b>	<b>Pre-professional Liaison Recruitment &amp; Interviews</b>	<b>PPL</b>
<b>Sep-Oct</b>	<b>Coordinate keynote speaker, update contact, catering</b>	<b>Speed Networking</b>
<b>Oct</b>	<b>Recruit PR Representatives for each class year</b>	<b>PR</b>
<b>Oct</b>	<b>Confirm final date &amp; snow date for Speed networking, receive response from sponsors</b>	<b>Speed Networking</b>
<b>10/15/15</b>	<b>Horizon BCBS Six Flags Health Outreach Training</b>	<b>Health Literacy</b>
<b>10/24/15</b>	<b>Union City Community Block Party with Horizon</b>	<b>Health Literacy</b>
<b>10/31/15</b>	<b>Newark Outreach</b>	<b>Health Literacy</b>
<b>Oct</b>	<b>Brainstorm East Brunswick Public Library Outreach</b>	<b>Health Literacy</b>
<b>Oct</b>	<b>Promote national membership &amp; raffle (due 10/30) Confirm Date for Novo Nordisk Site Visit</b>	<b>Membership &amp; Site Visit</b>
<b>Oct</b>	<b>Coordinate Market Access Panel w/ ISPOR (Nov)</b>	<b>President / Patient Care</b>
<b>Oct</b>	<b>Business Card Fundraiser</b>	<b>Fundraising</b>
<b>11/24/15</b>	<b>P&amp;T – confirmed teams, Disease background lecture</b>	
<b>11/30/15</b>	<b>P&amp;T- Utilization Management lecture</b>	<b>P&amp;T</b>
<b>11/14/15</b>	<b>World Diabetes Day Outreach w/ Novo Nordisk &amp; ADA (recruit volunteers for ADA Annual Diabetes Conference on Dec 12)</b>	<b>Patient Care</b>
<b>11/17/15</b>	<b>Novo Nordisk Site Visit</b>	<b>Membership &amp; Site Visit</b>
<b>11/23/15</b>	<b>PPL Selection Complete, Begin preliminary research on presentation topics</b>	<b>PPL</b>
<b>Nov</b>	<b>Collected checks from sponsors, set catering, email invitations to professionals</b>	<b>Speed Networking</b>
<b>Nov</b>	<b>Coordinate Six Flags Outreach, EBPL w/ NCPA</b>	<b>Health Literacy</b>
<b>12/1/15</b>	<b>East Brunswick Public Library Outreach w/ NCPA</b>	<b>Health Literacy</b>
<b>12/12/15</b>	<b>ADA Annual Diabetes Conference</b>	<b>Patient Care</b>
<b>Jan</b>	<b>Contact Covenant House NJ for Rutgers Day</b>	<b>President &amp; VP</b>
<b>Jan</b>	<b>Brainstorm and recruit teams for Rutgers Day</b>	<b>Patient Care</b>
<b>Jan</b>	<b>P&amp;T Presentations, submissions</b>	<b>P&amp;T</b>
<b>Jan</b>	<b>Review survey from Novo Nordisk Site Visit</b>	<b>Membership &amp; Site Visit</b>
<b>Jan</b>	<b>Chipotle, I's Café, Bake Sale Idea Discussion</b>	<b>Fundraising</b>
<b>Jan</b>	<b>Prepare materials for GIM, Involvement Fair</b>	<b>All</b>
<b>1/28/16</b>	<b>Speed Networking 101</b>	<b>Speed Networking</b>
<b>2/18/16</b>	<b>Annual Speed Networking Event</b>	<b>All</b>
<b>3/22/16</b>	<b>PPL Presentation Rehearsal</b>	<b>PPL</b>
<b>3/22/16</b>	<b>Novartis Site Visit</b>	<b>Membership &amp; Site Visit</b>

<b>3/28-3/29</b>	<b>I's Café Fundraiser</b>	<b>Fundraising</b>
<b>3/29/16</b>	<b>AMCP Northeast Regional – Novel CHF Therapy</b>	<b>President &amp; Eboard</b>
<b>4/2/16</b>	<b>Diabetes Outreach – Shoprite @ Newark</b>	<b>Patient Care</b>
<b>4/12/16</b>	<b>PPL Presentation</b>	<b>PPL</b>
<b>4/14, 15, or 22</b>	<b>East Brunswick Public Library Outreach</b>	<b>Health Literacy</b>
<b>4/24/16</b>	<b>Chipotle Fundraiser</b>	<b>Fundraising</b>
<b>4/28/16</b>	<b>Eboard Transition Meeting Preparation Dinner</b>	<b>2015-2016 and 2016-2017 Eboard</b>
<b>4/30/16</b>	<b>Rutgers Day</b>	<b>Patient Care</b>