

Knock-Knock! Who's There? Managed Care!

University of Buffalo, School of Pharmacy

Project Description & Implementation Overview

This is a year-long series of lectures and discussions with pharmacy professionals and alumni who are involved with managed care pharmacy. In order to offer this program, the chapter first secured approval from the Dean.

The program is offered monthly through one hour presentations, with room for 200 student pharmacists in attendance at each session. Speakers conduct presentations either in-person or via webinar style depending on the speaker's availability and proximity to our school. The program is delivered as a series of career development lectures and includes a Q&A session at the end.

Topics for discussion are selected by the speaker, allowing each to address areas of personal expertise. Per our request, our speakers share their best or most interesting professional experience, the challenges they have faced, and what they believe is essential for current student pharmacists to know before entering the workforce. Skills necessary to practice, but not necessarily learned in school are highlighted in these discussions.

Eight speakers agreed to participate this year. Speakers hold the following positions: Medical Science Liaison, Director of MTM, SVP Medicaid Administration, Consultant and Regional Account Manager. They work at academic institutions, health plans, pharmaceutical companies, consulting firms, or are self-employed.

Purpose of the Project

Our Chapter seeks to educate student pharmacists on the breadth and depth of careers in managed care. This program additionally creates opportunities for student pharmacists to interact and network with the speakers to better appreciate what can be expected from a career in managed care.

Student pharmacists hear first-hand from professionals who are actively involved in implementing changes to managed care pharmacies resulting from the Affordable Care Act and gain insight from these discussions on how the new healthcare act might enhance opportunities for pharmacists within managed care.

Project Budget: Expenses and Revenues

Speakers offered their time to us pro bono. The University of Buffalo provided the room, use of computer and media equipment, and Webex software for remote speakers.

Who and How Many Chapter Members are Involved?

Three board members: President, Vice President, Student Diplomat/PR coordinated the room, facilities and promotional announcements of the series to the student body. AMCP class liaisons made announcements to their respective classes. One non-board member with speaker contacts reached out to potential speakers for their interest in participating in the series.

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

The entire student body was targeted. General emails were sent to the student body, AMCP liaisons made class announcements, and a speaker schedule was advertised on TV monitors through out the school. The first year student pharmacists were able to receive non-core experiential education (IPPE) credit for participation in the program.

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

- Large lecture hall
- Projector and computer equipment
- Access to Webex, Lync, or Skype (if applicable)

Timeline for Implementation and Execution

- Summer
 - Write proposal for workshop and submit to Dean,
 - Secure approval from Dean
 - Send initial email of interest speaker and suggest dates
- Fall/Spring
 - Beginning of semester:
 - Secure approval from Experiential Education department to offer non-core credit
 - Two months out:
 - Finalize speaker dates and topics,
 - Contact IT to organize Webex (for remote speakers),
 - General advertisements (computer screens & student body email with the list of all the speakers for the semester)
 - 3-4 weeks out:
 - Reserve lecture room
 - Continue to advertise
 - 1-2 weeks out:
 - Targeted advertisements (AMCP Liaisons make a class announcement & email sent to the student body for the particular speaker),
 - Follow-up with speaker – room/parking/bio,
 - Follow-up with IT (if necessary)
 - Day of:
 - Obtain list of names of students receiving IPPE credit,
 - Set up projector equipment (and IT will set up Webex if necessary),
 - Introduce the speaker

Follow-up with Faculty Members/Volunteers/Participants

Thank you letters were mailed to each speaker within 72 hours of presentation. Our chapter shared specific learnings from each talk with the speaker in the thank you letters and four board members involved personally signed the letters.

Project Evaluation:

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

What went well – outreach efforts were well received with perhaps too many speakers offering to participate to fit in for one year. Also, the chapter expanded our local managed care pharmacist contacts. Student pharmacist awareness of managed care pharmacy improved – attendees commented in surveys that this program gave good exposure to an area of pharmacy not stressed in school.

What did not go well – fewer P2, P3, and P4 student pharmacists attended presentations than P1 student pharmacists because they could not receive experiential education credit.

How to Improve – look into offering experiential education credit/hours for P2 and P3 student pharmacists; this event has the potential to grow into an elective course and should be pursued.

Project Checklist:

- Write proposal for the program and secure approval from school administration
- Solicit help with speaker names among student pharmacists and professors
- Contact potential speakers to gain preliminary interest and commitment to program
- Create list of potential topics of interest and timetable
- Follow up with speaker to reconfirm commitment and set specific date of talk
- Promote speaker program among target group
- Gain support of Experiential Education director to make this part of the curriculum for P1 students
- Reserve room
- If necessary, contact IT to set up webcam/ppt sharing software



KNOCK KNOCK, WHO'S THERE? MANAGED CARE!

You are invited to attend the UB-AMCP Student Chapter lecture series! We aim to provide you with the breadth and depth of the commitment to a managed care pharmacy career. Interested students are encouraged to interact with the invited speakers and seek their questions answered.

Renee Fleming	Consultant at PRN Managed Care Consulting Services	10/28 at 6pm, K125
Mary Ann King	Managed Care Account Manager, EMD Serono	11/07 at 6pm, K125
Lowell Anderson	Senior fellow & Co-Director, Center for Leading Healthcare Change Manager, Medication Therapy Management (MTM) network UPlan	11/21 at 6pm, K125
Cynthia Pigg	SVP Pharmacy at Magellan Medicaid Administration	Spring Semester
Suzanne Blackburn	Health Care Strategy Consultant, Senior Health Care Executive	Spring Semester
Philip DeNucci	Consultant at the Burchfield Group Inc., DeNucci Enterprise	Spring Semester
Delford Dehorty	Lead Pharmacist Consultant Pharmacist Burchfield Group	Spring Semester

More speakers to be announced, stay tuned!

P1s: email Angela Pieprzak at anpieprz@buffalo.edu prior to the event to receive non-core credit for attending (must attend at least 2 seminars).

Sample E-mail: Sent to all class years

Sent: Monday, September 23, 2013 10:37 PM

Subject: Announcement for AMCP's Workshop Series "KNOCK-KNOCK! WHO'S THERE? MANAGED CARE!"

AMCP will be hosting the first ever Workshop Series "KNOCK-KNOCK! WHO'S THERE? MANAGED CARE!" This workshop will be *open to all pharmacy students* with the goal to educate you about the breadth and depth of a managed care career through interaction with renowned leaders and alumni in this field. The workshop will take place in the fall and in the spring. There are approximately 11 speakers from Buffalo and across the country who will be presenting.

P1 students will be able to obtain 2 to 6 non-core IPPE hours! Students must attend at least two of the workshops to receive IPPE credits.

Our first workshop with guest speaker **Judy Kelloway** will be held on **Monday September 30th 6-7pm K125**. Judy Kelloway is a renowned leader in the pharmaceutical industry and Healthcare environment with over 25 years of experience. She is currently the Senior Medical Science Liaison at GlaxoSmithKlein Pharmaceuticals, where she provides scientific information to clinicians and supports key opinion leader development in the field of respiratory. Her other areas of expertise include clinical research, applied therapeutics programs, execution of marketing tactics, medical affairs functions and sales support.

P1s: You must sign up *prior to the event* to receive non-core IPPE hours. Please email Angela Pieprzak, anpieprz@buffalo.edu, to sign up for our first speaker, **Judy Kelloway**, this upcoming **Monday 9/30 6-7 pm**. Please DO NOT email Jean to sign up for this event. There will be a printed sign-in sheet at the event for you to sign.

This workshop series is a great opportunity to learn about the diversity of pharmacy jobs available. All class years are encouraged to attend. We hope to see you there! And if you have any questions regarding the speaker or the AMCP workshop feel free to contact Mahsa Salsabili, mahsasal@buffalo.edu, or Alexandra Markus, amarkus@buffalo.edu.

Sample Email 2: Sent to all class years

Hello everyone,

AMCP will be continuing the “Knock Knock, Who’s There? It’s Managed Care!” lecture series this semester with many new speakers from various positions within the managed care field of pharmacy. This semester, each speaker has been asked to bring real patient cases with them to discuss with students.

Our first speaker is Martin Jay, who is the Manager, Pharmacy Network Oversight & Audit, Excellus Pharmacy Management on February 26th from 5-6pm in K190. Please see the attached schedule for a list of the various speakers, as well the corresponding date and time.

P1s should email Angela Pieprzak at anpieprz@buffalo.edu to receive non-core credit for attending (must attend at least 2 seminars).

Everyone is invited to attend.

*

1. How well-structured was the workshop?

- How well-structured was the workshop? Extremely well--structured
- Quite well--structured
- Moderately well--structured
- Slightly well--structured
- Not at all well--structured

2. How comfortable did you feel asking questions at this workshop?

- Extremely comfortable
- Quite comfortable
- Moderately comfortable
- Slightly comfortable
- Not at all comfortable

*

3. How organized was the information presented at this workshop?

- Extremely organized
- Quite organized
- Moderately organized
- Slightly organized
- Not at all organized

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4. How useful was the information presented at this workshop?

- Extremely useful
- Quite useful
- Moderately useful
- Slightly useful
- Not at all useful

*

5. Overall, were you satisfied with the event, neither satisfied nor dissatisfied with it, or dissatisfied with it?

- Extremely satisfied
- Moderately satisfied
- Slightly satisfied
- Neither satisfied nor dissatisfied
- Slightly dissatisfied
- Moderately dissatisfied
- Extremely dissatisfied

*

6. How likely are you to do attend another workshop again?

- Extremely likely
- Very likely
- Moderately likely

Slightly likely
Not at all likely

*

7. How likely are you to recommend the event to a friend?

Extremely likely
Very likely
Moderately likely
Slightly likely
Not at all likely

*

8. What would you have liked to see more of or improved upon during the workshop?

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9. Overall which of the following accommodations met your expectation?

Room Size
Audio
Slides
All of the above
None of the above
Please explain if none of the above

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10. How did you hear about this workshop?

How did you hear about this workshop? School email announcement
Facebook
Friend
AMCP Class Liaison
Other (please specify)