

Managed Care and Industry Roundtable

University of Maryland

Project Description & Implementation Overview

University of Maryland’s Managed Care (MC) and Industry Roundtable is an annual event held in the spring by the local AMCP chapter in coordination with the Student Government Association (SGA). During last year’s event, about 30 speakers accepted invitations to discuss careers and career paths in MC, pharmaceutical industry, pharmacoepidemiology and pharmacoconomics with students. The speakers came from numerous backgrounds including, pharmacists, researchers, and even 6 P4 students who were accepted into fellowship/residency programs.

The roundtable took place March 26, 2015 from 4:00pm-9:00pm. The event was split up into two segments that ran concurrently. The first was a “speed-dating” area where students rotated through 5 minute sessions with representatives from various companies and institutions. The purpose of this was to allow students who are unsure of what MC and industry is, a structured opportunity to gain a basic introduction to these fields. The second area was a networking area. This segment was designed to provide students who already know they would like to pursue a career in MC/industry an opportunity to network professionally with industry members.

Here is a brief list of companies/institutions that attended the event.

Kaiser Permanente	Medicare
Amgen	Food and Drug Administration
Schaefer Center for Public Policy	Johns Hopkins Hospital
AstraZeneca US Medical Affairs	BlueCross BlueShield of Michigan
University of Maryland PHSR	Horizon BC/BS
Magellan	MedImmune
Pfizer	Novartis
Geisinger Health Plan	Biogen

Purpose of the Project

The primary purpose of this project is to provide insight into non-traditional pharmacist roles. The University of Maryland has a heavy clinical focus in its curriculum with relatively few opportunities for students to receive formal instruction in MC and industry. The roundtable is designed to serve as an introduction to an entirely new facet of pharmacy for new students, as well an event for returning students to network with industry leaders and help plan out career paths.

The secondary purpose of this project is to provide leadership experience to students wishing to run for office. The planning and execution of this event is done by a committee of AMCP members and chaired by the vice-president. Hosting this event exposes members to planning events, coordinating with the SGA, and communicating professionally.

Project Budget: Expenses and Revenues

Expenses

- Gifts and thank you cards \$250
- Logistical and miscellaneous supplies \$50
- Catered dinner \$500

Dinner was covered the SGA and USGA. Expenses covered by the local AMCP chapter were paid for through fundraising throughout the year.

Who and How Many Chapter Members are Involved?

The vice-president chaired a committee composed of five volunteer AMCP members to organize and execute the event. An interesting note is that all five volunteers subsequently became executive board members the following year.

Input and initial brainstorming was done by the entire executive board.

Approximately 75 students from the general student body attended the event.

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

The University Of Maryland School Of Pharmacy is lucky to be in located in close proximity to numerous MC, industry, regulatory, and research institutions. The local chapter has over the years developed an extensive contact list amongst individuals at these institutions. We also strive to continually expand our contacts by attending professional events as well as networking with our current contacts.

In general, we receive about a 30-40% invitation acceptance rate depending on speaker availability and work schedules.

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

The roundtable is hosted in the atrium and gallery of the School of Pharmacy (total capacity 200). Dinner is catered by a local restaurant.

Timeline for Implementation and Execution

Summer – Executive board meets to discuss prior year’s roundtable and brainstorms improvements that could be made to the event

Three months out – Committee is created by vice-president to start planning logistics of event

Two months out – Initial round of emails are sent out to potential speakers

One month out – Advertising and RSVPs are sent out to the general student body, room reservation created

One week out – Dinner is ordered to be catered, speaker gifts and thank you cards are bought

Follow-up with Faculty Members/Volunteers/Participants

Speakers are given gifts and hand written thank you cards at the conclusion of the event. Feedback is solicited a few days after the event from attendees and speakers. During the summer after the event, the executive board does an analysis of the event for potential improvement.

Project Evaluation:

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

The past year, we were lucky to have the highest turnout in both speakers and students at the roundtable. Students were quite happy with the variety of careers at the roundtable. However, due to the high turnout, there was insufficient time for some students to meet with speakers they were interested in. There was also an issue where P1 students who did not have much experience networking in a professional setting could not fully benefit from the networking area.

To address these concerns this year, we will be having students sign-up to speak with specific speakers instead of using the “speed-dating” format. To prepare students for the networking area, the local chapter hosted a networking workshop which involved a faculty lead discussion on professional networking, as well as a simulated networking activity.

Timeline/Checklist for Project:

Date	Activity	Responsible Party
July	Analyze previous year's roundtable and go through feedback solicited from participants Brainstorm improvements to event Add new contacts met during previous year to roundtable contact list	Outgoing and incoming executive board
January	Assemble planning committee Start planning logistics and possible dates for events Coordinate with SGA	President/Vice-President/President-Elect
February	Send out invitation emails to potential speakers	Planning committee
March	Create advertisements and send out RSVP forms Reserve room	President/Secretary/Planning Committee
March 19th 1 week out	Order dinner to be catered Purchase speaker gifts and write thank you cards Finalize speaker list Send out speaker biographies	President/Secretary/Planning Committee