

# 5<sup>th</sup> Annual Managed Care Student Symposium

## Mercer University College of Pharmacy

### Project Description & Implementation Overview

The AMCP student chapter at Mercer University held its 5<sup>th</sup> Annual Managed Care Symposium on Saturday, September 6<sup>th</sup>, 2014 at Mercer University’s Cecil B. Day Graduate and Professional Campus in Atlanta, Georgia. The symposium consists of a full day of activities, sessions, and ample networking time for student pharmacists who are interested in managed care and the pharmaceutical industry. Student pharmacists from all pharmacy schools were invited; this year, there were 8 different pharmacy schools represented at the symposium. The prospect of networking with managed care and industry professionals motivated individuals from institutions throughout the entire southeast region to travel to Atlanta and attend the symposium. The meeting provided attendees the opportunity to learn about managed care, its increasing influence in healthcare, and careers as a managed care pharmacist. In addition to this, various topics on the pharmaceutical industry and its careers were extensively discussed during a portion of the event.

The symposium was solely organized and administrated by the Mercer AMCP executive board members, who worked together to provide the best experience for all of the student pharmacists and managed care professionals in attendance. Because the participants had varying degrees of managed care knowledge, the schedule was set up in a manner in which everyone would benefit, as outlined below.

Mercer University College of Pharmacy AMCP’s 5 <sup>th</sup> Annual Student Symposium September 6, 2014			
11:30am – 12:00pm	Registration		
12:00pm – 12:30pm	Opening Remarks		
12:30pm – 1:00pm	<p style="text-align: center;"><b>An Introduction to Managed Care: Current issues in managed care</b> Dr. Adrian Washington OptumRx – Eastern Region Vice President, Client Management</p>		
1:00pm – 1:30pm	Speed Networking Activity		
1:30pm – 2:00pm	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> <p style="text-align: center;"><b>The Pharmacy Job Roles in the Managed Care Arena: a flow of delegated clinical services</b> Dr. Matthew Nguyen ProCare Rx – Clinical Pharmacist, NationalAccounts</p> </td> <td style="width: 50%; border: none; vertical-align: top;"> <p style="text-align: center;"><b>Pharmacy Benefit Management</b> Dr. Dondi Ballard PharmAvail – Senior Vice President, Operations</p> </td> </tr> </table>	<p style="text-align: center;"><b>The Pharmacy Job Roles in the Managed Care Arena: a flow of delegated clinical services</b> Dr. Matthew Nguyen ProCare Rx – Clinical Pharmacist, NationalAccounts</p>	<p style="text-align: center;"><b>Pharmacy Benefit Management</b> Dr. Dondi Ballard PharmAvail – Senior Vice President, Operations</p>
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2:00pm – 2:30pm	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> <p style="text-align: center;"><b>Managed Care in the Pharmaceutical Industry</b> Dr. Leonard Bennett Novo Nordisk – Senior Medical Liaison</p> </td> <td style="width: 50%; border: none; vertical-align: top;"> <p style="text-align: center;"><b>Account Management &amp; Contracting</b> Dr. Mary Cooper Novo Nordisk – Account Manager</p> </td> </tr> </table>	<p style="text-align: center;"><b>Managed Care in the Pharmaceutical Industry</b> Dr. Leonard Bennett Novo Nordisk – Senior Medical Liaison</p>	<p style="text-align: center;"><b>Account Management &amp; Contracting</b> Dr. Mary Cooper Novo Nordisk – Account Manager</p>
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2:30pm – 3:00pm	Refreshment Break		
3:00pm – 3:30pm	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> <p style="text-align: center;"><b>Medicare Part D Star Ratings: increasing adherence to improve star ratings</b> Mrs. Polly Tertocha Catamaran – Medicare Compliance</p> </td> <td style="width: 50%; border: none; vertical-align: top;"> <p style="text-align: center;"><b>The 340B Drug Pricing Program</b> Dr. Martin Kelvas DeKalb Medical – System Director, Pharmaceutical Services</p> </td> </tr> </table>	<p style="text-align: center;"><b>Medicare Part D Star Ratings: increasing adherence to improve star ratings</b> Mrs. Polly Tertocha Catamaran – Medicare Compliance</p>	<p style="text-align: center;"><b>The 340B Drug Pricing Program</b> Dr. Martin Kelvas DeKalb Medical – System Director, Pharmaceutical Services</p>
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3:30pm – 4:30pm	Panel Discussion		
4:30pm – 5:00pm	<p style="text-align: center;"><b>Invent Your Future Before Someone Else Does</b> Dr. Robert Navarro Co-founder and First President – AMCP Foundation for Managed Care Pharmacy</p>		
5:30pm – end	Dinner at Fado Irish Pub		

## **Purpose of the Project**

The symposium is a unique opportunity for student pharmacists to learn about managed care and the pharmaceutical industry and network with professionals in these fields. The value of this stems from the fact that most pharmacy schools' curriculums do not extensively address these areas of pharmacy. The symposium helps fill this unmet need in a friendly, comfortable, and encouraging environment. This event exposes student pharmacists to these often overlooked – but extremely important – areas before entering the workforce, providing them with valuable knowledge and motivating these future managed care pharmacists to succeed.

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

### Expenses

- Refreshments: \$400
- Programs & name tags: \$100
- Thank-you gifts: \$200
- Dinner: \$1400
- Total: \$2100

### Revenues

- Sponsorships: \$1500

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

The Mercer University AMCP Executive Board members planned and executed nearly every aspect of the symposium. A few volunteers from the AMCP chapter helped with minor logistics.

### Executive Board members included:

- Ahroom Youk (President)
- Hazel Lacson (President-Elect)
- Geoffrey Fenich (Liaison)
- Michelle Aslami (Fundraising Officer)
- Neil Patel (Treasurer)
- Irene Park (Secretary)
- Meihong Liu (Historian)
- Elena Galagan (COS Representative)

### Volunteers included:

- Nisreen Shamseddine
- Raiza Gandola
- Lan Namgoong
- Wan Han

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

The majority of the targeted audience consisted of student pharmacists interested in managed care, industry, and/or enhancing their networking and communication skills. However, the symposium was open to any pharmacy professionals who wished to attend as well, so there were several pharmacists in the audience along with the students. With the help of AMCP, the symposium was advertised to all AMCP chapters nationwide. Additionally, this event was announced locally, with some invitations spreading through word of mouth.

The presenters were contacted through various connections. Most of them had spoken at a past chapter meeting, participated in a past symposium, or they already had an affiliation with Mercer University and its faculty. One of the new speakers, Dr. Dondi Ballard, was recommended by an executive board member who worked with him. A couple other speakers are Mercer University alumni who landed managed care or industry careers.

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

#### Symposium venue

- Several rooms and two auditoriums (all within the same general area of a building) were reserved 6 months in advance. These rooms already contained enough tables and chairs for the attendees. Projectors, computers, and microphones were also included in each of these rooms.
- Two extra tables were requested for the registration table and refreshments, which were set up in the hallway.

#### Registration

- An event was set up through Eventbrite so attendees could register for the symposium. The Eventbrite included the location and description of the symposium.
- Registration was \$20, but this was fully reimbursed after the event. This was done to secure a spot for the student pharmacists who were committed to attending the symposium.

#### Flyers, signs, programs, and name tags

- Promotional flyers were printed from a personal printer.
- Signs to direct attendees to the correct building were re-used from the previous year.
- A program was designed and 100 copies were printed.
- Name tags were designed and printed as attendees registered.

#### Refreshments

- A catering service contracted with Mercer University was used.
- Various hors-d'oeuvres were provided, which helped maintain the professional atmosphere between sessions, while the attendees engaged in conversations.

#### Dinner venue

- Part of the restaurant was reserved for the dinner provided after the symposium.
- Various entrées and side dishes were provided, buffet-style.

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

#### 3-6 months prior to event:

- Created a timeline for organizing the event
- Planned the ideal symposium schedule
- Set a budget for the event
- Decided which venues to reserve and which orders to place
- Symposium venue reserved
- Contacted and secured all speakers
- Sponsorship proposal created and finalized
- Contacted potential sponsors
- Designed promotional flyer

### 1 month prior to event:

- Dinner venue reserved
- Eventbrite invitation created and opened to the public
- Printed and handed out promotional flyers
- Invitations and registration information sent to all student pharmacists
- Confirmed reservation for symposium venue
- E-mail reminder sent to speakers

### 2 weeks prior to event:

- Invitations and registration information sent again
- Announcements made in between classes
- Finalized menu sent to dinner venue
- Finalized designs for programs and signs
- Printed name tags, programs, and signs
- Created a photo slideshow to display during breaks

### Week of event:

- Finalized order sent to catering company (the company requested it to be sent during the week of the event)
- More announcements made in between classes
- Closed registration
- Printed last remaining name tags
- Printed handouts and surveys
- Sent detailed information and directions to attendees and speakers

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

After the presentations, the executive board members gave a thank-you gift and card to each of the speakers and other pharmacy professionals who attended. Thank-you letters were printed on résumé paper and mailed to both companies who provided sponsorship. The dinner venue was contacted and thanked as well. An e-mail was sent to the attendees, thanking them for their participation at the symposium.

### **Project Evaluation:**

#### **What Went Well?**

Because the symposium was planned and organized well in advance, the sequence of events during the symposium flowed very nicely. Additionally, all of the speakers who presented were very enlightening and motivational; they did an outstanding job at engaging the student pharmacists and providing them with managed care and industry knowledge.

One of the best parts of the symposium was the Speed Networking Activity. During this activity, attendees and speakers were randomized into four different rooms, each containing a long table with at least 10 chairs on each side of the table. The participants rotated around the table every 2 minutes, meeting and “speed networking” with each other. The student pharmacists and speakers loved this activity because it was a great opportunity to meet as many participants as possible, while improving their communication skills and elevator speeches at the same time.

Another event that the student pharmacists enjoyed was the complimentary dinner after the symposium. It was an excellent opportunity for the student pharmacists to network in a more casual setting.

### **What Didn't?**

There were several minor problems that arose before and during the symposium. Originally, the symposium was supposed to be held at a different building with more space. However, the venue overlooked a previous reservation and double-booked the space. Therefore, the location had to be changed, which put us at a slight disadvantage. Furthermore, because the school has a contract with a certain catering company, we were required to use that company if we wanted to provide any refreshments to the attendees. This also put us at a disadvantage, although this time, it was a financial one. The catering company's food is overpriced, and the selection is minimal. They also charged additional fees because the event was on a weekend, which further increased costs. The biggest complaint we received from attendee surveys was that it was difficult for them to access the hors-d'oeuvres and other refreshments due to the limited space.

### **How Would You Improve for the Next Year?**

Overall, our 5<sup>th</sup> Annual Managed Care Student Symposium was a great success with minor flaws, as expected. We will continue to plan everything far in advance and keep everything extremely organized. It would be nice to have additional new speakers to present at next year's symposium to expand our network, but we would definitely stay in touch with previous speakers as well. Hopefully, we will be able to reserve the larger building next year to solve our issue with the narrow hallways. Because of the school's contract with the catering company, we need to anticipate higher costs for the refreshments next year. In order for us to account for these costs, we will fundraise more and find as many sponsors as we can. If we have enough money to cover everything, a major improvement we could implement is to reimburse other student pharmacists for travel costs. Many of the attendees drove several hours to attend the symposium, so reimbursing them would be a very hospitable option.

**Timeline:**

<b>Date</b>	<b>Activity</b>	<b>Responsible Party</b>
<b>March 5<sup>th</sup></b>	Reserve symposium venue	Chapter president
<b>March – April</b>	Create timeline, plan schedule, set budget	Chapter president & Executive board members
<b>May 31<sup>st</sup></b>	Contact and secure speakers	Chapter president
	Write sponsorship proposal	Fundraising officer
<b>June 15<sup>th</sup></b>	Contact potential sponsors	Fundraising officer & President-elect
<b>July 1<sup>st</sup></b>	Decide on food & refreshment orders	Executive board members
	Design promotional flyers and signs	Historian
<b>August 1<sup>st</sup></b>	Reserve dinner venue	Treasurer
	Create Eventbrite invitation	Secretary
	Print and hand out promotional flyers	Executive board members
	Send e-mail invitations to students	Secretary
	Confirm reservation for symposium venue	Chapter president
	Send reminder e-mail to speakers	Chapter president
<b>August 15<sup>th</sup></b>	Send invitations to students again	Secretary
	Make announcement between classes	Chapter president & President-elect
	Send finalized menu to dinner venue	Treasurer
	Print programs, name tags, and signs	Historian & other Executive board members
	Create slideshow with chapter photos	President-elect
	Prepare gifts and cards for speakers	Fundraising officer
<b>August 31<sup>st</sup></b>	Send finalized order to catering company	Treasurer
	Make more announcements between classes	Chapter president & President-elect
	Print handouts and surveys	Executive board members
<b>September 5<sup>th</sup></b>	Close registration	Secretary
	Print name tags	Secretary
	Send detailed information and directions to attendees and speakers	Chapter president

## **Checklist:**

### Before the symposium:

- ✓ List goals to achieve for the symposium attendees
- ✓ Set a budget and devise ways to meet the budget
  - E.g. sponsorships, fundraising activities
- ✓ Pick an appropriate date and venue to accommodate the potential attendees
  - Reserve symposium venue
- ✓ Create a timeline with each task, assignments, and due dates
- ✓ Design a layout of the symposium schedule
- ✓ Find and contact speakers who can cater to the attendees and your schedule
  - Confirm (follow-up) with all speakers
- ✓ Design promotional flyer, program, and name tags (see addendum)
- ✓ Send e-mail invitations to students (see addendum)
- ✓ Pick and reserve a venue for dinner
- ✓ Send reminder e-mails to everyone

### During and after the symposium:

- ✓ Be very accommodating to presenters and attendees
- ✓ Distribute handouts
- ✓ Ensure everyone knows their assignments
- ✓ Distribute symposium survey (see addendum)
- ✓ Send thank-you gifts, cards, and e-mails

## **Addendum:**

### Sample e-mail invitation to speakers:

Good Afternoon Dr. \_\_\_\_\_,

My name is Ahroom (Autumn) Youk, and I am currently serving as the president of Mercer University's Academy of Managed Care Pharmacy student chapter. I attended your lecture during the Pharmaceutical Industry class on April 8th, which I enjoyed very much. Therefore, I believe you would be an excellent speaker for our annual student symposium, and would like to extend an invitation for you to present at our 5<sup>th</sup> Annual Student Symposium! It will be held on the Mercer University Atlanta Campus on Saturday, September 6, 2014 from 12:30 PM – 5:00 PM with a complimentary dinner afterwards.

There will be 30 minutes to present and answer any questions from the students. If more time is needed, please let me know so our chapter can plan the event accordingly. As for the topic to present, it would be best to speak on wherever your interests and passions lie. I believe that this way, the students can feel your enthusiasm for your career and become motivated through you. Possible topics include (but are not limited to):

- Introduction to managed care (overview)
- Current issues in managed care
- Formulary management
- Pharmacy Benefit Management
- Health Economics and Outcomes Research
- Pharmaceutical industry
- Specialty pharmacy
- Residencies & Fellowships
- Careers in managed care (overview)

Please let me know if you are interested in presenting at our symposium! Pharmacy students have truly enjoyed and learned a great deal through all our past symposia, all due to pharmacy professionals like you. I greatly appreciate your time and effort, and I look forward to hearing from you soon!

Sincerely,

Ahroom (Autumn) Youk  
Doctor of Pharmacy Candidate, 2016  
Mercer University College of Pharmacy  
AMCP Chapter President  
[ahroom.youk@live.mercer.edu](mailto:ahroom.youk@live.mercer.edu)

Sample sponsorship proposal:

## Mercer's 5<sup>th</sup> Annual Managed Care Symposium



Atlanta, GA | Sept. 6, 2014

### Sponsorship Opportunities

Mercer University College of Pharmacy's Annual Managed Care Symposium provides speakers, workshops, and panel discussions related to managed care for the professional development of pharmacy students. Speakers are pharmacy professionals who educate students on current topics in industry/legislature, managed care careers, post-graduate programs and more. This informative event attracts students from numerous colleges of pharmacy across the Southeast.

The Symposium has been previously successful thanks to the support of our corporate sponsors. Any sponsorship is genuinely appreciated.

#### **BRONZE SPONSORSHIP: \$500**

Your company's logo presented on the program, banner and all other promotional materials

#### **SILVER SPONSORSHIP: \$1,000**

All of the above, plus a designated area for your company to offer informational materials

#### **GOLD SPONSORSHIP: \$1,500**

All of the above, plus highly special recognition and plaque presentation to your company

*Hosted by the AMCP Chapter of Mercer University College of Pharmacy*

Promotional flyer & sign:

 FOR All Pharmacy Students DATE 09/06/14  
ADDRESS Stetson School of Business & Economics building  
Mercer Atlanta Campus

 **AMCP Student Symposium**  
**Attend from 12-5pm**  
**Complimentary Dinner Following Event**  
**#1**

LABEL Yes  No

Rept	ut	Dictum			
1	2	3	4	5	Times
PRN	<input type="checkbox"/>	Non Rept	<input type="checkbox"/>		

*(\$0 Copay)*

**AMCP** | Academy of Managed Care Pharmacy®

**MERCER UNIVERSITY**  
**STUDENT CHAPTER**

Dispense as Written \_\_\_\_\_ Brand Exchange Permitted \_\_\_\_\_

REFILL \_\_\_\_\_ TIMES *Dinner will be at:  
Fado Irish Pub  
273 Buckhead Avenue* DEA No. \_\_\_\_\_

Item No. 09062014

**AMCP** | Academy of Managed Care Pharmacy®

**MERCER UNIVERSITY**  
**STUDENT CHAPTER**

*5th Annual Student Symposium*  
**September 6, 2014**

Sample e-mail invitation to students:

Good afternoon everyone,

Congratulations on surviving the first week of school!!

The **Mercer AMCP (Academy of Managed Care Pharmacy)** chapter is once again hosting our **5th Annual Managed Care Symposium**. We would like to invite everyone here at Mercer College of Pharmacy to attend and find out what managed care pharmacy has to offer!

Date: **Saturday, September 6, 2014**

Time: **12-5pm**

Location: Mercer Atlanta Campus Business and Education building. (BE 007. See map attached for further directions).

**Free dinner** will be provided at **Fado's Irish Pub** following the symposium!!

273 Buckhead Avenue

Atlanta, GA 30305

Mercer University College of Pharmacy's Annual Managed Care Symposium provides **speakers, workshops, and panel discussions** related to managed care for the **professional development** of pharmacy students. Speakers are pharmacy professionals who educate students on current topics in industry/legislature, managed care careers, post-graduate programs and more. This informative event attracts students from numerous colleges of pharmacy across the Southeast.

In the past we have invited 12 notable pharmacists in various areas of pharmacy to come speak to students and further your professional development. This is an **amazing opportunity to network** with managed care pharmacists, pharmacy students from other pharmacy schools in the Southeast region, and fellow Mercer students and alumnus.

Space is limited so make sure to **reserve your spot** under "Mercer students" at the link below! (\$20 to reserve your spot, but will be fully reimbursed upon attending).

<https://www.eventbrite.com/e/mercer-university-amcp-5th-annual-student-symposium-tickets-12498305769>

**Here are few of the amazing speakers and topics we will be having this year.**

Come learn more about what **AMCP** has to offer at our **First meeting Tuesday, August 26 @ 12pm in Rm 172**  
Lunch will be provided!!!!

Survey:



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## 5<sup>TH</sup> ANNUAL STUDENT SYMPOSIUM SURVEY

*Optional*

Name:

School:

1. In your opinion, what is the most valuable piece of information you received today?  
Who did you learn it from?
  
2. What was your favorite part of the symposium this year?
  
3. Least favorite?
  
4. What would you suggest to improve any aspect of the symposium?
  
5. Other comments: