

## **Perspectives into Managed Care Pharmacy**

### **University of Minnesota**

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

This year, our AMCP chapter collaborated with local managed care companies and pharmacy organizations at our school to educate and inspire students on managed care pharmacy. Our AMCP chapter collaborated with several other pharmacy organizations at our school to host three guest speaker events featuring high-profile pharmacist working in managed care. Our chapter kicked off the year by inviting Dr. Norrie Thomas to speak, a pioneer in managed care pharmacy and one of the original founders of AMCP who also founded one of the first national PBMs. Guest speakers would give leadership stories providing students with an example of successful career within a pharmacy profession and exposing students to the variety of roles available to pharmacist outside of the traditional roles. Last fall, our AMCP chapter partnered with Express Scripts pharmacist and recruiters to host their first #hiresidechat on Twitter. Students tweeted questions using the hashtag #hiresidechat and would receive a reply from recruiters and pharmacist at Express Scripts answering their questions. The event was a huge success; it helped pharmacy students to connect with recruiters and managed care pharmacist, and they provided insight into what it's like to work in managed care and tips on applying for future jobs within managed care pharmacy. Students had the opportunity to learn about managed care through a student led directed studies elective course coordinated by the chapter presidents. This elective allowed students to independently research a managed care topic of their choice, present their findings to the class, and facilitate a class discussion among peers. Chapter delegates and managed care pharmacist also joined the class to provide real-world insights into each discussion topic based on their professional experience.

Our chapter also hosted several clinical workshops to assist our teams competing in the P&T competition this year. We invited a team of medical science liaisons and account managers from the manufacturer (Actelion) to provide the manufacturer's perspective into the drug product and the disease state. Our chapter also invited a clinical pharmacist to provide a clinical perspective from a local health system that specializes in treating patients with pulmonary arterial hypertension. Overall, these workshops helped teams to prepare and increase the quality of our local competition. This also helped our chapter to propel to the national competition. Additionally, our chapter recently hosted a residency roundtable at our college of pharmacy showcasing 5 residency and fellowship programs within the Twin Cities area. The event gave students the opportunity to learn about each program and ask 1on1 questions with residents and residency directors. Next month, our AMCP chapter is pairing with ACCP and NCPA to bring in pharmacist from HealthPartners (a local HMO) so students can learn about the managed care, clinical pharmacy services, and outpatient pharmacy aspects of HealthPartners. Similarly, our chapter has invited pharmacist from CVS Health to visit our college to educate students about all the facets to the CVS Health Enterprise. Finally, students were invited to attend corporate tours at several local and national PBMs, Health Plans, and HMOs within the Twin Cities area. These tours allowed students to gain real-world perspective into what these managed care companies are doing and what roles are available to pharmacist working there. The University of Minnesota AMCP Student Chapter's projects all focused on a similar goal: to inspire and educate pharmacy students about the variety of roles and issues in managed care pharmacy.

## **Purpose of the Project**

The 2015-2016 University of Minnesota AMCP Student Chapter's Project "Perspectives into Managed Care Pharmacy" was intended to:

1. Energize first year students to become active and engaged early within managed care.
2. Expose students to the wide variety of non-traditional roles available to pharmacist.
3. Encourage students to explore and present a topic of their interest in managed care.
4. Develop future leaders to represent our AMCP student chapter and college of pharmacy.

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

- \$150 spent on pizza/appetizers for first year fall networking event
- \$150 spent on sandwiches for managed care speaker event
- \$35 spent on food/beverages for P&T judges at local competition
- No revenues were gained from this project

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

About 75% (50) AMCP student chapter members were involved in at least one of the events included in the project. Several AMCP student chapter events were open to all pharmacy students including non-members of AMCP with the purpose of exposing and educate a broader audience of pharmacy students to some of the unique aspects of managed care pharmacy.

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

- AMCP Student Chapter Members
  - Several AMCP student chapter recruiting events were developed and executed early in the school year including: an AMCP networking event for first years, an AMCP introductory meeting open to all pharmacy students, liaison roundtables to talk with students one-on-one, and several managed care guest speaker events.
- University of Minnesota Pharmacy Students
  - Our AMCP student chapter paired with several other pharmacy organizations to host managed care speaker events with the intent of exposing a broader audience of pharmacy students to managed care pharmacy. Events open to all students include: managed care student-led directed studies elective, Express Scripts twitter recruiting event #hiresidechat, managed care speaker events, managed care residency roundtables, company visits, P&T workshops and our local P&T competition.
- Managed Care Professionals and Organizations
  - Identify companies and contact professionals from local companies for tours, company visits, managed care speakers, and corporate recruiting events including: HealthPartners, Express Scripts, Blue Cross and Blue Shield of Minnesota, Prime Therapeutics, and UnitedHealth Group.

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

University of Minnesota College of Pharmacy provided rooms and ITV services for dual campus events and the cost of refreshment was provided by Minnesota Pharmacy Student Alliance (MPSA). Paper to create flyers to promote AMCP student chapter events.

## **Timeline for Implementation and Execution**

- Summer
  - Develop budget and agenda with AMCP E-board
  - Contact managed care guest speakers
  - Contact managed care professionals/organizations to set up tours

- August
  - Contact leaders from incoming class of first years and introduce them to AMCP
  - Host networking event for first years
- September
  - Host Open Informational Meeting
  - Open P&T coordinator application to first year
  - Contact recruiters at Express Scripts to host recruiter event
  - Start student-led directed studies elective course
  - Co Host managed care speaker events
  - Host first AMCP leadership speaker event
- October
  - Host P&T kickoff meeting and promote the P&T competition
  - Contact speakers for P&T workshops and speaker events
- November
  - Host second AMCP leadership speaker event
  - Host P&T Workshop- Drug Literature Evaluation
  - Corporate tour- HealthPartners
  - Corporate tour- UnitedHealth Group/Optum
- December
  - Host P&T Pharma Workshop - Actelion Ventavis Presentation
  - Host P&T Workshop - Pulmonary Arterial Hypertension (PAH) Presentation
- January
  - Host Local P&T Competition
- March
  - Host Managed Care Residency/Fellowship Roundtab
  - Corporate tour- Prime Therapeutics
- April
  - Corporate tour- Express Scripts
  - Host company visits
  - Host networking event at AMCP conference
  - Host medicare event
  - Host several managed care speaker events

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

- Regular emails were sent to AMCP members to keep them informed about upcoming chapter events.
- Thank you cards were provided to professionals and faculty members who helped organize events.
- Surveys were sent after each event to obtain member feedback and identify opportunities for improvement.

### **Project Evaluation:**

#### What Went Well?

- Opening the audience to the local P&T competition to all students
- Engaging first year pharmacy students to become involved in AMCP.
- Corporate tours are fun and are always a big hit with students
- Speaker events help our chapter expose other pharmacy students to managed care

#### What Didn't?

- Large dropout rate this year in the P&T competition
- Some speaker events could have had stronger attendance
- Twitter recruiter event had limited participation

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

- P&T Local Competition - encourage students to participate before finals
- P&T Local Competition - encourage student body to watch the competition
- Drive involvement and interaction between managed care pharmacist and students
- Have more managed care professionals and recent grads involved with our chapter

### Timeline/Checklist for Project:

<b>Date</b>	<b>Activity</b>	<b>Responsible party</b>
7/27	Introduce project to AMCP E-Board and Chapter Diplomats	Chapter Presidents
8/28	First Year Fall Networking Event	VP of Networking
9/8	AMCP First Open Meeting	AMCP E-Board
9/14	Open P&T Coordinator Application to first year students	AMCP E-Board
Ongoing	Managed Care Student-Led Directed Studies Elective	Chapter Presidents
9/16	Express Scripts Twitter Recruiting Event #hiresidechat	Chapter Presidents
9/18	AMCP/MPSO - Managed Care Guest Speaker	VP of Outreach
9/24	AMCP Leadership Speaker - Norrie Thomas	Chapter Presidents
10/15	AMCP P&T Kickoff Meeting	AMCP P&T Board
11/13	HealthPartners Tour	VP of Development
11/15	AMCP/MPSA - Managed Care Leadership Lecture	VP of Membership
11/20	UnitedHealth Group/Optum Tour	VP of Development
11/11	P&T Workshop - Drug Literature Evaluation	AMCP P&T Board
12/9	P&T Workshop - Actelion Ventavis Presentation	Chapter Presidents
12/10	P&T Workshop - PAH Presentation	AMCP P&T Board
1/19	AMCP Minnesota Group Meeting	VP of Networking
1/23	AMCP P&T Local Competition	P&T Coordinator
3/10	Managed Care Residency Roundtables	Chapter Presidents
3/31	Prime Therapeutics Tour	VP of Development
4/8	Express Scripts Tour	VP of Development
4/11	HealthPartners College of Pharmacy Visit	Chapter Presidents
4/12	CVS Health College of Pharmacy Visit	Chapter Presidents
4/15	Managed Care Guest Speaker - Dr. Angie Carlson	Chapter Presidents

4/21	AMCP Annual Conference Networking Happy Hour	Chapter Presidents
4/22	Norrie Thomas Book Signing Networking Event	Chapter Presidents
4/22	AMCP/ASCP MN Senior LinkAge Line - Medicare Event	VP of Outreach
4/26	Managed Care Speaker Event - Dr. Wolff & Dr. Gleason	VP of Membership
4/27	AMCP Leadership Lecture - Dr. Rick Zabinski	VP of Membership

### Checklist

- Summer Planning
  - Determine budget
  - Purchase necessary supplies
  - Identify collaboration opportunities with other student pharmacy organizations
  - Meet and introduce ideas to AMCP E-board
  - Meet and introduce ideas to AMCP Chapter Diplomats
- Networking Events
  - Contact restaurant over the summer
  - Reserve a time and space with restaurant
  - Obtain list of local AMCP professionals from chapter diplomats
  - Email logistics and RSVP to all pharmacy students and AMCP professionals
- Speaker Events and Company Visits
  - Contact company/professionals over the summer and throughout the school year
  - Determine date and time with speaker
  - Book room with college
  - Email logistics and speaker bio to members (If food is provided, include RSVP)
  - Coordinate food delivery and escort speaker to room on day of the event
- AMCP Student-Led Directed Studies Elective
  - Develop/Revise Syllabus
    - Develop list of managed care related topics for students to present on
    - Select day and time for class to meet
    - Seek formal “elective” approval and negotiate credits with faculty
  - Recruit students to take the class
  - Develop and execute introductory presentation
  - Email presentation sign-up list to students
  - Email presentations out to class each week
  - Phone in pharmacist and/or diplomats to listen in on presentation/discussion
  - Facilitate/lead group discussions in class
- P&T Competition
  - Promote competition at college by email and flyers
  - Negotiate academic credits with faculty for students who complete the P&T
  - Set up three P&T workshops (Set up like speaker events)
    - Drug Literature Evaluation Presentation
    - Disease State Clinical Presentation
    - Pharmaceutical Industry Presentation
- Corporate Tours
  - Contact company/professionals over the summer
  - Determine date and time of tour
  - Email logistics and RSVP to members
  - Email survey to attendees and provide feedback to companies

- Residency Roundtable
  - Determine date and time of event
  - Book room with college
  - Invite residency/fellowship directors to attend (locally, regionally, nationally)
  - Create residency informational handout for students attending