Academy of Managed Care Pharmacy®

Student Pharmacist Committee Presents...

THE STUDENT CHAPTER E-BOARD TOOLBOX
Welcome to the AMCP Student Chapter E-Board Toolbox!

As AMCP Student Chapters, we all serve an important need within the pharmacy school extracurricular landscape. AMCP Chapters are often the primary source of information for students interested in understanding how the healthcare system works and how to enter into non-direct patient care careers such as industry and managed care. This Toolbox is intended to serve as a guide for AMCP Student Chapter E-Boards on certain key topics that all Chapter leaders face. Our hope is that by sharing best practices on key issues, AMCP Student Chapters across the nation can continue to spread knowledge and interest in managed care pharmacy.

Key Topics Addressed in the Toolbox

- Explaining Managed Care
- Recruitment
- Chapter Event Ideas
- P&T Competition
- Conference Support & Planning
- Professional Relations & Chapter Networking
Explaining Managed Care

Ironically, one of the biggest struggles AMCP Chapters face is explaining what managed care is to members in a way that is easy-to-understand and peaks their interest. Better understanding managed care principles is crucial to prepare future pharmacists for careers in any healthcare setting. The goal of this section is to provide guidance on how Chapter E-Boards can educate members on what managed care is and how it may be applicable to their future career.

Key Points

- Understanding your audience is crucial in explaining managed care in a way that makes sense to that individual
- Knowing when to present the topic can be beneficial in recruiting new AMCP members
- Drive home key points outlined in this document to best explain managed care to your members
- Use real-world examples to make managed care come to life for students

Who is Your Audience?

When educating your Chapter members about managed care during recruitment, think about how you can tailor the conversation to that specific student. Consider the following:

- **Baseline Exposure to Managed Care:** During recruitment, your Chapter may be recruiting first year students with little to no exposure to managed care or you may be recruiting second or third years who are interested in exploring a new career pathway that they had not considered. Be sure to ask questions to gauge the audience’s current knowledge and to consider these differences when you deliver your AMCP and “what is managed care” pitch.

- **Student Career Interests:** The great thing about managed care is that the concept can be applied and valuable in every area of healthcare! During recruitment, you can start by asking students what their specific career interests are and tailor the managed care conversation to them.

Managed Care or Industry Go-Getters

For these students, explain why managed care principles are important for a career in pharma or managed care. Be sure to focus on the networking and professional development opportunities your Chapter can provide these students.

Future Clinicians or Pharmacy Owners

Explain how an understanding of managed care can help navigate medication access problems that patients may encounter in care settings or at the pharmacy counter. Managed care will help you better understand how drug benefit design works and more importantly, why it exists.

Undecided and Exploring

Focus on how joining AMCP can help these students explore a totally new area of pharmacy. No matter what they decide to go into, your AMCP Chapter will help them learn principles that apply to every type of pharmacy career.
Explaining Managed Care

When Should You Present this Topic?
There may be times throughout the year when students ask you to explain what managed care is. Often, it will be the beginning of the academic year when 1st years are entering the program. Take advantage of this opportunity at the beginning of the year to educate those who are new members or even potential new members. Consider the following:

- **Host an AMCP open meeting on “What is Managed Care”** – Since it’s an open meeting, all students in the program can attend and learn about managed care. It also gives your Chapter the opportunity to recruit more members if presented at the beginning of the year. Advertise the event early and explain that the conversation will be beneficial to not just students who want to pursue a career in managed care but to all those who work in the healthcare setting.

- **Participate in an Organization Showcase Event** – Many schools have multiple different organizations or various opportunities for students to get involved in right when they join the program. Participate in a round tables event where each table showcases different organizations (e.g. AMCP, ACCP, IPhO). Have your Chapter E-Board lead your AMCP round table to explain what your organization does throughout the year and emphasize what managed care is.

- **Pass out “What is Managed Care” handouts** – This approach is very simple and allows students to look back at the material later. You can pass them out at your AMCP Chapter events, during passing with students, or in student mailboxes if your program utilizes them. Check out the resources at the bottom of the page to find out how you can receive “What is Managed Care” pamphlets from AMCP.

How Do You Explain Managed Care to Student Pharmacists?

Managed Care Pharmacy is the practice of developing and applying evidence-based medication use strategies that enhance patient and population health outcomes while optimizing health care resources.

– Academy of Managed Care Pharmacy

Truly understanding managed care as a student pharmacist takes time. Usually as students have more experiential rotations within the healthcare system, the concept becomes easier to grasp. However, there are a few key points that you can really hit home to help students understand what managed care is and what AMCP is all about:

1. **Managed Care is the Thoughtful Allocation of Limited Resources**: In healthcare, just like in any other business or project, we only have so many resources (i.e. dollars, clinicians, time) available at our disposal. Managed care is the systematic approach to thinking critically about how can we ensure that we use healthcare dollars and resources in the most optimal and efficient way possible. In managed care, efficiency means improving health outcomes while also considering how much healthcare resources cost.

2. **Managed Care Principles Can Be Found Everywhere**: Managed care is most typically associated with health insurance companies and PBMs. This makes sense because health insurance companies pool all the dollars from our premiums, deductibles, and copays and decide what services and drugs should be covered. However, because of the shift to a value-based healthcare system, managed care principles are becoming more prevalent throughout healthcare. Because managed care is such a widely-applied concept in healthcare, it can take many different forms depending on the perspective of the relevant stakeholder (e.g. health plan, Accountable Care Organization, community pharmacy, etc.).

**Explaining Managed Care**
3. **Managed Care is Population Health-Based:** While in pharmacy school, we are often focused on the one patient in front of us. Managed care, on the other hand, is responsible for thinking about large populations of patients, and how health plans or health systems can ensure that patients receive the most appropriate medications in a manner that maximizes safety and efficacy and encourages following guideline-directed therapy.

4. **Managed Care Principles are Important to Everyone:** When pharmacy students learn that managed care is behind the dreaded prior authorization process, they may associate managed care with a negative connotation. It is important to drive home that taxpayers and employees are the ultimate “payer” in healthcare. Managed care directly acts to make sure that we use our healthcare dollars optimally, which in turn helps to keep premiums as low as possible.

**Keeping It Real**
The best way to help students understand managed care is through real-world examples of managed care in action. By connecting the concept of managed care to timely current events, students will start to better understand what it is. Below are some examples of how to do this:

- **The Opioid Crisis:** Review how insurers use claims analytics to identify members receiving opioids from multiple different providers or pharmacies. Health plans then notify providers so they are aware of this potential opioid abuse and can address the potential opioid abuse disorder with the patient.
- **Drug Pricing:** Discuss the rising cost of specialty medications in the United States. Talk through an example of how formulary management can help lower spending and how prior authorization criteria can help ensure that these medications are only used in patients that derive benefit from these products.
- **Combatting Abuse:** Share an example of how some companies try to game the system. For example, Duexis is a prescription combination pill comprised of ibuprofen and famotidine. This medication is purely the combination of two low-cost OTC agents, yet the company charges $33 per pill. Managed care organizations work to identify and eliminate abuses of the system such as this one.

**Additional AMCP Resources**
- [Concepts in Managed Care Pharmacy](#)
- [Managed Care Terms](#)
- [Managed Care Pharmacy PowerPoint Presentations](#)
- [Careers in Managed Care Pharmacy](#)
- Receive your “What is Managed Care” pamphlets from AMCP
  - Typically, your AMCP Advisor receives them at the beginning of each academic year
  - If you haven’t received them or have questions, please contact studentdevelopment@amcp.org

*Explaining Managed Care*
Recruitment

Recruiting students to become members of your AMCP Chapter is a key element to ensuring the progress of any student chapter. While recruitment can be a source of frustration to student leaders, there are many strategies that AMCP Chapters have successfully used to recruit members every year. This guide is aimed at compiling best practices to help student leaders recruit members for their AMCP Chapters.

Key Points

- Spend time prior to the fall semester as an E-Board to develop a cohesive recruitment strategy
- Create a community around your AMCP Chapter
- Plan a mix of events to meet potential new members and explain the value of joining AMCP
- Early event planning will allow you to be more specific about the types of events your Chapter offers
- Consider creating leadership opportunities for first years so they can get involved early

Develop Your E-Board Chapter Strategy

Successful pharmacy student organizations are able to develop an organization culture rather than just hosting a series of events throughout the year. Because most schools lack electives or classes related to managed care or industry, your AMCP Chapter is an essential resource in pharmacy school for students interested in non-direct patient care careers. Take the time as an E-Board to think about your value at your school and work to create a Chapter community that acts as the home for these students.

Prior to the beginning of the fall semester, set up a strategy meeting with your E-Board to think about your goals for the year and answer the following questions:

- What is our recruitment goal this year?
- What value do we bring to students? (e.g. providing networking opportunities, career development, skill development, leadership opportunities, giving students knowledge about the environment in which pharmacy operates)
- What type of presence would we like to have on campus? How can we develop that presence?
- How can we target different types of students at our school (e.g. class years, career interests)? How does understanding managed care principles benefit different types of students?
- How can we plan our year and events to make sure that we bring value to our members?
- How can we ensure our messaging is consistent during recruitment? (e.g. develop standard answers to questions that potential new members may ask)

By having your E-Board on the same page and proactively thinking about your recruitment goals, you will be more likely to have a successful recruitment process!
Recruitment Events: Your Presence is Key!
When it comes to establishing a solid Chapter base, reaching out to potential new members is key. The more your E-Board interfaces, socializes, and speaks to potential new members, the easier you can begin to build your Chapter community and the more successful your recruitment will go.

The following are examples of how your Chapter can maximize your recruitment events:

**Use School-Sponsored Events:** Capitalize on your school’s structure to showcase AMCP at a student organization fair, organization info sessions, or other lectures. Not sure what to include in your presentation about AMCP? Be sure to check out the “Explaining Managed Care” toolbox document as well as the “What is Managed Care Pharmacy” slide deck in the “Additional AMCP Resources” section at the bottom of this document for ideas.

**Plan an AMCP Social Gathering:** The best recruitment is done through personal interactions. Set the tone of your organization by planning a social event for new members to learn more about your Chapter, E-Board, and the network that you can provide within managed care. Invite your Chapter Diplomats, Advisor, and any local alumni to these events as well! Holding these events in an informal setting such as a restaurant or park allows potential members to have more personal interactions with Chapter leadership and begin to build your AMCP community.

**Decide on a Communication Strategy:** Create a communication strategy among your E-Board to reach potential new members during the recruiting period. Each Chapter will have an individualized communication strategy to best reach their own student body. Below are themes that we have seen amongst AMCP Chapters:

- Hand out free AMCP swag (t-shirts, water bottles, candy, etc.)
- Post about your Chapter events and meetings through multiple social media channels (Email, Facebook, Instagram, Twitter)
- Hand out or post flyers around your school

**Early Planning**
The last component to a successful recruitment season is to think about how you can get new members engaged as soon as possible. The following are two best practices that Chapters have shared:

- Plan your events for the fall semester in advance. The more specific you can be during recruitment about the types of events offered and why they are valuable, the more students will understand your organization and want to join.
- Create early leadership opportunities to get new members involved early. Many Chapters have created first-year liaison positions that allow first-year students to get exposed to your AMCP leadership team early on. This strategy is helpful because these students can help recruit their classmates, provide feedback on the P1 AMCP experience, and learn the ropes so that leadership transitions in the future can be more successful.
Additional AMCP Resources

- **Why Join AMCP? Slide Deck**: This slide deck can serve as a foundation when creating presentations for recruiting events.
- **How to Get the Most from your AMCP Membership**: This resource can be provided to new members once they join your Chapter.
- **What is Managed Care Pharmacy Slide Deck** (2016): This is an excellent slide deck that does such a great job at explaining what managed care is and can be used in recruiting presentations as well.
- **Benefits and Services of AMCP Membership**: This resource compiles the benefits of being an AMCP member which can be listed on tri-fold posters at recruiting events.
- **What Members Are Saying Videos**: These are great videos that can be used when creating promotional material for potential new members.
- **What is Managed Care Pharmacy Webinar** (2018): This is another resource that helps explain what managed care is to potential new members and can be posted on social media pages.
- Additional Managed Care Presentations: [http://www.amcp.org/slidedecks/](http://www.amcp.org/slidedecks/)
Chapter Event Ideas

Planning diverse events around professional development, policy and advocacy, managed care education, and current topics in managed care are important for having a strong Chapter presence. The events should be designed to promote the mission of AMCP. This section provides unique programming ideas outside of P&T, recruitment, and networking events.

<table>
<thead>
<tr>
<th>Key Points</th>
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<td>• Consider providing a mix of events throughout the year that caters to different levels of experience and interest in managed care</td>
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<tr>
<td>• Events can focus on building managed care knowledge, developing and applying skills that will be beneficial for a career in managed care, and preparing your members for the job search and interview process</td>
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Chapter Events are the way that Chapters provide value to members. Similar to when you educate your Chapter members about managed care, it’s important to consider that your members will have different levels of exposure to managed care when planning your Chapter events. Creating a combination of introductory events as well as more advanced events will help ensure your Chapter provides value for all your members.

Generally, event types can be categorized in the following ways:

- **Building managed care Knowledge**
- **Developing and applying Skills**
- **Preparing for a professional Career**

**Building Managed Care Knowledge**
Managed care is generally a new concept for most students. After providing the basic introduction to managed care during recruitment (see “Explaining Managed Care” Toolbox document), it is important to keep building upon this knowledge foundation for your members. Below are a few suggestions for how you can do this:

- Invite speakers from health plans, pharmacy benefit managers, or academia to discuss relevant topics in managed care and the overall healthcare landscape. In addition to professionals discussing their career functions, invite them to provide mini-lectures that cover topics such as the drug supply chain, drug pricing basics, the role of data analytics in healthcare, innovative managed care strategies, health policy, value-based contracting, and more! Use AMCP conference education sessions for inspiration and aim to host one guest speaker per month.
- Find ways to keep members in touch with current events in managed care. Some Chapters have newsletters or monthly email blasts that highlight important managed care events in the news.
- Utilize AMCP resources! If your school lacks faculty or a managed care network, there are many resources available through AMCP. We strongly encourage attending an AMCP conference or check out the AMCP Learn site, where students can enroll in online courses in both beginner and advanced managed care topics.

*Chapter Event Ideas*
Developing and Applying Member’s Skills

After providing your members with a basic foundation in managed care principles, Chapters can start to think about how they can help their members gain additional skillsets that they may need for a successful career in managed care.

Examples of relevant skills may include the following:

- Problem-solving
- Critical analysis of literature
- Policy analysis
- Pharmacoeconomic modeling
- Verbal communication skills (formal and informal)
- Data interpretation and analysis
- Networking

Think about hosting interactive events throughout the year that can help your members build some of these skillsets such as:

- **Workshops:** Consider organizing a half-day workshop for students to learn about and practice skills such as pharmacoeconomic modeling or data analytics and build upon their presentation and teamwork skills. The ideal workshop would include lecture-based teaching as well as interactive cases that allow students to apply the newly-learned skillset.

- **Journal Clubs:** These are a great opportunity for students to expand their knowledge on a specific topic, gain experience reviewing articles, and practice the art of persuasive discussion in front of a group. The organizer (e.g. student, faculty, and/or managed care pharmacist) can choose a specific topic in managed care, select relevant article(s) that student attendees would read prior to the journal club meeting, and prepare a list of discussion questions for the meeting. During the meeting, the group would actively discuss the topic. Examples of topic ideas can be found below and on the AMCP website here.
  - Discuss a newly-approved specialty pharmacy drug and debate what the coverage criteria should be after evaluating the landmark Phase III trial
  - Discuss the implications of a new policy proposal such as the Medicaid expansion work examples or elimination of rebates
  - Discuss the role of outcomes research in managed care by focusing on a case example or value-based contract published in the news

- **Webinar Discussions:** If you don’t have the bandwidth to set up a journal club, there’s still hope! AMCP offers several educational webinars on topics like drug utilization review and formulary design that are free for members. Consider hosting a meeting with members to watch one of the webinars and further discuss the topic afterwards.

Professional Development Events

In addition to introducing your members to roles within managed care and creating networking opportunities for your members (see “Professional Relations and Chapter Network” Toolbox document), Chapters have also hosted events to help their members be more successful as they prepare for their next career move. Events designed to enhance professional development skills can help make your Chapter members some of the best candidates for internships, residencies, fellowships and other jobs!
Consider the following sample timeline of professional development events:

<table>
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<tr>
<th>Month</th>
<th>Topics Covered</th>
<th>Suggested Speaker/Presenter</th>
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| Sept – Nov | Basics of Professional Development Workshop:  
• How to create your CV  
• How to utilize LinkedIn  
• How to develop an elevator speech | Invite current residents or faculty members to review and provide feedback on student CVs. |
|          | Introduction to Networking                                                      | Invite a motivational speaker to discuss how to network at conferences and with professionals. |
| Oct – Dec | Internship Panel                                                               | Invite students who completed an internship during the summer to speak about their experiences. |
|          | Managed Care Residency and Fellowship Panel                                    | Invite current managed care residents or fellows to speak about their experiences.            |
|          | Navigating ASHP Personal Placement Service (PPS) or Midyear                    | Invite current first year managed care residents or fellows to speak about their job search. This event should be geared towards fourth-year students. |
| Nov – Jan | Mock Interviews                                                                | Invite students, faculty, and/or professionals to lead mock interviews for internships and residencies. |
| Feb – Apr | Navigating ASHP Personal Placement Service (PPS) or Midyear: Fourth-Year Perspective | Invite fourth-year students that recently completed the residency process to discuss their experiences. |

**Additional AMCP Resources**

- To see what other Chapters have planned check out the following:
  - AMCP Student Pharmacist Chapter Spotlight:
  - Chapter Leadership Academy Projects featured at AMCP Annual
- Submit your event here to be featured in the AMCP Student Pharmacist Chapter Spotlight.
- Concepts in Managed Care Pharmacy Series: Series of papers written to explain managed care terms
- Managed Care Pharmacy Brochure: Best Practices for quality care and cost-effective coverage
The P&T Competition

The P&T Competition is an excellent opportunity for pharmacy students to work on a team and improve upon critical thinking, literature review, research, and presentation skills. However, organizing the competition and supporting students along the way can be an overwhelming process. This guide is aimed at helping AMCP Chapter leaders think about how to recruit participants, prepare them for the competition, and carry out a successful local competition.

Key Points
- Market and recruit for the P&T Competition early by emphasizing the value of competing
- Commit to providing your student members with the tools and information necessary to be successful in the competition (what this may look like will depend on the time and resources you have available)
- Give the local competition the attention and fanfare it deserves by making it a big deal at your school!

Recruitment

The P&T Competition is one of the most rewarding activities that student pharmacists can engage in. However, because it is such a large undertaking, many Chapters struggle with recruiting more than 1 to 2 teams to participate. We recommend introducing students to the P&T Competition during the initial recruitment process as well as holding a P&T information session in September or October. Below are some considerations for Chapter Leaders to think about when trying to recruit for the P&T Competition:

- **Build Interest in the Competition Early**: In order for teams to successfully complete the competition, they should have a good understanding of what it entails and be prepared to commit many hours over winter break to the competition. The earlier Chapters get students excited about and mentally prepared for the competition, the better.

- **Explain the Value of Participating in the Competition**: Students who participate in P&T benefit tremendously by learning skills and knowledge that will make them more marketable for fellowship and residency interviews and prepared to enter the industry. Make sure to share with students the value of competing in the competition including:
  - Learn project management skills that employers want by working on a longitudinal, complex project with multiple moving parts.
  - Develop a valuable knowledge base in managed care and industry including critical analysis of comparative effectiveness research, an understanding of the P&T process, an introduction to pharmacoeconomics and budget impact modeling, and how to develop a managed care strategy for a new product.
  - Learn how to work effectively on a professional team.
  - Gain experience with formal writing and presentation skills.

- **Don’t Scare First Years Away**: Getting first years involved in the competition is very advantageous because these students will be much more competitive in subsequent years. Explain to first years that they will be well-positioned to win later down the road if they give the competition a try; it’s even possible to win as a first-year group! Let them know that even if they don’t end up finishing, they will gain an incredible amount of skills and knowledge just by starting the competition.

- **Bring in the Veterans**: Many Chapters bring in past student participants as part of a panel session during recruitment so that these competitors can share a firsthand account of why the competition was so valuable for them and share tips on how to be successful.
Preparing Competitors

In order to be successful in the P&T Competition, students will likely require background information and context that they may not be receiving in your school’s PharmD curriculum. Make it one of your Chapter goals to help provide your members with some of this knowledge. Know that building resources for the P&T Competition takes time (often several years!). This is okay! To keep your Chapter focused on a long-term P&T goal, be sure to keep your younger E-Board members involved and dedicated to the mission. Below you will find a recipe for how you can help your members be successful.

- **Provide Your Members with the Basics:** All Chapters should strive to plan a P&T Competition Info Session. The more information you can provide up front to members on what to expect in the competition, the easier they can hit the ground running when the case is released. The objectives of this session may include the following:
  - Increase interest among student pharmacists to participate in the P&T Competition
  - Explain what P&T Committees are and what their role is in managed care
  - Describe the AMCP P&T Competition (timeline, expectations, submission components)

- **Arm Participants with P&T Knowledge:** Since the P&T Competition requires a sharp learning curve, AMCP Chapters can help educate their members on fundamental concepts that will help them be successful. Since access to faculty or local professionals with managed care expertise may vary widely across Student Chapters, start with what is most reasonable for your Chapter.
  - **Topics to Address:**
    - Manufacturer Dossiers and the AMCP Format
    - Critiquing Clinical Trials
    - Comparative Effectiveness Research
    - Pharmacoeconomics
    - Managed Care Principles (Formulary and Benefit design, Specialty Pharmacy considerations)
  - **Ways that your Chapter can teach this information in increasing order of complexity include:**
    - Create a resource document with links to research articles, book chapters, webinars, and/or YouTube videos that can be shared with competitors
    - Design your own lecture series taught by E-Board members, faculty, local professionals, or even set up a Web-ex with managed care professionals in your network
    - Make a P&T elective course within your curriculum

- **Additional Competition-Specific Help:** After you have armed your competitors with the knowledge they need to complete the P&T Competition, consider supporting them by having additional lectures on the actual mechanics of the competition. These may include:
  - How to perform a systematic literature search and use a citation manager
  - Tips on monograph writing or presentation techniques (verbal and visual)
  - Bring in a disease state expert relevant to the P&T Competition case
  - Ask previous competitors to come in and discuss their approach to project management in the competition

- **Watch the Competition!** Last but not least, convince your members to come to AMCP Annual so they can watch the nation’s top teams compete. Stow away your observations for next year so you can be sure to have a top tier submission!
**Hosting the Local Competition**

Finally, it is important to remember to celebrate your local teams that have made it through the rewarding, yet difficult P&T Competition. By making your local competition a big deal, you will help promote the prestige of the competition at your school and increase recruitment in subsequent years.

A win-win!

- **Key People:** Your P&T Coordinator and Chapter Advisor will be key to making the local competition a success. If your Chapter doesn’t already have one, consider recruiting for a P&T Coordinator role for next year.

- **Finding Judges:** If you do not have a strong local managed care network, use the AMCP Member Directory to see if there are any managed care professionals in the area. Speaking with your alumni office to identify alumni who are in managed care roles and willing to come back and judge is another good way to source judges. Rely on your faculty advisor or AMCP diplomats to help you with this.

- **Make It Official:** In order to make your local competition a big deal, get official! Create an official agenda and share it with the faculty and student body ahead of time. Create plaques to hand out at the awards ceremony for participants. Assign one E-Board member or your faculty advisor to serve as a host. And consider having a lunch or formal banquet dinner with participants and judges to conclude the competition.

- **Share Your Story:** Be sure to post on social media after the competition is completed. Consider getting your school involved in writing up an article on the competition. If not, write your own and share it on LinkedIn!

**Additional AMCP Resources**

- [AMCP Foundation P&T Page](#) - Check out the Password-Protected Resources including a useful FAQ and Tips and Tricks document
- [P&T Committee Slide Deck](#)
- [P&T Recorded Webinars](#) - Highest yield webinar for competitors to watch is the winning national team presentation
- For ideas and details about how other Chapters created a successful local competition:
  - [University of Illinois at Chicago Toolkit on Hosting the Local Competition](#)
  - [UCSF Toolkit on Hosting the Local Competition](#)
Conference Support and Planning

AMCP conferences are one of the most essential experiences for students to grow professionally, get ahead of the curve for their future careers, and take advantage of all that AMCP has to offer. Held twice a year in tourist locations such as San Diego or Orlando, these conferences allow students and professionals alike to network and learn about managed care. Though conferences are an attractive benefit of being an AMCP member, they come with hurdles to student leadership in the form of organizational difficulties, financing challenges, etc. This guide is aimed at sharing the best practices to help student leaders promote high attendance at conferences.

Encouraging Conference Attendance

Below are some common things you might hear from members on why they don’t want to attend a conference, and some solutions on how you can convince them!

• When more members from your Chapter attend the conference, the more fun and the cheaper the experience can be! Make sure to start an attendee list early (3-4 months prior) to start building excitement around the conference.
• Hold a sweepstakes to pay for registration costs for certain members. A sample contest could require each participant to participate in certain Chapter events throughout the year (e.g. P&T) and write an essay on why they want to attend the conference.
• Reach out to your dean, regional AMCP affiliate, or nearby pharmaceutical companies to sponsor attendee scholarships. Create a professional-looking sponsorship request form, and reach out to your school’s financial office to see if it can be tax-deductible.
• Hold fundraisers early to start raising money. Consider having 1 E-Board member who is specifically dedicated to raising money for conferences.
• Students who proceed in the P&T competition, or are participating in the Chapter Leadership Academy at Annual Meetings may be eligible for partial reimbursement by AMCP.
• Assign designated attendees on behalf of each class year to work with professors and deans to receive excused absences. Having a faculty advisor as your advocate helps even strict professors allow make-up exams or video recording lectures on an as-needed basis.
• Assist your members by figuring out the basic logistics of group attendance (see “Supporting Your Members’ Conference Experience” below).
• Say to them, “Each conference is unique, and each one you miss is just delaying the network you could be building.”

Key Points

• Market the benefits of attending a conference early and often
• Assist in financing trips using unique and creative methods
• Plan ahead as a team to get the most out of each conference
• Document and promote the contributions of conference attendees
Supporting Your Members’ Conference Experience

Below are some of the basic logistical considerations when attending a conference, and some suggestions on how Chapter leaders can make the experience smooth for all attendees.

- Book an Airbnb early (3-4 months prior to the conference). If your attendee group is small, reach out to the student pharmacist committee (SPC) or other schools to book a group Airbnb. More people = more fun!
- Remember that the list of attendees must be finalized prior to being able to book an Airbnb, so encouraging conference attendance should be done as early as possible!

- Depending on the location, consider carpooling together as a group.
  
- Track flight prices early using Google flights or other travel sites such as Hopper. Have one person inform every interested attendee when flight prices are lowest.

- Consider having 1-2 planning meetings before the conference to go through the conference agenda and AMCP 365 mobile app. Give an overview of the various opportunities (sessions, events, posters, local tourist destinations) and plan what things you definitely want to do. A good place to start are the student pharmacist education sessions and social events!

- Create a one-page agenda before the conference to highlight all of the ways your attendees are contributing to the conference ("Soham is moderating XXX session", "XXX are poster locations for our members' posters", "Kristen is participating in the AMCP 5k on Weds morning"). This is a great way to show members aren't just going, but also contributing, which may help convince any relevant parties to sponsor next year (see “Encouraging Conference Attendance” above).

Chapter Networking at Conferences

The best part of conferences are the people! Early planning can help attendees make the maximum number of relationships and build their network. For many regular attendees, conferences can feel like a “family reunion” that allows for meeting with friends across the nation once or twice a year.

- Post on your LinkedIn that you are attending the conference and if anyone in your network would like to meet.
- Use the AMCP 365 app to search through the list of attendees and direct message anyone who seems interesting that you would like to chat (it’s not weird, that’s what the attendee function is for!)
- Sign up for "a conference buddy!" Ask an SPC member if you don’t know what this is.
- Organize a Chapter networking reception one night. Invite any pharma or managed care professionals from your area. Ask them to come to "network and share with the students about their career paths." Also ask them to invite other professionals. You may even be able to get their company to sponsor the event the following year.
- Go to the conference early or stay late so you can enjoy the location and make it more than just "work"- great way to bond!

Conference Support and Planning
Additional AMCP Resources

- Sample member sign-up sheet with agenda: https://docs.google.com/spreadsheets/d/1V8OITd5v8EbL3tRpWjKeGSH_gV0uKsJqCvORhwasMUc/edit#gid=0
- Sample one-page agenda: https://drive.google.com/open?id=1Z6y70INs3Zqvtw3ZufHROkBLO6wrIBO5
- Link to AMCP 365 app: http://www.amcp.org/memberapp/
- Sample sponsorship request form (can be adapted for Chapter dinner, or conference scholarship): https://drive.google.com/open?id=1jFfL-UTEoOQeOvK5dcJgDyvpDkhxqtdy7
- Sample email template: https://docs.google.com/document/d/1w6SYqkQPeA5hfF2tfoUf5VknjxDvKvKtcj306df_ZC8/edit
Professional Relations and Chapter Networking

Building and maintaining a robust professional network enables AMCP Chapters to strengthen their programming and optimize student engagement. Professional relations are essential for maintaining a chapter’s local presence and providing valuable resources for student members. This document provides guidance for building and leveraging a sustainable professional network for your AMCP Chapter.

Key Points

- A sustainable database is crucial for continued success
- Alumni and AMCP professionals are the cornerstone of a strong network
- Engaging your contacts is essential for maintaining your network

Building a Sustainable Contacts Database

Since student executive boards change yearly, it is important for Chapters to establish a centralized database of professional contacts that can be easily transitioned each year to new leaders. This allows the network to be leveraged by the new board without re-establishing contacts. Ideally, this database is accessible by all pertinent members of the board and updated on a continual basis. Possible platforms include Excel, a cloud-based Contact Book, and Google Docs.

Excel may be the simplest way to maintain your database with its easy and familiar interface, but also runs the risk of data loss if the spreadsheet gets deleted or all updates are not transitioned to the succeeding executive board. Excel may be a good option for smaller Chapters or those with strict transition guidelines. Alternatively, a cloud-based Contact Book can be simultaneously accessed by multiple members of the board, updated in real time, and ensures that your database will not be accidentally deleted. However, permissions will need to be updated annually and screening for duplicate entries is essential. This may be a good option for Chapters with large networks and diligent recordkeeping. A hybrid option utilizing Google Docs may also be considered. An Excel-like spreadsheet may be created which combines the ease of this interfaces with the shareability of Google’s cloud-based platform.

After your platform is chosen, all contacts of the Chapter should be input with pertinent information such as:

- Name
- Company
- Position/Title
- Location
- Email Address & Phone Number
- Notes detailing the Chapter’s engagement with the contact (speaker, P&T judge, attended networking event, etc.). This is a great way for executive boards to discern how engaged a contact is with the Chapter.

Now your database is easily accessible and searchable for contacts, enabling officers to reach out for resources and opportunities.
Leverage Alumni and AMCP Professionals to Kickstart Your Network

Alumni are your most accessible resources when building your Chapter network. Having graduated from your school, they are familiar with your program and members, and most willing to engage. Ask your Chapter Advisor and Diplomat for alumni contacts and reach out to them via email or LinkedIn. Inviting alumni to be speakers at General Body Meetings, judges for your P&T Competition, and to attend speed networking events is a great way to engage them and expose your student members to the perspectives and opportunities they bring.

Further, establish P4s as contacts before they become alumni. P4s that have been active with your Chapter or college may be willing to continue engaging as alumni. Sending a survey to P4s prior to graduation to gauge their interest and post-graduate plans, as well as asking for their new contact information, can allow your Chapter to stay proactive in growing its network.

Leveraging your local AMCP members and your regional AMCP Affiliate as resources for ideas and events also serves to integrate them into your Chapter’s network. The benefit is two-fold in that AMCP professionals have invaluable insight into managed care and industry which can be shared with your student members, and it allows your Chapter to stay in step with AMCP happenings at the professional level, both locally and regionally.

Continuous Engagement Is Key

The main purpose of creating a professional network is to utilize it for the benefit of your members. Reach out to your contacts on a regular basis with invitations to participate in Chapter events and initiatives, serve as guest speakers, and to touch base on Chapter happenings. Maintaining an open channel of communication with your contacts ensures the sustainability of your network.

Local contacts are also a great way to set up recurring company site visits. These visits will allow your membership to experience first-hand how pharmacists contribute in different settings and to serve as additional networking opportunities. These connections have the potential to evolve into post-graduate career opportunities for student members. The national and regional AMCP conferences (e.g. Nexus, Annual Meeting,
Midwest Regional) are another key opportunity to strengthen your network. Chapter social events during the conference, such as happy hour or a sponsored dinner, create incentive for members to attend conferences and opportunity to invite professional contacts who may also be attending the conference. Some employers of your contacts may also have the ability to sponsor and cater the social event, demonstrating your contacts’ investment in the Chapter and its members—a win-win for your Chapter. If there are no regional conferences for your locale, establishing one could be an ambitious goal for your Chapter, leveraging your network for support.

Engaged contacts are more likely to invest in your Chapter. Professionals who are active and invested in your Chapters’ success are good resources for funding Chapter events. Depending on company policies and regulatory statutes, your contacts may be able to allocate company funds to support the professional development of your members through funding of events, P&T competitions, conference sponsorship, and other financial needs of your Chapter.

Maintaining relationships with managed care and industry professionals is beneficial for the success of your Chapter’s short- and long-term goals. Ultimately, these connections create more opportunities for your members in a variety of ways, as outlined above. It is your job as leaders of the Chapter to facilitate these connections and, thus, opportunities for the future pharmacy leaders in managed care and the pharmaceutical industry.

Additional AMCP Resources
- The AMCP Member Directory has the ability to search by state, allowing you to connect with local professionals: https://members.amcp.org/directorymembership
- Information for upcoming conferences to coordinate your Chapters’ travel and events: https://www.amcpmeetings.org/
- Find and connect with your regional AMCP Affiliate: http://amcp.org/affiliates/

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