

# 1<sup>st</sup> AMCP Midwest Regional Conference

## University of Minnesota College of Pharmacy

### Project Description & Implementation Overview

The Academy of Managed Care Pharmacy (AMCP) student chapter, at the University of Minnesota College of Pharmacy, hosted the 1<sup>st</sup> AMCP Midwest Regional Conference in Minneapolis, on September 16<sup>th</sup> -17<sup>th</sup>, 2016. The two-day event featured programming for students and professionals designed to improve attendee's knowledge of managed care pharmacy and its impact on patient care. The first evening of the conference, featured a presentation by Dr. John Mbagwu. His presentation illustrated how community pharmacies, PBMs, Health Plans, industry, and consulting all depend on each other for our system to function. For Day 2, the keynote speaker, Dr. Norrie Thomas, gave a motivational speech to inspire others to become pioneers of new ideas in pharmacy. In addition, Dr. Patrick Gleason, Dr. Stephen Schondelmeyer, along with a list of other leaders in the pharmacy profession led the conference sessions.

In addition to pharmacy students from the University of Minnesota, we had students from UW-Madison, University of Missouri-Kansas City and University of Illinois Chicago attend this conference. Over 100 individuals, including students, pharmacists, faculty and other professionals, attended the event. The conference provided an opportunity to network, listen, and ask questions from a variety of leaders in the pharmacy profession. Our AMCP chapter could not have done this without our sponsors, school deans and faculty for their involvement in helping to make this conference happen. We hope this will become an annual event for continual exposure of the growing opportunities in managed care.

Conference webpage: [www.amcpmrc.com](http://www.amcpmrc.com)

### Purpose of the Project

#### *Our Mission:*

- To bring students and pharmacists together for mutual learning of managed care pharmacy and its impact on patient care.

#### *Our Vision:*

- Increase the awareness of pharmacist opportunities in managed care.
- Provide the audience with an understanding of the roles and relationships of the major pharmacy players in managed care.
- Educate pharmacy students on how managed care may allow more autonomy in patient medication management, along with a variety of other unique and untapped potential for pharmacists in our healthcare system.
- Facilitate an opportunity for students, pharmacists and other managed care stakeholders in our region to network and to develop intra-professional relationships.

## Project Budget: Expenses and Revenues

<b>Expenses</b>	
Venue (Friday + Saturday)	\$2,620
Food <ul style="list-style-type: none"> <li>• Common Roots (Friday Night Portion): \$1,860</li> <li>• U of MN Catering Services (Saturday Breakfast and Lunch Portion): \$920 + \$1,325</li> </ul>	\$4,105
Networking/Happy Hour Event <ul style="list-style-type: none"> <li>• Town Hall Brewery</li> </ul>	\$1,640
Supplies/Decorations <ul style="list-style-type: none"> <li>• Banner and Foam Core Signs: \$485</li> <li>• UMN Printing Services: \$866</li> </ul>	\$1,351
Gifts/Miscellaneous <ul style="list-style-type: none"> <li>• Custom Photo Mugs x 25</li> <li>• Custom MN Nice Spices x 25</li> <li>• Miscellaneous</li> </ul>	\$1,000
<b>Total Expenses:</b>	<b>\$10,716</b>

<b>Revenue</b>	
Registration Fee Revenue <ul style="list-style-type: none"> <li>• Early Bird Fee: \$40/registration</li> <li>• Regular Fee: \$50/registration</li> <li>• *Provided complementary tickets to all speakers, sponsor representatives and some faculty</li> </ul>	\$3,000
Sponsorships <ul style="list-style-type: none"> <li>• Minnesota Pharmacists Association: \$250</li> <li>• Prime Therapeutics: \$500</li> <li>• Upsher Smith: \$1,500</li> <li>• Birchfield Group: \$1,500</li> <li>• Express Scripts: \$500</li> <li>• Dr. Randall Seifert: \$500</li> <li>• Gilead: \$1,500</li> <li>• Ventegra: \$500</li> <li>• Fairview Hospital: \$1,000</li> <li>• Minnesota Pharmacists Student Alliance: \$500</li> <li>• Student Activities Event Grant: \$1,000</li> <li>• Coca-Cola: \$1,000</li> </ul>	\$10,250
<b>Total Revenue:</b>	<b>\$13,250</b>
<b>Profit:</b>	<b>\$2,534</b>

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

### **AMCP Leadership Board**

- Peter Balogun – AMCP President, Twin Cities Campus, PD3
  - Innovator of conference idea and delegated tasks to other members on the leadership board
- Gabriel Johnson – Director of Managed Care, Twin Cities Campus, PD2
  - Part of the original small team of 4 students
- Ann Prescott – Director of Mentorship, Twin Cities Campus, PD2
  - Part of the original small team of 4 students
- Jordon Johnson – Director of Drug Information, Twin Cities Campus, PD2
- Amina Bensami – Director of Communications, Twin Cities Campus, PD2
- Gurpreet Kaur – Director of Community Outreach, Twin Cities Campus, PD2
- Yu-Chia (Sam) Hsu – Director of Community Outreach, Twin Cities Campus, PD3
- Hyuna Cho – AMCP President, Duluth Campus, PD2
- Dalya Al-Rawi – Director of Membership, Duluth Campus, PD2

### **U of MN College of Pharmacy Faculty**

- Randall Seifert
- Norrie Thomas
- Lowell Anderson
- Jason Varin
- Julie Johnson

### **Other Sources of Help**

- Katelyn Lutz - Past AMCP President at the University of Missouri Kansas City
  - Created and maintained website for the conference
- Ryan Cotton - Past AMCP President at the University of Minnesota College of Pharmacy
  - Part of the original small team of 4 students

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

Primary target audience were first year pharmacy students. Other targets included current pharmacy students, recent graduates, U of MN College of Pharmacy faculty, and pharmacy schools in the Midwest. Managed care and industry professionals were also target as speakers and as audience members.

Majority of advertisement was done by word of mouth through presentation format or conversation. Other advertng tools included creating a conference website, Facebook page, and emails.

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

- Ordering/catering Food
- Venue (includes A/V, microphones, tables, chairs, etc)
- Name tags
- Supplies/Decorations

## **Timeline for Implementation and Execution**

### **October – December 2015**

- Inception of the AMCP Midwest Regional Conference idea and vision
- Presented idea to mentors for feedback and opinion
- Brainstorming of feasibility of conference and potential topics

### **January 2016**

- Created a small team of 4 students to begin working on the project
- Brainstorming of potential topics for the conference
- Presented ideas to mentors
- Performed non-scientific data gathering to gauge interest of other Midwest school's interest in participating in the conference

### **March 2016**

- Brainstorming of general outline and schedule for the conference
- Brainstorming of potential speakers for each topic
- Set a basic budget for the conference
- Created checkpoint timeline of actions needed leading up to conference
- Decided an affordable registration fee for students
- Reserved conference date on school calendar

### **April 2016**

- Created list of potential individuals and companies to reach out to for sponsorship
- Began advertising the conference idea publically, via word of mouth
- Brainstorming potential locations for conference and reserved a venue

### **June - July 2016**

- Added more students to original team of 4 students for a bigger team
- Reached out to AMCP Presidents at pharmacy schools in the Midwest to formally introduce the conference idea, topics and official date
- Created sponsorship letter
- Presented conference idea to potential sponsors
- Confirmed a variety of sponsors
- Created website for conference and updated the website often for the next couple months
- Contacted potential speakers to gauge their interests in the conference
- Reserved speakers for each topic of the conference
- Reserved a keynote speaker for the conference
- Finalized topics and speakers for the conference

### **August 2016**

- Opened registration for the conference
- Created Facebook page for additional mechanism of advertising for the conference
- Continued to confirm sponsors for the conference
- Sent personal invites to pharmacists and professionals to attend the conference
- Placed catering orders for Friday night, Saturday breakfast and lunch
- Reserved venue for the Saturday happy hour event of the conference

## September 2016

- Created background for banner and foam core signs
- Continued advertising the conference
- Created list of questions for panel sections of the conference
- Created speaking/introductory script for the conference
- September 16<sup>th</sup> – 17<sup>th</sup>
  - Conference was a success!

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

- Presented all the speakers with gifts after their session.
- Followed up with every speaker to thank them.

## Project Evaluation

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

#### What Went Well?

- Great team work and communication
- Collaboration with faculty and others
- Higher number of registration than expected
- Higher number of sponsorships than expected
- The conference website and registration process established the professionalism of the conference
- Conference topics and speakers were engaging
- Venue choice was perfect
- Weather was perfect
- Networking/happy hour event after the conference was a hit
- Conference day went great

#### What Didn't?

- Snapchat filter for the conference was not approved early enough for use

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

- Involve more Midwest schools to participate
- Have a formal evaluation document for participants to critic the event
- Build on the success of this year's conference

### Timeline/Checklist for Project:

Date	Activity	Responsible Party
March 2016	Reserve conference venue	Peter
June – Sept. 2016	Sponsorships	Peter, Gabe and Ann
June – Sept. 2016	Create website, registration and payment link	Katelyn

July – Aug. 2016	Speakers for conference	Peter, Gabe and Ann
Aug.2016	Reserve networking/happy hour location	Peter
Aug.– Sept. 2016	Order food for conference	Gabe
Sept. 2016	Gifts for speakers	Ann
Sept. 2016	Name tags	Amina
June – Sept. 2016	Advertising the conference	Everyone involved
Sept. 2016	Created list of questions for panel sessions Script for the conference	Everyone involved
Sept. 2016	Supplies/Decorations	Everyone involved
Sept. 16 <sup>th</sup> -17 <sup>th</sup> , 2016	Having a successful conference	Everyone involved

# Conference Schedule

## Friday, September 16<sup>th</sup>: 6pm – 9pm

- 6 – 6:30pm** Welcome Reception/Introductions  
**Speaker:**  
Randall Seifert, PharmD  
Senior Associate Dean, University of Minnesota  
College of Pharmacy
- 6:35 – 7:35pm** Managed Care 101 Presentation: Understanding the Relationship between Managed Care Pharmacy Players  
**Speaker:**  
John Mbagwu, Pharm.D  
Manager, PDL Strategies at United Healthcare
- 7:40 – 9pm** Students and Pharmacists Networking

## Saturday, September 17<sup>th</sup>: 8:45am – 3:30pm

- 8:45 – 9:30am** Introductions/Breakfast  
**Speaker:**  
Marilyn Speedie, Ph.D  
Dean, University of Minnesota College of Pharmacy
- 9:35 – 10:05am** Keynote Speaker  
**Speaker:**  
Norrie Thomas, Ph.D, MS, R.Ph  
Founding Member of AMCP  
Candidate for Minnesota House of Representative
- 10:10 – 11:30am** Pharmacy Perspectives Panel  
*Industry: Speaker*  
Scott Setzepfandt, R.Ph  
Sr. Regional Manager State Government  
Affairs at Genentech  
*PBM: Speaker*  
Jason Dohm, R.Ph, Pharm.D  
Vice President, Clinical Program  
Management at Express Scripts  
*Clinic: Speaker*  
Dan Rehrauer Pharm.D, BCPS  
MTM Program Manager at HealthPartners  
*Retail: Speaker*  
Jeff Shorten, Pharm.D  
Director, Pharmacy Operations at Thrifty  
White

**Saturday September 17<sup>th</sup>: 8:45am – 3:30pm continued**

**11:35 - 12:25pm** Health Economics and Outcomes Research Presentation

**Speaker:**

Pat Gleason, Pharm.D, FAMCP  
Director, Health Outcomes at Prime  
Therapeutics

**12:30 – 1:10pm** Break – Lunch Provided

**1:15 – 1:25pm** Recognize P&T Competition team for making Nationals

**1:30 – 2:20pm** Drug Pricing: Manufacturer, Payer, Prescriber and Patient Perspectives

**Speaker:**

Stephen Schondelmeyer, Pharm.D, Ph.D  
Head, Department of Pharmaceutical Care &  
Health System Endowed Chair in  
Pharmaceutical Management & Economics  
Professor and Director, PRIME Institute

**2:25- 3:20pm** Managed Care Pharmacy Career Panel

**Panel Members:**

John Mbagwu, Pharm.D  
Manager, PDL Strategies at United Healthcare

Rachel Anhorn, Pharm.D  
Director, Payer Medical Affairs at Foundation  
Medicine

Lee Swenson, Pharm.D  
Clinical Account Executive at Express Scripts

Justine Meierhofer, Pharm.D  
Clinical Program Director, Healthcare  
Exchange Market at Prime Therapeutics

Abby Stoddard, Pharm.D, MBA  
Government Affairs Consultant Principal at  
Prime Therapeutics

Bithia Fikru, Pharm.D, MPA, Ph.D (C)  
Pharmaceutical Policy and Economics Expert

**3:25pm** Closing Statements

**4 – 7pm** Networking/Happy Hour Event at Town Hall Brewery