Course Title: Branding of a Clinical Community Practice

Academic Semester: Spring 2017

Course Number: PHPR 489-01

Credits: 3 credits of lecture

Prerequisites: PHPR 449: Pharmacy Practice VI

Class Meeting Times and Location: Wednesdays 3:00-5:40pm in room 318 Bayer

Instructors:
Angelo J. Greco, PharmD - coursemaster
301 Bayer Learning Center
(412) 396-2369
greco637@duq.edu

Residents/Fellows:
Corinn Floyd, PharmD floydc2@duq.edu

Office Hours
By appointment. Please email the course faculty you wish to meet with in order to schedule an appointment.

Course Description
Today’s community pharmacist must be competent in disease prevention, medication therapy management, medication error prevention, and self-care triage and treatment. The opening of many new pharmacy schools has greatly increased the graduation of pharmacists in the market. Therefore, being a competent pharmacist no longer signifies job practice opportunities, thus making it prudent for community pharmacists to “brand” themselves in a unique area of clinical practice. This course will further develop the student pharmacists’ knowledge of clinical services in a community pharmacy setting and provide opportunities for students to apply these concepts in a real pharmacy setting.

Required Textbooks and/or other Course Materials
None required

Educational Technology Requirements
The instructors will utilize Blackboard in this course. Students should check Blackboard frequently for course updates, announcements, and handouts.
Assignments, Presentations, Examinations, and other Methods of Evaluation
This three credit course structure will include classroom lectures as well as observance and participation in clinical service events outside the classroom. A brief description of these course components can be found below.

Written Assignments
Throughout the semester 5 written assignments will be given. Further descriptions of the assignment will be posted to Blackboard. Each assignment is worth 10 points.

Mock MTM
Students will be assigned a “patient” for a mock medication therapy management (MTM) interview. Students are expected to meet with their patient throughout the course semester to perform a comprehensive medication review (CMR) and complete a personal medication list (PML) and medication action plan (MAP). These meetings will occur outside of class time and will be mutually agreed upon between the student and their patient. The MTM appointment and documentation will be worth 50 points.

Clinical Event Participation
Students are expected to participate in at least one clinical service event outside of class time. These clinical service events may include community health screenings, medication therapy management appointments, professional inter-disciplinary activities, or other events as organized by the course instructors. A document detailing the available opportunities will be posted to Blackboard and students will be given the opportunity to sign up for the event of their choosing. Students should note that there will be a maximum number of students allotted at each event and participation is on a first-come/first-serve basis. As many of these activities occur off-campus, transportation to the events must be arranged by the student. Scheduling and/or transportation issues should be directed to the coursemaster as early as possible. Participation and a reflection of the event is worth 10 points.

Group Project
A group project describing the implementation and marketing plan of a clinical service identified as a need in the community setting will also be assessed. Groups will turn in both a written plan of their service along with an oral presentation to the class which will be worth a combined 90 points. Rubrics for this proposed service and presentation will be posted to Blackboard.

The faculty members reserve the right to add additional assignments or forms of evaluation throughout the semester. Point values and descriptions of these will be posted to Blackboard.
**Evaluation:**

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignments (5 x 10 points each)</td>
<td>50</td>
</tr>
<tr>
<td>Clinical event participation</td>
<td>10</td>
</tr>
<tr>
<td>Mock MTM assignment</td>
<td>50</td>
</tr>
<tr>
<td>Group project written summary</td>
<td>70</td>
</tr>
<tr>
<td>Project presentation</td>
<td>20</td>
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</tbody>
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200 points

*Additional points may be added, at the instructor’s discretion, for participation in outside-of-class events. Any changes to the point structure will be detailed on blackboard.*

**Grading Policy**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>91.5-100%</td>
</tr>
<tr>
<td>A-</td>
<td>89.5-91.4%</td>
</tr>
<tr>
<td>B+</td>
<td>87.5-89.4%</td>
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<tr>
<td>B</td>
<td>81.5-87.4%</td>
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<tr>
<td>B-</td>
<td>79.5-81.4%</td>
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<tr>
<td>C+</td>
<td>77.5-79.5%</td>
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<tr>
<td>C</td>
<td>69.5-77.4%</td>
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<tr>
<td>D</td>
<td>60.0-69.4%</td>
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<tr>
<td>F</td>
<td>&lt;60.0%</td>
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*Final grades will be assigned after review by all of the instructors in the course.*

**Course Domains, Competencies, Learning Outcomes**

**Domain I: Pharmaceutical Care**

**A: Initiate relationship with patient/caregiver**

1. Demonstrate empathy
2. Establish trust
3. Maintain confidentiality

**C: Assess patient information**

1. Evaluate the completeness, reliability, and validity of patient data obtained from variety of sources (e.g., medical records, patient report, medication profiles, lab reports, etc.) including interprofessional healthcare providers, patient/caregivers, and others.
2. Apply knowledge of specific drugs, physiologic systems, and diseases to patient data.
3. Identify and prioritize all actual and potential drug related problems.

**Domain IB: Population Centered Care**

**A: Develop disease management and wellness programs that are evidence-based**

2. Promote health improvement, wellness, and disease prevention programs to the community including at-risk and underserved populations

**B: Implement disease management and wellness programs**
1. Collaborate with other healthcare professionals to ensure a team-based approach in the provision of population-based care and disease prevention.
2. Deliver disease management, prevention and wellness programs to the community including at-risk and underserved populations.
3. Provide educational outreach to the community on public health and wellness issues that is cognizant of health literacy, cultural diversity, and behavioral psychosocial issues.
4. Assess the outcomes of a disease management program and clinical service programs.

**Domain II: Delivery**

**B: Provide appropriate drug information**
1. Identify the pertinent information necessary to providing an optimal response to the request.
4. Communicate information in a manner that corresponds with the knowledge/professional level of the requestor.

**Domain III: Professionalism**

**B: Demonstrate professional behaviors**
1. Complete tasks and assignments and fulfill responsibilities
2. Abide by professional dress policies and guidelines
5. Meet assigned deadlines and demonstrate punctuality in terms of attendance

**Domain V: Fundamental Skill Set**

**A: Communicate effectively through writing**
1. Craft written materials that are cohesive, logical, organized and grammatically correct.

**B: Communicate effectively verbally**
1. Choose the appropriate level of communication that will meet the needs of the target audience.
2. Choose the appropriate methods and means of communication for the target audience.
3. Convey information in a manner and in a language that is appropriate for the target audience.
4. Deliver information utilizing proper tone, rate, cadence, and pronunciation.
5. Evaluate the level of understanding of the target audience by eliciting feedback.

**G: Work in collaboration**
1. Actively contribute to a team
2. Assist the team in reaching consensus
3. Effectively employ conflict resolution skills.

**Learning Outcomes and Assessment Strategy**

At the completion of this course, the student will be able to:
1. Assess a healthcare community need based on the population of the pharmacy it serves.
2. Develop a proposal and marketing plan for a clinical community service based on the aforementioned need.
Course Objectives
1. Apply concepts and theories learned in PHPRC 449 (Pharmacy Practice VI) to develop a clinical pharmacy service for use in a community setting.

2. Develop a clinical service "brand" given a particular patient population.

3. Design a marketing plan for clinical services in a community pharmacy.

4. Create a unique, patient-centered customer service based on a specific patient need.

5. Apply the concepts presented to in class to develop and present a concept for a branded community practice clinical service.

6. Apply the concepts of marketing and advertising by preparing a commercial or printed material depicting the student’s own clinical community service.

7. Enhance customer-service techniques.

Outline of Course Topics and Lecture/Lab Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Lecturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 18th</td>
<td>Course overview/syllabus</td>
<td>Dr. Greco</td>
</tr>
<tr>
<td>January 25th</td>
<td>Changing Landscape of Community Pharmacy</td>
<td>Dr. Greco</td>
</tr>
<tr>
<td>February 1st</td>
<td>What is Branding?</td>
<td>Dr. Greco</td>
</tr>
<tr>
<td>February 8th</td>
<td>MTM Services and Platforms</td>
<td>Dr. Greco</td>
</tr>
<tr>
<td>February 15th</td>
<td>Diabetes Clinical Services/Accreditation</td>
<td>Dr. Greco</td>
</tr>
<tr>
<td>February 22nd</td>
<td>Immunization Services and Travel Vaccines</td>
<td>Dr. Floyd</td>
</tr>
<tr>
<td>March 1st</td>
<td>Pharmacogenomics in a Community Setting</td>
<td>Dr. Greco</td>
</tr>
<tr>
<td>March 8th</td>
<td>NO CLASS – SPRING BREAK</td>
<td></td>
</tr>
<tr>
<td>March 15th</td>
<td>Implementing and Marketing Clinical Services</td>
<td>Dr. Greco</td>
</tr>
<tr>
<td>March 22nd</td>
<td>Community Pharmacy Professional Organizations</td>
<td>Dr. Greco</td>
</tr>
<tr>
<td>March 29th</td>
<td>Technology and Billing in Community Pharmacy</td>
<td>Dr. Greco</td>
</tr>
<tr>
<td>April 5th</td>
<td>Branding Oneself: Residencies, Certificate Programs, CVs, and Interviews</td>
<td>Dr. Greco</td>
</tr>
<tr>
<td>April 12th</td>
<td>Collaborative Practice</td>
<td>Dr. Floyd</td>
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<tr>
<td>April 19th</td>
<td>NO CLASS – PPA Legislative Day</td>
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<tr>
<td>April 26th</td>
<td>Project Presentations</td>
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</tbody>
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**Note: Some class dates may be adjusted due to APhA Annual meeting, PPA Legislative Day, Easter Break Schedule**
**Professional Classroom Behavior**

1. All course administrative issues are to be addressed by Dr. Greco who is the coursemaster for this course.
2. Issues regarding questions on individual assignments should be directed to the faculty who wrote the assignment. If you are unsure as to who wrote the assignment, contact Dr. Greco.
3. Class attendance is not mandatory; however it is **highly encouraged**. If you miss a class, it is **your responsibility** to get all the information discussed during the class. This includes notes and any announcements affecting the class. Some assignments may be given as in-class exercises. These points will not be able to be made-up if a class is missed unless the course-master is notified and the absence is approved prior to missing class.
4. Students are expected to act in a professional manner. Specifically, students:
   a. should help create a positive learning environment
   b. are expected to be quiet and attentive
   c. are expected to turn off all cell phones, pages, etc. (or turn them to vibrate or another mode that will not interrupt class)
   d. are highly encouraged to participate in the class in a positive manner by asking/answering questions and contributing to class discussions
5. Students who repeatedly violate the expectations listed in item 4b and 4c may be requested to leave the class.
6. Students should likewise expect the faculty to create a professional and productive course.

**Policy for Missed or Late Assignments**

Assignments are expected to be returned to the appropriate faculty, in the appropriate manner (typed hardcopy of electronic), by the listed due date. Any assignment turned in after the due date is subject to point loss of 5 points per day.

**Policy & Procedure for Return/Review of Exams**

There are no formal examinations in this course. A graded rubric of the group project as well as feedback on other class assignments will be given.

**Administrative Policies Governing All Courses**

- Exam Tardiness Policy
- Missed Exams Policy
- Grade Appeal Policy
- Academic Integrity Policy
- Services for Students with Disabilities
- Audio/Visual Taping Policy

**Students are required to review these policies in their entirety. Complete copies of or links to the policies may be found on the Student Services Blackboard site, Policy and Procedures.**