



MICHIGAN SOCIETY OF HEALTH-SYSTEM PHARMACISTS

## MSHP/MPA MEMBERSHIP COMMITTEE 2015 ANNUAL REPORT

**Committee Members:** Dana Staat, MSHP co-chair; Ryan Nolan, MPA co-chair; Hope Broxterman, MSHP Board liaison; Jennifer Hagerman, MPA Board President; Mike Wolf, MPA staff liaison; Vivian Baek; Megan Buchinger; Annette Davis; Judy Freidhoff; Andrea Goodrich; Jessica Hoover; Anthony Jaworski; Mathew Jones; Ben Korman; Jean Lee; Nicole McCrumb; Susan Melendy; Paul Miron; Lauren Riley; Paul Schiavi; Jordan Sedlacek; Ashley Tocco; Hoai-Phoung Tran; and Kali VanLangen

**Meeting Dates:** Jan. 15, 2015, and May 7, 2015

### I. Progress Report for 2015 Committee Charges

*Charge #1: Identify health-system pharmacist registrants at the MPA Annual Convention & Exposition who are nonmembers of MSHP/MPA. Develop outreach approach to encourage these registrants to join MSHP/MPA.*

The list of nonmember health-system pharmacist registrants at the Convention was reviewed. Many suggestions were put forth regarding how we might best reach these nonmembers, including the following:

- Personal contact from Committee members to nonmembers that they know to speak to them about membership
- Personal e-mail to nonmember attendees from an MPA/MSHP member to be sent. It was agreed that the list would be cleaned up to remove nonrelevant guests/attendees and an assignment list would be distributed to each Committee member to contact. Wolf will include talking points/an e-mail template as well as a membership offer.
- Consider offering a MPA membership package option for those choosing to attend the Convention. If this is done, we can then review available options when registering for the Convention on the Web site to ensure that this is visible and available.
- Add a question to the annual survey regarding how nonmembers are paying for the Convention. This was suggested because some of the nonmembers in attendance may be reimbursed by their employer, and their employer's policy could cover expenses related to continuing education but not membership. If this is found to be the case, the Committee would like to explore options for offering a membership package that would make sense for an employer to purchase as well.
- Add PayPal or ApplePay as options to purchase membership or register for events.
- To maximize the use of technology such as a mobile application or mobile-supported Web site, make the resources that are available on the Web site more easily accessible and readily available.

- Offer a tiered membership based on the amount of time left in the year. This would create a better experience, especially for a first-time member, and remove any sting from having paid the full rate for less than a full year of membership.

*Charge #2: Conduct the survey developed in 2014 using electronic delivery to assess health-system pharmacists' reasons for non-membership and evaluate the results.*

As mentioned in Charge 1, it was suggested to add a question to the survey for nonmembers: If you attended the Annual Convention as a nonmember, how did you pay for it? Did your employer pay for it (full reimbursement, direct pay, partial reimbursement, etc.)?

The survey was distributed early in the fourth quarter of 2015. Results will be evaluated at the next Committee Day.

*Charge #3: Develop a survey, with the goal of utilizing electronic delivery, to assess pharmacists' reasons for their member or nonmember status and what they would like to see from MPA. Evaluate value and needs.*

The survey was distributed early in the fourth quarter of 2015.

*Charge #4: Review recruitment plans and results to recruit and retain student pharmacist and resident members as they move from student members to pharmacist members and pharmacists who are 2-10 years post-graduation. In addition, target preceptors for membership.*

Several ideas were brainstormed and planned, including:

- Distributing MPA promotional materials at the Ferris State University preceptor Development meeting
- CareerConnect promotion at the Student Pharmacist Executive Council meeting on May 11, 2015, at the MPA Headquarters
- Financial planning resources or webinars be offered as a benefit of the CareerConnect service
- More discounts for other services/products that would interest students
- Similar products for technicians, like free CE

There was also discussion about packaging a membership option that may include free CE for pharmacists. The Committee recommended that perhaps a pilot program be offered that would include a certain amount of live CE.

*Charge #5: Develop and conduct a membership survey to include job title, area of practice, area(s) of interest, and desire to be an advisor or mentor.*

It was recommended that staff put these questions in the application and renewal form on the Web site. Wolf will work with MPA's Web site developer to determine the feasibility of this and if there would be additional cost.

*Charge #6: Develop and promote materials demonstrating the value of membership through the eyes of members (e.g. video, journal, include section/local value statements available to all members).*

The Committee discussed MPA leveraging a video contest in the future. MPA did promote a video created by the Genesee County Pharmacists Association and featured that at the Annual Convention and in several issues of *MPA E-news*.

*Charge #7: Continue the expansion of the "bring a friend" campaign to bring new pharmacists and pharmacy technicians to MSHP/MPA events. Offer incentives to encourage members to bring a nonmember*

*to the event. After the event, follow-up by contacting the nonmembers and inviting them to join MSHP/MPA.*

The “bring a friend” campaign that was developed in 2014 will be continued in the same manner this year. Members will be asked to bring nonmembers to the MSHP Annual Meeting. The program will include a raffle for two \$50 gift cards (one for members and one for nonmembers) at the Annual Meeting. Membership will be promoted to all nonmembers who attend.

*Charge #8: Identify what new member benefits the membership would deem valuable.*

See notes from Charge 4. There were no additional ideas presented.

*Charge #9: Consider the House of Delegates resolution(s) referred to the Committee by the MPA Executive Board.*

There are no resolutions to be considered.

*Charge #10: Plan the MSHP Student Pharmacist Luncheon and program at the MPA Annual Convention & Exposition.*

Charge completed. Notable discussion points include:

- How best to set up the room for the event
- How to limit no-shows
- Utilization of residents to fill volunteer pharmacist spaces

The Committee concluded that overbooking was the best option for the luncheon, with the desired quantity of 20-30 to get as close to capacity as possible without having dozens of uneaten lunches. This strategy will be forwarded to the MSHP Board of Directors.

*Charge #11: Update appropriate section of the MSHP Chapter Manual, as needed*

No updates needed.

*Charge #12: Submit articles for the MSHP Monitor.*

Charge completed.

*Charge #13: Submit annual Committee report to the MSHP Board of Directors and MPA Executive Board by Sept. 11, 2015.*

The report was submitted by the deadline.

## **II. Other Committee Activities**

The Committee discussed membership trends statistics. The Committee also suggests incorporating the American Society of Health-System Pharmacists residency information into the MPA Web site.

## **III. Recommendation(s) for Next Year**

The Committee would like to request an update to the wording of both charges 2 and 3 to remove health-system (if present) and add pharmacy technicians.

Respectfully submitted,

Dana Staat, MSHP co-chair