



MICHIGAN SOCIETY OF HEALTH-SYSTEM PHARMACISTS

MSHP/MPA PUBLIC AFFAIRS COMMITTEE 2015 ANNUAL REPORT

Committee Members: Curtis Smith, co-chair; Cathy Edick, co-chair; David Kalis, MSHP Board liaison; Amanda Lick, MPA staff liaison; Kasey Bucher; Jennifer Cena; Paula Getzmeyer; Sandra Hartnagle; Amanda Hult; Dominic Iacobellis; Emily Kearney; Michael Klepser; Jona Lekura; Blake Robitaille; Jackie Stratton; and Michael Toscano

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

I. Progress Report for 2015 Committee Charges

Charge #1: Review, enhance and ensure convenient access to the developed "How to Host a Health Fair" toolkit for members to use for hosting/organizing a health fair.

The Committee contacted individuals and local associations to obtain information about how they prepare for health fairs.

The Committee contacted individuals with the Michigan Department of Health and Human Services and confirmed that there are no regulations pertaining to how health fairs are conducted at the state level. The Committee would still like to see continuing education programming offered at the Annual Convention related to how to host a health fair.

The Committee drafted a health fair toolkit that is currently in the process of being edited and revised. It is the goal of the Committee to have the resource completed and made available to members by September 2016.

Charge #2: Review and revise 3-5 sections of the MSHP Changing Perceptions brochure to maintain consistent communication to various stakeholders about pharmacist direct patient care roles and responsibilities.

The Changing Perceptions documents have been finalized and are now posted to the MPA Web site and available to members. The documents have been listed individually and also together as a publication so that members can use just one section or print all like a booklet. The booklet is now titled Pharmacists as Providers. Versions were made for health care providers and patients. There is also a version geared toward legislators; however, the content is identical to the health care provider version, which contains cost savings information and key studies showing the impact that pharmacists have in various areas of care.

Charge #3: Work with the Michigan Society of Pharmacy Technicians to promote the role that pharmacy technicians play in various health care settings and highlight innovative technician practices.

In order to complete this charge, the Committee acted in several ways. First of all, a section in the Changing Perceptions (Pharmacists as Providers) document was written to promote

pharmacy technician practice. Secondly, the Committee asked that the MSHP Board appoint a technician member to the Committee in the future. Next, the Committee would like to ask Lisa Herz to write for the MSPT spotlight at least once, possibly twice, per year. Finally, the Committee recommends adding a technician section to the Web site for the public that discusses what a technician does, similar to the section that explains what a pharmacist does.

Charge #4: Review/update the “That’s My Pharmacist” campaign to promote a positive pharmacy image. Search for additional means to impact public awareness.

The Committee reviewed and updated the “That’s My Pharmacist” multi-platform communication campaign designed to educate patients about the significant ways that pharmacists help protect their health and wellbeing on a daily basis. The campaign has been an on-going joint effort between MPA and the MSHP and was funded through a generous grant from the National Alliance of State Pharmacy Associations. This public relations initiative educates patients about four primary activities that pharmacists perform daily to improve patient safety and wellbeing.

In 2014, a campaign evaluation was performed to help identify improvements that could be made to this important initiative. The Committee members also took into account the recommendations made by a program evaluator and a consumer focus group. The responses received helped redesign and redevelop the campaign in a way that can be used across practice settings. The new messaging identifies the pharmacist’s role in helping patients manage their medication(s) and the patient’s role in their health. The main messaging of the campaign is below.

That’s My Pharmacist – Helping Me Become Healthy and Stay Healthy

“My pharmacist is always there for me. They make sure all my questions are answered to keep me safe. Talking to my trusted pharmacist has helped me learn how to take care of myself. They help me understand my health and how to be well. Talk to your pharmacist today. It may save your life.”

Several resources were improved and new resources were created to effectively communicate all that a pharmacist can do to help with patient care. The resources can be accessed online at www.ThatsMyPharmacist.com and pharmacies can request printed copies of some of the materials by contacting MPA. These updated resources include posters, full-page ads, a brochure with a detachable medication card and a standalone medication card, and flyers (including 10 reasons to talk to your pharmacist and 10 conditions your pharmacist can help with).

Several chain pharmacies have been contacted to participate in the campaign this year.

Charge #5: Develop a roadmap/toolkit for pharmacist engagement in the community (press releases, social media, radio, etc.)

The roadmap was created and the draft community toolkit has been developed and reviewed by the Committee.

Charge #6: Develop, organize and publish communications to support community outreach, American Pharmacists Month, Michigan Pharmacy Week and National Pharmacy Technician Day.

The Committee requested further clarification on this charge to understand what exactly the expectations are, as they felt that most of these things are being done already or are being completed by the Publications Committee.

The Committee would like to continue to work with the MPA Director of Communication to complete this charge.

Charge #7: Review and maintain the Patient Safety Resource Center on the MPA Web site.

The Committee has been assigned sections of the Web site to review and members are currently working to identify revisions needed.

Charge #8: Consider the House of Delegates resolution(s) referred to the Committee by the MPA Executive Board

No resolutions were brought in front of the Committee to consider.

Charge #9: Update the appropriate section of the MSHP Chapter Manual, as needed.

The Committee did not identify changes that should be addressed in the MSHP Chapter Manual. The manual was reviewed by members at both meetings in 2015.

Charge #10: Submit articles for the MSHP Monitor and Michigan Pharmacist journal.

The Committee worked with the MPA Director of Communication to assign articles.

II. Other Committee Activities

No other Committee activities to report.

III. Recommendation(s) for Next Year

It has been a delight to serve as the co-chairs for this year's Public Affairs Committee. Per usual, we had some great discussions during Committee work and each member in attendance had some wonderful suggestions and meaningful contribution. Next year, we want to complete charge 1, related to the "How to Host a Health Fair" toolkit, and have the resource available by September 2016. Some members did not attend either meeting this year, so it is our suggestion to not invite them back to serve another year on the Committee. These members include: Jennifer Cena, Paula Getzmeyer, Dominic Iacobellis, Jackie Stratton and Michael Toscano. We do understand that some of these members serve other roles during Committee Day, so please take that into consideration and do not hold attendance against them when determining Committee members for next year.

Respectfully submitted,

Curtis Smith, co-chair; Cathleen Edick, co-chair; and Amanda Lick, MPA staff liaison