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Contact: Kristina Bird, MPA director of communications

(517) 377-0232

Public Relations Award Presented to Libin Philip, Pharm.D. for Work Promoting the Profession

Libin J. Philip, Pharm.D., of Livonia will receive the Michigan Pharmacists Association (MPA) Fred W. Arnold Public Relations Award during the Association's Annual Convention & Exposition, held Feb. 23-25 at the Detroit Marriott at the Renaissance Center.

The Fred W. Arnold Public Relations Award, sponsored by the Michigan Pharmacy Foundation, recognizes an MPA member showing outstanding achievement and dedication to the pharmacy profession through community education and awareness.

As a new practitioner, Philip has dedicated his time throughout his education and the early stages of his career to promoting the work of pharmacists and what the profession can bring to all aspects of healthcare services. After graduating in 2016 from Wayne State University Eugene Applebaum College of Pharmacy and Health Science with his Doctor of Pharmacy degree, Philip began working at Diplomat as an associate clinical pharmacist educator. Before his full-time position at Diplomat, Philip completed several pharmacy student internships at Diplomat, Target and CVS Caremark, as well as several externships including those at Beaumont Hospital in Wayne and Royal Oak, Harper Hospital in Detroit, the Veterans Affairs Medical Center in Ann Arbor, Diplomat in Flint and Target Pharmacy in Livonia.

Philip spent many hours outside of his coursework and internships educating the public about pharmacists and pharmacy services by launching the "Pharmacists of Michigan" Facebook page in conjunction with James Shen, a pharmacy student from University of Michigan College of Pharmacy. Together Philip and Shen created a public platform for pharmacists to share their stories, advice and wisdom. Furthermore, it was a place for pharmacy students, the public and other healthcare providers to learn more about the unique role pharmacists play in the healthcare system. After gaining popularity, this page also became a place to advocate for the pharmacy profession, reaching thousands of individuals within and outside of the profession. The goal of this project, and the forthcoming "Pharmacists of Michigan" website, is to shift the perspective of pharmacists to more than medication dispensers and create a forum that humanizes the profession and puts a face and name to the individuals helping patients manage their medications. When the public understands the role of their pharmacist and the healthcare services they provide, health outcomes are positively impacted and patients receive the best possible treatment.

Beyond promoting the work of the pharmacist, Philip has been an integral resource for MPA. With his creative eye, and skills as a photographer, Philip has been able to help MPA showcase many events and offerings, often times capturing the collaboration of student pharmacists and the Association. He demonstrated to those who visited the MPA website and received MPA communications, what it means to be part of one of the strongest state pharmacy associations in the nation.

Michigan Pharmacists Association, representing the nearly 9,000 pharmacists and 15,000 pharmacy technicians in Michigan, strives to serve members by providing support, advocacy and resources that ultimately improve patient care, safety, health and the practice of pharmacy. For more information, visit www.MichiganPharmacists.org.

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