



Michigan Pharmacists

A S S O C I A T I O N

# News Release

815 North Washington Avenue  
Lansing, Michigan 48906-5198  
www.michiganpharmacists.org  
FAX (517) 484-4893  
(517) 484-1466

February 22, 2005

Contact: Andrea Rybicki

FOR IMMEDIATE RELEASE

(517) 377-0232

## WEST OLIVE PHARMACIST HONORED

Lori Roark of West Olive received the 2005 Fred W. Arnold Public Relations Award, sponsored by the Michigan Pharmacy Foundation from the Michigan Pharmacists Association (MPA) during the association's Annual Convention & Exposition from Feb. 18-20, at the Hyatt Regency in Dearborn.

The Fred W. Arnold Award recognizes an MPA member who has shown outstanding achievement and dedication to the pharmacy profession through community education with an emphasis on public speaking and/or presentations.

Lori Roark's activities to help patients while promoting the profession of pharmacy made her an ideal choice for this award. In the relatively short time Roark has been a pharmacist, she has actively advocated for patients through projects promoting effective pharmaceutical care. In one such project, which seeks to improve care of diabetes patients in the Muskegon area, Roark was a member of the development team, a speaker for the program and a consultant at the group meetings. She speaks with physician and community groups to promote the value of pharmacists in the provision of diabetes care. In addition, she has spoken with pharmacists to encourage them to pursue Certified Diabetes Educator status.

As a member of the Administration Committee for the Muskegon Coalition for Appropriate Antibiotic Therapy, Roark was an effective spokesperson for the cause and the pharmacy profession. She was featured on radio and television, speaking about antibiotic resistance, encouraging patients to talk to their doctors and pharmacists about the issue. Additionally, she sent information and educational materials to all area community pharmacies and met with physicians to further emphasize the issue and encourage collaboration with local pharmacists. Roark then encouraged other professionals to get involved by coordinating a project which utilizes pharmacy students as presenters of "Antibiotics & You," a program on appropriate antibiotic use, to elementary students and community groups.

Roark also promoted pharmacists and pharmaceutical care through her role in such initiatives as pharmaceutical care in an outpatient dialysis unit, decentralized pharmaceutical care at Mercy General Health Partners (MGHP) and a pharmacist-managed and reimbursed anticoagulation clinic. Roark continues to work with the area physician-hospital organization to promote pharmacists directly to physician practices and demonstrate how clinical pharmacy services can improve their patient care while increasing their financial returns from HMO payors.

**-more-**

A member of MPA since 2003, Roark earned a Doctor of Pharmacy degree from Purdue University in 1996. She is a clinical pharmacist with MGHP in Muskegon, an adjunct clinical professor for Ferris State University and a participant in the MPA/First Health Clinical Detailing Program.

The MPA, serving over 3,500 pharmacy professionals, strives to be a leader in professional and scientific advancement by following its mission of encouraging and supporting its members as the professionals responsible for the delivery of patient-oriented pharmaceutical care.

###