Pharmaceutical Industry

Description of Rotation:

The goal of a pharmaceutical rotation is to increase the student's awareness and understanding of the activities, responsibilities, and opportunities for clinically oriented and trained pharmacists in the healthcare industry. The goal of the program is to help the Pharm.D. candidate develop core competencies in medical information procurement, evaluation, and application with strong emphasis on written and oral communication skills.

General Rotation

Overseeing the operations of the department and responsibilities of being a manager/administrator to ensure the quality of services provided are in accordance to accreditation and professional standards.

Goals of Rotation:

1. Understand patient healthcare needs
2. Apply evidence based medicine (EBM)
3. Enhance and reinforce didactic course work
4. Develop written and oral communication
5. Develop interpersonal and inter-professional communications
6. Understanding the business aspect of a management position
7. Develop Leadership foundation
8. Develop SMART goals
9. Developing an understanding of broad projects that impact multiple medical professions and systems

Learning Objectives:

Upon completion of this rotation the student should be able to:

1. Exhibits the ability to development, maintenance, evaluation and refinement of a formulary
2. Understands the process for drug distribution and dispensing
3. Able to identify ways to measure and evaluate continuous quality improvements for patient safety
4. Able to develop clinical programs for patients disease states
5. Evaluate and review the organizational structure of the facility and personnel roles and functions
6. Analysis and synthesize resources and cost for services and business
7. Demonstrates a working knowledge of reimbursement services
8. Ability to conduct a prospective, retrospective, and concurrent drug utilization
9. Demonstrate working knowledge of accreditation bodies and their role within a community or healthcare setting
10. Able to develop and refine policies and procedures within a community or healthcare setting
11. Demonstrate working knowledge of budgeting and purchasing within the system
12. Demonstrate working knowledge of federal and state laws as they pertain to within a community or healthcare setting
13. Ability to describe human resources as it pertains to staffing, recruitment, retaining, supervision, evaluation, and benefits for employees
14. Understand the impact of technology and informatics and the future practice of pharmacy
15. Collaborating and education of other healthcare professionals on the critical functions of a pharmacy department
Common disease states encountered in this setting (List not inclusive)

This is a non-patient care rotation.

Activities

Potential longitudinal activities to accomplish at rotation:

1. Effectively utilize Evidenced Based Medicine (EBM)
2. Identify and prioritize problems within the community or healthcare setting
3. Assess the appropriateness of each assigned patient's drug therapy
4. Provide medication information to a unique cultural or socioeconomic diverse patient
5. Prepare an article for a newsletter or publication
6. Prepare a written drug information response in a practice setting
7. Provide options for medication shortage
8. Participate in a Drug Utilization Project
9. Participate in a Patient/Medication Safety Review or error reduction program
10. Discuss or Implement, evaluate, and obtain reimbursement for MTM services
11. Discuss the role of a pharmacists as a manager and supervisor
12. Problem solve with an insurance company or 3rd party payor
13. Participate in a discussion of a pharmacist's role in ethical issues related to any of the following topics: end of life care, professional behavior, clinical research, and pharmacy current event/hot button issue
14. Discuss the benefits of new technology and innovations to pharmacy (Epic, Pyxis, Robotics)
15. Discuss the benefits or risks of new legislation, law or practice change and how it will impact patients and the profession

Practice Manager Domain:

Oversee the pharmacy operations for an assigned work shift.

Educate patients and professional colleagues regarding the appropriate use of medications.

Create a written plan for continuous professional development.

Implement pharmacy policies and procedures.

Supervise and coordinate the activities of pharmacy technicians and other support staff.

Assist in training pharmacy technicians and other support staff.

Assist in the evaluation of pharmacy technicians and other support staff.

Identify pharmacy service problems and/or medication safety issues.

Maintain the pharmacy inventory.

Assist in the management of a pharmacy budget.

Interpret pharmacy quality and productivity indicators using continuous improvement quality techniques.

Assist in the preparation for regulatory visits and inspections.

Create and update a curriculum vitae, resume, and/or professional portfolio.
Perform a self-evaluation to identify professional strengths and weaknesses.

SMART Goals:
A useful way of making goals more powerful is to use the SMART mnemonic. While there are plenty of variants, SMART usually stands for:

- S Specific
- M Measurable
- A Attainable
- R Relevant
- T Time-bound

For example, instead of having “to sail around the world” as a goal, it is more powerful to say “To have completed my trip around the world by December 31, 2017.” Obviously, this will only be attainable if a lot of preparation has been completed beforehand!

The following broad guidelines will help you to set effective goals:

- **State each goal as a positive statement:** Express your goals positively – ‘Execute this technique well’ is a much better goal than 'Don't make this stupid mistake.'

- **Be precise:** Set a precise goal, putting in dates, times and amounts so that you can measure achievement. If you do this, you will know exactly when you have achieved the goal, and can take complete satisfaction from having achieved it.

- **Goals must be measurable:** For each of your goals, determine how you will measure whether and when you have met the goal.

- **Set priorities:** When you have several goals, give each a priority. This helps you to avoid feeling overwhelmed by having too many goals, and helps to direct your attention to the most important ones.

- **Write goals down:** This crystallizes them and gives them more force.

- **Keep operational goals small:** Keep the low-level goals you are working towards small and achievable. If a goal is too large, then it can seem that you are not making progress towards it. Keeping goals small and incremental gives more opportunities for reward.

- **Set performance goals, not outcome goals:** You should take care to set goals over which you have as much control as possible. It can be quite dispiriting to fail to achieve a personal goal for reasons beyond your control! In business, these could be bad business environments or unexpected effects of government policy. In sport, these reasons could include poor judging, bad weather, injury, or just plain bad luck. If you base your goals on personal performance, then you can keep control over the achievement of your goals and draw satisfaction from them.

- **Set realistic goals:** It is important to set goals that you can achieve. All sorts of people (employers, parents, media, society) can set unrealistic goals for you. They will often do this in ignorance of your own desires and ambitions. Alternatively you may set goals that are too high, because you may not appreciate either the obstacles in the way or understand quite how much skill you need to develop to achieve a particular level of performance.