

# APhA-ASP National Patient Counseling Competition

# 2021



# THE **Art** OF **Patient Counseling**

The APhA-ASP National Patient Counseling Competition is conducted in partnership with CVS Health.





## Important Points to Remember

Your school's winner should contact the APhA National Office via e-mail at [APhA-ASP@APhAnet.org](mailto:APhA-ASP@APhAnet.org) by February 18, 2021, to schedule an appointment for the National Competition which will be held virtually for 2021. Preliminary round will be held Thursday, February 25, 2021 - Friday, February 26, 2021 and the Final Round conducted Wednesday, March 10, 2021.

Your first runner-up or an alternate should be selected in the event that the winner is unable to attend the National Competition.

In order to compete in the National Competition, participants must be APhA-ASP members and must be registered for the APhA Annual Meeting & Exposition. Participants in the National Competition should make flight/travel arrangements **AFTER** making and confirming their appointment with APhA National Office.

Participants are highly encouraged to attend the Competition webinar orientation on February 17, 2021, 8:00-9:00 pm.

## APhA-ASP 2021 National Patient Counseling Competition Los Angeles, California

<b>Wednesday, February 17, 2021</b> 8:00 pm - 9:00 pm	<b>Webinar Orientation</b> Competition orientation for all students participating in the competition.
<b>Thursday, February 25, 2021</b> 10:00 am - 5:00 pm	<b>Preliminary Round - Day One</b> Preliminary round of competition
<b>Friday, February 26, 2021</b> 8:00 am - 2:20 pm 7:00 pm	<b>Preliminary Round - Day Two</b> Preliminary round continues Finalist list posted outside the Competition office
<b>Monday, March 8, 2021</b> 7:00 pm	<b>Top Ten Finalist</b> Finalist list will be posted on <a href="http://pharmacist.com">pharmacist.com</a> ; APhA-ASP Facebook Page and APhA-ASP Instagram Page
<b>Wednesday, March 10, 2021</b> 9:30 am - 2:00 pm	<b>Final Round</b> Final round of competition
<b>Saturday, March 13, 2021</b>	<b>NPCC Awards Presentation</b>





# TABLE OF CONTENTS

## Part I

### Introduction

A. Purpose . . . . .	2
B. How to Use This Handbook . . . . .	2
C. Local Competition . . . . .	2
D. National Competition . . . . .	3

## Part II

### Guidelines for the Local Competition

A. Planning Your Local Competition . . . . .	4
B. Organization . . . . .	4
C. Structure . . . . .	4
D. Eligibility . . . . .	5
E. Promotion . . . . .	5
F. Preparing for the Preliminary Round . . . . .	6
G. Conducting the Preliminary Round . . . . .	7
H. Preparing for the Final Round . . . . .	8
I. Conducting the Final Round . . . . .	8
J. The Awards Program . . . . .	9

## Part III

### Guidelines for the National Competition

A. Notifying APhA . . . . .	10
B. Required Procedures . . . . .	10
C. Schedule and Planning . . . . .	10
D. Conducting the National Competition . . . . .	10
E. Awards Program . . . . .	11

## Sample Handouts for Local Competition

A. Timeline for Local Competition . . . . .	13
B. Program Committee Planning Checklist . . . . .	15
Publicity Committee Planning Checklist . . . . .	16
C. Finance Committee Planning Checklist . . . . .	17
D. Local Winners Checklist . . . . .	18
E. Preliminary Round–Rules . . . . .	19
F. Preliminary Round–Instructions for Patients . . . . .	20
G. Preliminary Round–Instructions for Judges . . . . .	21
H. Preliminary Round–Evaluation Form . . . . .	22
I. Final Round–Rules . . . . .	23
J. Final Round–Instructions for Patients . . . . .	24
K. Final Round–Instructions for Judges . . . . .	25
L. Final Round–Evaluation Form . . . . .	26
M. Evaluation Form Criteria . . . . .	27
N. Competition Announcement . . . . .	29
O. Preliminary Round–Sign-Up Sheet . . . . .	30
P. Final Round–Sign-Up Sheet . . . . .	31
Q. Awards Ceremony Announcement . . . . .	32
R. Blank Prescription Form . . . . .	33
S. Blank Patient Profile Sheet . . . . .	34

## Part IV

### History of the Competition

A. Background . . . . .	35
-------------------------	----



# PART I

## Introduction

### A. Purpose

The purpose of this introduction is to give an overview of the entire program so that those involved will know how each activity fits into the overall framework of the program. Problems are certain to arise, and some of them may not be covered in the guidelines included in this handbook. Therefore, the person who directs the program at each school or college of pharmacy should have an understanding of the basic philosophy underlying the program. This will make the guidelines more meaningful and will assist in adapting the program to meet the particular needs of each college.

### B. How to Use this Handbook

The purpose of this handbook is to present rules, and provide material for chapters to use in organizing and conducting their local competitions. This handbook also gives guidelines for participation in the National Competition, along with the history of the National Competition.

**Read this handbook** before any planning, especially Part II, “Guidelines for the Local Competition.” It is essential that the competition director be familiar with the competition’s goals and background. These guidelines are examples that should be suitable for most schools, but changes may need to be made for each particular school. When making adjustments, keep in mind that modifications to the local competition that do not adequately reflect the National Competition’s procedures may put students from that school at a disadvantage in the National Competition.

**Follow the timeline.** The timeline can serve as an excellent gauge for the progression of events that lead to a successful competition. The timeline should be customized to a particular chapter’s needs. The director should copy the timeline for any committees and/or volunteers. It is also recommended that the competition director copy

all of Part II, “Guidelines for the Local Competition,” for any committee chairmen or co-directors.

**Use the committee checklists.** To ensure that essential details have not been overlooked, make a copy of the checklist for each committee and the competition director. The checklists should be customized to a particular chapter’s needs, perhaps by using items on the customized timeline as a guide.

**Use the competition announcements.** These are great time-savers for the publicity committee. Try using different color paper for the preliminary round, final round, and awards ceremony announcements to clearly distinguish the announcements from one another.

Also provided in this handbook are instructions for the participants, judges, and patients for the local competitions, and guidelines for conducting the awards ceremony.

If you have any questions about the handbook, or the rules or procedures, do not hesitate to contact the American Pharmacists Association Academy of Student Pharmacists (APhA–ASP) Student Development Staff at 1-800-237-APhA, ext. 7514, or at [APhA-ASP@aphanet.org](mailto:APhA-ASP@aphanet.org).

### C. Local Competition

Every year, APhA will provide each chapter with important information about the year’s competition. This will include the date and place of the National Competition, the deadline by which APhA must receive notification of intent to participate, and any changes that have been made in competition procedures since the previous year. APhA will be available to provide the chapters with assistance if problems of any nature develop in the local competitions.

There will undoubtedly be unforeseeable dilemmas that will develop on the local level that will not have been dealt with in this handbook. Should there be the need for



a judgment on a particular situation or a clarification of a matter not clearly addressed in the handbook, APhA should be consulted. All decisions concerning procedures, rules, and policies will be handled by APhA. Decisions made by APhA are final.

The competition itself, from the preliminary round through the awards program, should span no longer than two to three weeks in order to maintain student interest. Both the preliminary and the final rounds of the competition should be recorded and judged. The preliminary round will be a screening mechanism using simple patient-counseling scenarios. The mock patient in the preliminary round should not initiate interaction with the pharmacist. The final round should be more involved and the mock patient should display various personality characteristics that will challenge the participant's ability to convey pertinent information. The final round will require the ranking of all participants. No more than 10 participants should be admitted to the final round. The top 10 finalists will receive prizes compliments of APhA. **You must be an APhA member to participate in the competition. In order for the top 10 local participants to receive their prizes, a representative must be sent to the National Competition.**

## D. National Competition

The National Competition is held during APhA's Annual Meeting and resembles the local competition. However, the scenarios will be more difficult to reflect the higher level of competition. Participants will be recorded and judged by nationally prominent pharmacy professionals. Both counseling method and content will be evaluated. Awards will be presented during the APhA-ASP Awards Celebration.



# PART II

## Guidelines for the Local Competition

### A. Planning Your Competition

Planning for the local competition should begin as early in the semester as possible. A director should be designated and committees or individuals should be appointed to oversee particular aspects of the competition. Promotion and publicity are important, since this is an activity with which the students may be unfamiliar. The competition should be scheduled at a time when there are a limited number of other activities. Two weeks after mid-terms is usually a good time. The sign-up period should last two weeks, although most students will wait until the last minute to sign up.

### B. Organization

APhA-ASP chapters are responsible for organizing and conducting the competition at the local level. This is a competitive activity, so it is important that it be conducted fairly, with an equal opportunity for participants to compete and win. Changes in this handbook's procedures should be made only after ensuring that the content of the program remains the same.

For there to be acceptance of the competition by the students as a whole, it is important that the competition be understood by the students, that it be perceived as an enjoyable and worthwhile experience, and that it have the appearance of being well-run. Effective organization can ensure that these objectives are met.

The chapter advisor at each college of pharmacy will receive copies of the patient counseling competition handbook. This handbook is updated annually.

A video of the previous year's National Competition finalists can be found on YouTube and should be viewed in order to promote participation in the local competition. It may be used as a teaching tool.

One person should be designated as the director of the Patient Counseling Competition each year. This person may be a student volunteer, the APhA-ASP chapter advisor, or another faculty member. The director of the competition organizes and coordinates the competition and handles communications with APhA-ASP.

An initial organizational meeting should be held by the APhA-ASP chapter and other interested parties as early as possible in the school year. Planning should be well under way by three months prior to the deadline to schedule the appointment for the National Competition with the APhA-ASP National Office.

Timing of the competition will depend on other campus activities. The best time is following mid-semester exams during the first semester. The sign-up period would begin immediately following mid-semester exams and would last for two weeks. The timeline will be helpful in determining when to schedule the competition.

### C. Structure

A program director should be designated as early as possible and volunteers for specific functions should be recruited. The director's job is both challenging and rewarding—the director is the leader and organizer. The director must know what resources are available, both in personnel and finance, in order to delegate tasks appropriately.

Three committees should be established and committee chairs selected.

**The Finance Committee** should obtain funding for the local competition and funds to help defray the expenses of sending the local winner to the National Competition. Chapters must locate financial resources for local prizes and travel costs. Optimally, \$1,000 is the recommended total for prizes and any additional funds should be allo-





cated for travel assistance to the APhA Annual Meeting. If internal resources are inadequate to handle the expenses of the competition, a community pharmacy or a state or local pharmacy association may be able to help. When all else fails, bake sales and car washes are good sources of revenue.

**The Publicity Committee** needs to begin work early. There will be three periods of time when this committee will be most needed: early in the semester, during the sign-up period, and immediately prior to the awards program.

**The Program Committee** has the most time-consuming job and will require the most manpower. This committee must organize and conduct the first and second rounds, including sign-up, preparation of scenarios, counseling sessions, and judging. The program committee will organize and run the awards program, which is a great opportunity to develop student interest and create anticipation for the next year's competition. There is a short period of time to accomplish a large number of objectives, so it is crucial that the program committee plan far in advance.

The director coordinates the activities of the individual committees through the committee chairs. Good communication between the committee chairs and the competition director is essential to keep things running as smoothly as possible. The committees should meet on a regular basis, at least once every week or two, to report any problems and to assess their progress.

The director also serves as a trouble shooter for the competition, so the ability to predict problem areas is an invaluable asset. Just as the director serves as a motivator and coordinator for the entire local competition, the individual committee chair's role in the success of the competition cannot be overemphasized. The committee chair must maintain frequent communication with committee members. Again, it is stressed that regular committee meetings are a proven means for maintaining good communication lines.

## D. Eligibility

Students become eligible in their first professional year and remain so until obtaining their first degree in pharmacy. Post-Baccalaureate PharmD students are ineligible for the competition. Eligible students who are on rotations may participate. December graduates may participate, even though they will have graduated prior to the National Competition. The previous year's National Winner is not eligible to compete in the competition. Members of the APhA-ASP National Executive Committee are not eligible to compete. **Students must be members of APhA-ASP to participate at the local and national levels of the competition.**

## E. Promotion

Publicity should begin as early as possible. It would be best to familiarize eligible students with the concept of the competition during the early part of the fall semester.

Although the primary target of promotional efforts should be students who are eligible to compete, students who are not yet eligible should also be informed of the nature of the competition and what they have to look forward to in the future.

Several large posters and flyers publicizing the competition will be available electronically on [www.pharmacist.com](http://www.pharmacist.com). These materials can be distributed in class and hung on bulletin boards around the school. Place advertisements in student newsletters and post announcements via social media outlets. It is virtually impossible to overpromote the program.

Promotion of the contest to students should be done by the students themselves. It is important that this program be clearly identified as a student activity conducted by APhA and not be perceived as a faculty activity. Find a time when all members of the eligible classes can view the video of the previous year's national winner, such as an APhA-ASP chapter meeting or a Dean's hour. This video can be found on the APhA-ASP YouTube page at [www.youtube.com/aphaasp](http://www.youtube.com/aphaasp). Also, have students who have participated in the competition before explain how the experience may have helped them.





### PART II Guidelines for the Local Competition

The Patient Counseling Competition should be presented to the students as an opportunity for personal growth and a chance to become recognized as skillful communicators. The cash prizes should be emphasized, but the trip to the APhA Annual Meeting for the winner will probably be the most impressive material reward. Optimally, the recommended cash prizes are \$250 for the winner, \$125 for the first runner-up, \$75 for the second runner-up, and \$50 for the third runner-up. It should be stressed at all times that the competition is a non-threatening activity. No one will grill the students or attempt to embarrass them.

The competition should be promoted to pharmacy faculty and New Practitioner Mentors as well as students. A representative of the APhA-ASP chapter should attempt to address a faculty meeting, give a brief presentation including the video, and then respond to questions. Faculty can be very influential in encouraging students to participate and providing them with information about the competition. Also inform them that APhA will provide each of the top 10 finalists with a selection of book prizes.

## F. Preparing for the Preliminary Round

Sign-up lists for the preliminary round should be posted in a readily accessible area two weeks prior to the competition. Sign-ups will probably not occur in great numbers at the beginning of the two-week period. Announcements to appropriate classes should be made during the sign-up period. The director should post the sign-up list with times for reference, and ask the students to arrive 10 minutes early dressed professionally.

A preliminary round with more than 50 participants may be difficult to evaluate with consistency, and will require even greater organizational skills by the committee. If 15 or fewer sign-up, it may be possible to conduct the competition without a preliminary round.

Scenarios for the first round should be developed by a faculty member or New Practitioner Mentor who is

familiar with practice. The scenarios should be simple and involve information that needs to be conveyed to the patient by the pharmacist. There should not be any problems that require consultation with the prescriber. Potential problems, such as drug-drug or drug-food interactions should be of a minor nature that can be resolved by the pharmacist in consultation with the patient.

A mock pharmacy should be set up either at the school's model pharmacy or in a classroom. All that is necessary are a counter and reference sources. The references can be books, electronic software, loose-leaf sources, or hand-out leaflets. Students will not be allowed to bring their own materials to the competition. Audiovisual equipment should be arranged in advance and should be checked prior to its use. It is advisable to use a video recording system that judges may use to view the participants from home. Alternatively, the chapter may wish to host a meeting for the judges in order to provide a controlled environment for judging to take place. Providing refreshments is a nice touch.

## The Patient

Volunteers should be solicited to play the role of the patient. These volunteers could be faculty members, representatives of local or state pharmacy associations, New Practitioner Mentors, graduate students, or local practitioners.

Patients should be reactive but should not initiate discussions during the first round. Patients should also appear receptive to the information being conveyed but otherwise should not interact with the participant unless a question is asked. If questions are asked, the patient should provide a reasonable answer. Patients should be familiar with the profile of the patient they are playing and they should know the appropriate response to questions, such as "When do you usually eat dinner?" "What is your occupation?" etc. Patients should refrain from creating a dilemma that is not apparent from the prescription and the patient profile.



Instructions for the patient in the preliminary round are provided. This handout should be given to the patient in advance for preparation and reviewed with the patient just prior to conducting the preliminary round.

## The Judges

Faculty, New Practitioner Mentors, or pharmacy graduate students who have a familiarity with pharmacy practice are good choices for judges in the preliminary round. Since the purpose of the preliminary round is only to screen participants for the finals, it is not crucial to devise a system that will accurately distinguish the precise rank of each participant. There should be a short period of time for judging between the preliminary round and the posting of the finalists' names. After the 10 finalists are announced, they will need sufficient time to sign-up for the final round of the competition. Therefore, availability will play an important role in selecting the judges for the preliminary round.

## G. Conducting the Preliminary Round

Students should arrive 10 minutes prior to their scheduled time. Fifteen minutes should be allowed for each participant. At the appointed time, each participant will be brought into the mock pharmacy and shown the prescription counter. A folder of patient profiles, a selection of references, and an empty prescription vial should be available. The person conducting the competition should read the rules to the participant. Rules for the preliminary round are provided and are suitable for distribution to the participants. After reading the rules, the participants have an opportunity to ask questions regarding the procedures.

The participant should say their name on the video and pick the appropriate prescription. The participant then studies the prescription, the appropriate patient

profile, and the reference sources. After five minutes, the person in charge begins recording, the patient enters the mock pharmacy, and approaches the counter to request the filled prescription. The participant then counsels the patient for (up to) five minutes. To assure adequate counseling, the participant must choose which facts are the most important to convey first. While five minutes is a short period of time, it accurately reflects the maximum amount of time likely to be available in the typical practice situation.

The participant is given a warning when there is only one minute remaining. This warning can be a hand signal or any appropriate sign to advise the participant that only one minute remains. After five minutes, the recording should be turned off, whether or not the participant is finished. The participant is then told when and where the list of finalists will be posted and that it will be necessary to sign up for the final round.

It is probably best to use several different scenarios for the preliminary round. These can be numbered and the participants can select a number, or, the scenarios can be randomly selected by the person conducting the preliminary round. The scenarios should be sufficiently similar in difficulty so that there will not be a particular advantage to choosing one scenario over another.

## The Judges

Judges should have available to them the following materials during judging: copies of all prescriptions and patient profiles, a copy of an appropriate medication information resource regarding each drug for which counseling is expected, a list of participants, the video of each of the participants, and the prescription each participant was given.

Judges should also be given the evaluation form, a copy of the "Instructions for Judges–Preliminary Round," and the evaluation form criteria. The person in charge should answer any questions about procedures,



## PART II Guidelines for the Local Competition

but should avoid being judgmental about individual participants.

After the judging, the director of the competition should tabulate the scores and post a list of finalists in the same place where the original sign-up took place. The scores should not be posted.

The director of the competition should bear in mind that prizes from APhA will be given to each school's top 10 students. Therefore, ties that would increase the number of finalists beyond 10 should be avoided.

### H. Preparing for the Final Round

The sign-up sheet for the final round should be posted at the same location as the sign-up sheet for the preliminary round. A final round sign-up sheet is provided (see page 31). You can also set up an electronic sign-up sheet. Announcements should be made in appropriate classes that finalists have been identified and that sign-ups for the final round should be completed by a specific time. Students on rotations should be notified directly.

Scenarios for the final round should be more difficult than for the preliminary round. One option is to have a demonstration included as part of the scenario. The mock pharmacy should be prepared in the same fashion as for the preliminary round. All materials necessary for required demonstrations should be readily available. Recording equipment is the same as the preliminary round.

The patient in the final round should be a person with some acting talent in order to be able to portray a specific problem or characteristic. The director of the program should meet with the patient to identify which personality traits the patient would feel comfortable portraying. Instructions for the final round patient are provided. The particular roles to be played by the patient should provide the participants with roughly the same level of difficulty.

### I. Conducting the Final Round

The final round is much the same as the preliminary round. Rules for the final round are provided.

The participants say their name on the video, picks the appropriate prescription. Participants are given five minutes to review reference materials. After this time, the patient enters the room, the recording is started, and the participant is allowed five minutes to counsel the patient. Remember, the patient will be more difficult than the patient in the preliminary round. The patient may be distracting or stray from the subject. It is important for the participant to be sensitive to the patient's needs, but to still convey the appropriate information in the five-minute time interval. When one minute remains in the counseling session, a warning is given. After the scenario is concluded or when the five minute time limit is reached, the video recording system is shut off. The participant should be told when and where the awards program will be conducted and what to expect about the program. All participants should attend the program.

#### The Patient

The patient should play the role determined (e.g., angry, worried, distrustful, hearing impaired, etc.) so that the participant must work to overcome this communication obstacle, but not so that it is impossible to communicate. The specific method of playing the role will vary from one participant to another. It is difficult to maintain a consistent approach, but it is very important to avoid being overly difficult with good communicators and overly compliant with poor communicators. Perhaps the most significant potential pitfall of the entire competition is a patient whose role-playing prejudices the outcome.

When one minute remains in the counseling session, a warning is given. After the scenario is concluded or when the five minute time limit is reached, the video recording



is shut off. The participant should be told when and where the awards program will be conducted and what to expect at the program. All participants should attend the awards program.

## The Judges

The best judges for the final round are practicing pharmacists who have a reputation for a patient-focused practice. Recruiting judges from outside the college adds credibility to the competition and it reduces the possibility of bias from internal judges who know the students. It is important to contact judges early to assure their availability. Some judges may need to view the videos at night or at home using their own equipment, although providing a controlled environment for the judges is preferable.

The most important aspect of the judging in the final round is that there must be no ties. Using three judges and the evaluation form (see page 26) should facilitate adequate discrimination among the participants. Instructions for the final round judges are provided (see page 25). If a tie does occur within the top four finishers, some type of re-assessment should be performed by the judges. It is recommended that the judges remain anonymous—at least until after the competition.

## J. The Awards Program

The best way to stimulate interest in the competition and encourage participation in the next year's competition is to conduct an effective awards program. It is important to hold the awards program at a time when no other activities are scheduled. Limit the program to approximately 30 minutes.

The awards program should be publicized to students and faculty. A sample flyer for this purpose is provided (page 32). Since this type of program is patient-oriented, local and campus media may be interested in covering it as a health-related or human interest story. Having stu-

dents contact local television stations could bring about surprising results.

A good schedule for the awards program is as follows:

- (1) Welcome and explanation of the competition.
- (2) Presentation of awards.
- (3) Showing of the videotape of the first place winner.
- (4) Brief presentation by a guest speaker.

The director of the competition should conduct the awards program. Awards may be presented by the APhA-ASP chapter president, the Dean, or an outside person. If the competition has been funded by an outside source, it is suggested that a representative of that source be involved in the awards ceremony. The guest speaker may be one of the judges or another practicing pharmacist who can make a motivational presentation. A press release should be submitted to the local media following the awards program.

The chapter advisor will e-mail the top 10 finalists' contact information to APhA. APhA will then contact the individual finalists via e-mail with the instructions on how to order and receive their prizes. Remember, students must be APhA members to participate in the competition.



# PART III

## Guidelines for the National Competition

### A. Notifying APhA

The winner must contact the APhA National Office to schedule an appointment for the National Competition at APhA-ASP@aphanet.org. Your first runner-up or an alternate should also be selected in the event that the winner is unable to attend the National Competition. **The deadline for scheduling an appointment is February 18, 2021.**

### B. Required Procedures

A checklist is provided (see page 18) to prepare the local winner for the National Competition.

Each local winner must be an APhA-ASP member in order to compete in the National Patient Counseling Competition. The winner is responsible for contacting the APhA National Office to schedule his or her National Competition appointment by February 18, 2021. An alternate should also be selected in the event that the winner is unable to attend the National Competition at the APhA Annual Meeting. A chapter may arrange financial assistance for its representative's travel expenses to the National Competition if funding is available. The top ten finalists at the National Competition will receive their cash awards after the APhA Annual Meeting. The chapter should ensure that its representative has the financial resources necessary for the entire convention and attend the APhA-ASP Awards Celebration on Saturday night.

Confirmation of the appointment time and location for the competition will be sent to the individuals along with specific details about the National Competition procedures. Participants should verify their appointment time immediately upon receipt of the confirmation e-mail.

Individuals participating in the National Competition must be ready to record 10 minutes prior to the appointed time. Since the competition operates under a very rigid schedule, there will be no make-ups for missed sessions. Participants are strongly encouraged to remain at the meeting for the APhA-ASP Awards Celebration.

### C. Schedule and Planning

It is essential that participants in the National Competition schedule their appointments **BEFORE making travel arrangements. Do not assume that appointments will be available at the local winner's convenience. Experience has shown that Thursday and Friday afternoon appointments fill-up first. If an appointment has not been reserved for a school or its winner and the student is unable to compete in the remaining slots available, the student will be unable to participate in the National Competition.**

To allow ample time for judging, the National Competition preliminary round will begin on Thursday and run through Friday afternoon. The final round will be held on Wednesday morning. Participants will know Monday evening whether they have advanced to the final round. The winner will be announced at the APhA-ASP Awards Celebration.

Each participant will also receive a list of 10 medications from which the medications for the preliminary and final rounds will be chosen.



## D. Conducting the National Competition

The National Competition will be conducted in a similar manner to the local competition, only more challenging. Students are strongly encouraged, but not mandated to attend, the orientation. The orientation will prepare the student as well as allow them to ask questions. Students will be briefed by the on-site coordinator on the competition rules and procedures before their counseling sessions begin. The rules are few and the directions are intentionally somewhat ambiguous to allow for discretionary creativity on the part of the student relative to the elements of a positive pharmacist/patient interaction. The student will be allowed five minutes to consult medication information resources and five additional minutes for counseling the patient, who will be role-playing a specified character. All counseling sessions will be recorded. The decisions of the judges will be final.

## E. Awards Program

The winner of the National Competition will receive \$1,000 and a National Patient Counseling Competition plaque with the winner's name engraved on the front. It is a tradition that the winner of the National Patient Counseling Competition be invited back the following year to serve as a judge for the next National Competition. The winner's school will receive a crystal award.

All finalists will receive a framed lithograph and a monetary prize. The First Runner-up will receive a \$750 prize. The second runner-up will receive a \$500 prize. The remaining seven finalists will each receive a \$250 prize. Mementos will be given to all participants.

APhA will publicize the competition and the winners to the state and national pharmacy media.



# SAMPLE

## Handouts for Local Competition

**These resources can be copied and used for instruction and publicity before and during the local competition.**

- Timeline for Local Competition (page 13)
- Program Committee Planning Checklist (page 15)
- Publicity Committee Planning Checklist (page 16)
- Finance Committee Planning Checklist (page 17)
- Local Winner Checklist (page 18)
- APhA-ASP Rules for the Patient Counseling Competition – Preliminary Round (page 19)
- Instructions for Patients – Preliminary Round (page 20)
- Instructions for Judges – Preliminary Round (page 21)
- APhA-ASP Patient Counseling Competition Evaluation Form – Preliminary Round (page 22)
- APhA-ASP Rules for the Patient Counseling Competition – Final Round (page 23)
- Patient Counseling Competition Instructions for Patients – Final Round (page 24)
- Patient Counseling Competition Instructions for Judges – Final Round (page 25)
- APhA-ASP Patient Counseling Competition Evaluation Form – Final Round (page 26)
- Evaluation Criteria – Final Round (page 27)
- Announcement Handout (page 29)
- Sign-Up Sheet – Preliminary Round (page 30)
- Final Round List (page 31)
- Awards Ceremony Announcement (page 32)
- Blank Prescription Form (page 33)
- Blank Patient Profile Sheet (page 34)





## Timeline for Local Competition

Time Out/Date	Competition Director
T – 11 Weeks/_____	<ul style="list-style-type: none"> <li>• Announce competition &amp; recruit volunteers</li> <li>• Notify school personnel responsible for extracurricular activities of the dates and times of the competitions and awards ceremony</li> </ul>
T – 10 Weeks/_____	<ul style="list-style-type: none"> <li>• Organize meeting to determine budget</li> <li>• Set up Program Committee, Publicity Committee, and Finance Committee</li> </ul>

Time Out/Date	Program Committee	Publicity Committee	Finance Committee
T – 9 Weeks/_____	Committee meets to assign responsibilities	Committee meets to assign responsibilities	Committee meets to assign responsibilities
T – 8 Weeks/_____	Determine potential judges, patients, and scenario author	Investigate publicity opportunities in school newspaper	Contact alumni, state association, pharmacies, etc. to seek support
T – 7 Weeks/_____	Scenario author confirmed	Contact local press for human interest story coverage and other opportunities	Plan fundraisers
T – 6 Weeks/_____	Keynote speaker for awards ceremony selected; program written		Plan fundraisers
T – 5 Weeks/_____	Scenarios written; judges, patients, confirmed in writing	Posters and announcements distributed to promote fundraisers	Planning for fundraisers complete
T – 4 Weeks/_____	Arrangements for judging rooms and AV equipment complete	Address faculty meeting; show video; give presentation	



## The Art of Patient Counseling 2021

### SAMPLE HANDOUTS FOR LOCAL COMPETITION

Time Out/Date	Program Committee	Publicity Committee	Finance Committee
T – 3 Weeks/_____	Meet with plaque company	Sign-up begins; announcements and hand-outs distributed to classes; video shown	Fundraisers
T – 2 Weeks/_____	All details of awards program finalized	Announcement to classes that sign-up is taking place	Fundraisers
T – 1 Weeks/_____	All needed materials (handouts, rules, etc.) copied	Sign-up ends; last chance announcement	Monitor budget and spending; prepare for last minute needs
Local Competition	Preliminary round conducted		Invite supporters to awards ceremony
1 Day after Local Competition	Oversees Judging	Publicize awards ceremony	
Final Round of Local Competition	Final round	Publicize finalists	
1 Day after Final Round	Oversees Judging		
1 Week after Final Round	Plaques engraved	Contact local press for awards ceremony	Obtain checks for winners
Awards Program	Awards program (Don't forget to recognize supporters, judges, and patients)	Perform last minute follow-ups with local press	
Post Event	Have winner call APhA Department of Student Development, (deadline: <b>February 18, 2021</b> ) to schedule a National Competition appointment	Publicize winners	<ul style="list-style-type: none"> <li>• Send letters of appreciation to supporters</li> <li>• Make sure the winner is an APhA-ASP member</li> <li>• Register winner for APhA Annual Meeting</li> </ul>



## Program Committee Planning Checklist

**Deadline** (from timeline)

**Check box when completed**

**Rooms reserved for:**

- conducting preliminary round
- judging preliminary round
- conducting final round
- judging final round
- awards program

**Awards ceremony planning done:**

- keynote speaker confirmed
- plaques for competition winners arranged
- program written and printed
- details communicated to publicity committee

**Materials prepared (preliminary and final round):**

- handouts for judges
- handouts for patients
- handouts for participants
- judge evaluation sheets

**Arrangements made for audiovisual equipment:**

- preliminary round (DVD/Computer monitor, camera tapes/DVDs)
- judging preliminary round (DVD/Computer monitor)
- final round (DVD/Computer monitor, camera, tapes/DVDs)
- judging (DVD/Computer monitor)
- awards program (DVD/Computer monitor)

**Scenarios complete:**

- preliminary round scenario author confirmed
- preliminary round scenarios written
- final round scenario author confirmed
- final round scenarios written
- scenarios in proper format (patient profiles and prescriptions)
- scenarios duplicated

**Judges confirmed:**

- preliminary round
- final round

**Patients confirmed:**

- preliminary round
- final round



## Publicity Committee Planning Checklist

**Deadline** (from timeline)

**Check box when completed**

**Publicity opportunities investigated and developed:**

- school news
- local papers
- campus organization newsletters
- local television—contacted the program director (human interest story)
- state and local associations
- social media
- other \_\_\_\_\_

**Materials adapted and copied:**

- competition announcement
- sign-up sheet for preliminary round
- sign-up sheet for final round
- announcement of awards program

**Promotional materials posted and distributed:**

- poster provided by national office
- video shown to classes
- preliminary round announcement
- sign-up sheet for preliminary round
- sign-up sheet for final round
- announcement of awards program

**Fundraiser promoted:**

- obtained details from finance committee
- promotional posters developed and copied

**Faculty meeting addressed:**

- date and time confirmed
- brochures, video from of previous winner for presentation
- other materials copied (e.g., announcements)
- presenters confirmed

**Winners publicized:**

- school news
- local papers
- campus organization newsletters
- local television—contacted the program director (human interest story)
- social media
- other \_\_\_\_\_



## Finance Committee Planning Checklist

**Deadline** (from timeline)

**Check box when completed**

**Possible financial supporters contacted:**

- Dean
- alumni association
- state and local associations
- pharmaceutical industry companies
- individual pharmacists
- community pharmacies
- pharmaceutical wholesaler /distributors
- other \_\_\_\_\_
- other \_\_\_\_\_

**Fundraiser planned:**

- ideas generated and finalized
- locations confirmed
- date set
- details communicated to publicity committee
- extra volunteers recruited
- special materials obtained
- other \_\_\_\_\_
- other \_\_\_\_\_

**Finance committee's details of awards ceremony finished:**

- supporters invited
- checks obtained for winners
- letters of appreciation sent to supporters

**Winner prepared for National Competition:**

- appointment time reserved (by calling APhA no later than February 18, 2021)
- registered for APhA Annual Meeting
- membership in APhA-ASP confirmed



## National Patient Counseling Competition

### Checklist for Local Winner

#### Once a local winner has been chosen, the local winner must:

- Contact APhA Headquarters to schedule an appointment for the National Competition at [APhA-ASP@aphanet.org](mailto:APhA-ASP@aphanet.org) **(This must be done by the winner, not the chapter advisor or local competition coordinator, by February 18, 2021.)**
- Make sure APhA-ASP membership is current. Student pharmacists must be an APhA-ASP member to compete in the National Patient Counseling Competition.
- Register for APhA2021 Annual Meeting & Exposition.
- Make airline and hotel reservations after scheduling an appointment and registering for the meeting.
- Make appropriate financial arrangements with school or local APhA-ASP chapter.
- Arrive 10 minutes prior to scheduled appointment.
- For the preliminary and final round, remember to dress professionally, including a white coat.

#### **Deadline: February 18, 2021**

- Please note that this deadline is FIRM—there will be no exceptions.
- Have winner contact APhA to schedule appointment time to compete in the national competition at [APhA-ASP@aphanet.org](mailto:APhA-ASP@aphanet.org).
- If your competition is set to occur after the February 18th deadline, contact APhA to make arrangements for your student.



## **APhA-ASP Rules for the Patient Counseling Competition Preliminary Round**

The purpose of this competition is to measure your abilities as a communicator of information about medications to patients. You will be given a prescription order and you will be allowed five minutes to consult the patient profiles and any reference sources available within the model pharmacy. After five minutes, the patient will arrive to be counseled. You will not be required to actually fill the prescription. When you counsel the patient, you may use an empty prescription vial to simulate the filled prescription. You may communicate to the patient orally and by using written information. You may ask questions of the patient. You will be limited to five minutes for counseling. A warning will be given when one minute remains in the counseling session. In your counseling session, you should cover any problems raised by the prescription order itself, by the patient profile, or by something said by the patient. You may ask questions of the competition director until you are given the prescription and patient profile. After you are given this information, you may not ask questions about the competition procedure. The decision of the competition judges is final.





## Instructions for Patients— Preliminary Round

As a patient, your role is key to the success of the National Patient Counseling Competition. It is very important that your role playing be consistent from participant to participant. *Perhaps the most significant potential pitfall of the entire competition is a patient whose role-playing prejudices the outcome.*

The purpose of the preliminary round is to distinguish 10 participants who will advance to the final round.

You should react to the participant, but you should not initiate superfluous discussions during this round of the competition. You should answer questions by the participant but, naturally, there should be no attempt to “sandbag” or confuse the participant. You should appear receptive to the information being conveyed, but otherwise not interact with the participant unless a question is asked. If questions are asked, you should provide a reasonable answer. You should be familiar with the patient profile and know appropriate answers to questions such as, “When do you usually eat dinner?”, “What is your occupation?”, etc. You should not, however, create a dilemma that is not apparent from the prescription and patient profile.

Thank you for being a patient in our competition. We hope the experience is an enjoyable one.



## Instructions for Judges—Preliminary Round

As a judge of the preliminary round of the Patient Counseling Competition, you will be responsible for screening the videos of all participants and determining which participants will be selected to participate in the final round of the competition. The evaluations of all judges will be averaged together to determine the ten highest rated participants.

Providing fair, impartial, and efficient judgments is a difficult task. Some judges tend to be too harsh (perhaps forgetting that they are evaluating student pharmacists) while others tend to be too lenient. Some judges spend hours viewing and reviewing the videos while others have finished their evaluations before the video has ended. Regardless of the specific issue, the outcome often is an evaluation that is unfair to the participant nor the judge.

In an effort to minimize some of these problems, the following instructions should be read carefully and referred to if difficulties arise during the judging of participants:

1. Before viewing any videos, make sure you have a clear understanding of the evaluation criteria. You will be judging the participants on both their professional competence and their communication ability. In other words, you are to assess what they say and how they say it.
2. When you judge each participant, you will have to make two separate evaluations—one for professional competence and one for communication ability. In each category you can rate the participant between 0 and 16 points. A rating of 5 or 6 should be reserved for contestants who are clearly

superior while a 1 or 2 rating should be given to participants who are consistently inadequate. A rating of 3 should be given for an average performance in either category.

3. With this understanding in mind, it would now be useful to view two or three videos, not to judge them, but to get a general sense of the level of the participants' abilities.
4. You should have before you the following information: (a) a list of the participants, (b) the prescriptions and patient profiles used by each participant, (c) copies of an appropriate drug information resource, and (d) evaluation forms.
5. It is recommended that you view the entire counseling session (five minutes) before evaluating the participant. For some judges it is helpful to review selected segments before making their final judgments.
6. It should be remembered that this round is only a qualifying competition. Your judgments will be used to determine which group of participants will compete in the final round, not to distinguish the exact finishing order. In most cases your instinct will provide the best basis for your final evaluation.



## APhA-ASP Patient Counseling Competition Evaluation Form—Preliminary Round

Participant Name: \_\_\_\_\_

Directions: After viewing the recording of each participant, indicate your rating of the participant's communication skills and professional competence. For each category, rate the participant between 0 (not done) and 6 (superior). A rating of 3 indicates an average score. You may use decimals when making your final rating. The scale at the bottom of this form reflects the general levels of performance.

### Rating

### Criteria

\_\_\_\_\_

#### Communication Skills

In rating this category, you should consider some or all of the following concerns:

- presents information clearly and adapts to the patient;
- displays appropriate nonverbal behaviors;
- checks for understanding;
- expresses interest in and concern for the patient;
- uses visual aids and/or written information;
- provides summary and opportunity for follow-up

\_\_\_\_\_

#### Professional Competence

In rating this category, you should consider some or all of the following concerns:

- asks necessary and appropriate questions;
- presents accurate and complete information;
- refers to and uses patient profile information

Performance Scale:	0	NOT DONE
	1	POOR
	2	BELOW AVERAGE
	3	AVERAGE
	4	GOOD
	5	VERY GOOD
	6	EXCELLENT

Judge's Name: \_\_\_\_\_



## APhA-ASP Rules for the Patient Counseling Competition Final Round

The final round of the Patient Counseling Competition is much like the preliminary round, but there are some important differences. As with the preliminary round, you will be judged on your ability to communicate information about medications to patients. The evaluation will again be half on content and half on style. The decision of the judges will be final.

In the final round, you will choose a random prescription from a bowl. You will then have five minutes to study the prescription order, the patient profile, and the reference sources available. You will not be required to actually fill the prescription order, but there are several products that are on the counter which represent the stock in your pharmacy. You should use whatever product is appropriate to assist you in counseling your patient. You will see that some demonstration may be required.

After five minutes, the patient will arrive to be counseled. You may counsel the patient orally, by using written handout information, and by demonstrating how to use the product itself. In this final round, the patient will display a personality characteristic that will challenge your ability to counsel on proper use of the product. A one-minute warning will be given, and then the technician will come in and turn off the video recorder after the five-minute time limit is reached.



## Instructions for Patient—Final Round

As a patient, your role is key to the success of the Patient Counseling Competition. It is very important that the role playing that you will do as a patient be consistent from participant to participant. Perhaps the most significant potential pitfall of the entire competition is a patient whose role playing prejudices the outcome.

The purpose of the final round is to select the winner for the competition as well as three runners-up. Because this is the final round, the situation presented to the participant is more challenging than in the preliminary round.

In this round you will display a personality characteristic such as anger, worry, distrust, a hearing impairment, etc. The personality characteristic that you will play for a particular participant is chosen at random. You should play the selected role so that the participant must work to overcome the communication obstacle presented by the personality characteristic, but not so that it is impossible to communicate. The specific method of playing the role will vary from one participant to another. It is difficult to maintain a consistent approach, but it is very important to avoid being overly difficult with good communicators and overly compliant with poor communicators.

Thank you for being a patient for our competition. We hope the experience is an enjoyable one.



## Instructions for Judges—Final Round

As a judge of the final round of the Patient Counseling Competition, you will be responsible for screening the videos of the finalists and providing specific ratings of each participant. Your ratings and those of the other judges will be combined to determine the finishing order of participants.

You have been selected as a judge because of your experience and reputation as a patient-oriented practitioner. It is expected that you have evolved your own set of standards for patient counseling. However, when evaluating the participants, you will be asked to utilize the standards/criteria that have been developed for this competition. While these criteria may differ slightly from your own, they are necessary for the standardization of evaluation procedures.

The following instructions have been developed to facilitate an accurate and efficient evaluation process. They should be read carefully prior to viewing any videos, and any questions you may have should be referred to the director of the competition.

1. Before viewing any videos, make sure you have a clear understanding of the attached evaluation criteria. You will be judging the participants on 25 attributes related to their professional competence and their communication ability. It is essential that you are able to quickly and accurately identify the use of these attributes by participants during their patient counseling sessions.
2. When you judge each participant, you will have to make 25 separate evaluations. It is important to understand that these evaluations are independent. It is possible for a participant to receive a low rating on one attribute and high ratings on others. For each attribute, you can rate the participant. A rating of 6, should be reserved for a participant who is clearly superior, while a rating of 0 and 2 or 0 and 6 depending on the section evaluation criteria, should be given to a participant who is consistently poor. A rating of 3 should be given for an average performance on any attribute. Total

evaluation scores for individual participants can range between 0 and 100.

3. For part 3 (Professional Competence – Counseling Points), a rating of 0 means that the participant did not complete the required portion of the counseling session. A rating of 1 signifies that the participant did successfully complete this counseling point. A total of 100 points may be achieved after grading all three sections of the competition.
4. With this understanding in mind, it would now be useful to view two or three videos, not to judge them, but to get a general sense of the level of the participants' abilities. Remember, these are students and not practicing pharmacists. Your judgments should reflect the comparative levels of ability of participants relative to a student's experiences.
5. You should have before you the following information: (a) a list of participants, (b) the videos of each participant, (c) the prescriptions and patient profiles used by each participant, (d) copies of an appropriate drug information resource, and (e) evaluation forms.
6. It is recommended that you review the entire counseling session (five minutes) before evaluating the participant. For some judges it is helpful to review selected segments before making their final judgments.
7. This is the final round of the competition and your ratings will be used to determine the winners. Consequently, it is crucial that your ratings clearly differentiate participants according to their ability. Understandably, this is a difficult task. However, if the summary ratings do not discriminate between participants, it will be very difficult for the director of the competition to determine the exact finishing order of participants. In the event that the combined ratings of the judges lead to a tie, you (and the other judges) will be asked to reevaluate the video of those participants involved to break the tie.



SAMPLE HANDOUTS FOR LOCAL COMPETITION

# APhA-ASP Patient Counseling Competition— Judges Evaluation Form

Participant Name: \_\_\_\_\_ Judge's Initials: \_\_\_\_\_

Directions: After reviewing the videotape, indicate your rating of the contestant's performance by circling the appropriate number. For each item, rate the contestant from 0 (Did Not Complete) to 6 (Excellent). When you have completed the form, CHECK TO BE SURE YOU HAVE CIRCLED A NUMBER FOR EACH ITEM.

Part 1	COMMUNICATION ABILITY - GENERAL TECHNIQUES	Did Not Complete	Poor	Below Average	Average	Good	Very Good	Excellent
1	Presents facts and concepts in a logical order.	0	1	2	3	4	5	6
2	Provides accurate information.	0	1	2	3	4	5	6
3	Uses language the patient is likely to understand.	0	1	2	3	4	5	6
4	Displays effective nonverbal behaviors (eye contact, body language, etc.)	0	1	2	3	4	5	6
5	Appropriately addresses concerns.	0	1	2	3	4	5	6
6	Uses understanding or empathetic responses.	0	1	2	3	4	5	6
7	Maintains control and direction of the counseling session.	0	1	2	3	4	5	6

PART 1: TOTAL SCORE FOR COMMUNICATION ABILITY - GENERAL TECHNIQUES = \_\_\_\_\_ (maximum 42 points)

Part 2	PROFESSIONAL COMPETENCE - COUNSELING SESSION	Did Not Complete	Poor	Below Average	Average	Good	Very Good	Excellent
8	Explains the purpose of the counseling session.	0	1	2	3	4	5	6
9	Assesses patient understanding of the reason(s) for therapy.	0	1	2	3	4	5	6
10	Uses open-ended questions throughout counseling session.	0	1	2	3	4	5	6
11	Verifies patient understanding via feedback.	0	1	2	3	4	5	6
12	Summarizes by emphasizing key points of information, provides closure and opportunity for follow-up.	0	1	2	3	4	5	6

PART 2: TOTAL SCORE FOR PROFESSIONAL COMPETENCE - COUNSELING SESSION = \_\_\_\_\_ (maximum 30 points)

Part 3	PROFESSIONAL COMPETENCE - COUNSELING POINTS	Did Not Complete	Completed	Overall Evaluation Score
13	Identifies/introduces self as pharmacist.	0	1	Part 1 Score (max 42) = _____ Part 2 Score (max 30) = _____ Part 3 Score (max 10) = _____ Overall Evaluation Score (max 18) = _____ Total Score = _____  Judges Notes:
14	Identifies/confirms patient or patient's agent.	0	1	
15	Provides medication name.	0	1	
16	Provides indication for medication.	0	1	
17	Provides dosage/regimen for medication.	0	1	
18	Discusses potential (major) side effects.	0	1	
19	Discusses potential warnings, precautions, and interactions.	0	1	
20	Describes missed dose instructions.	0	1	
21	Provides number of refills or number of allowed refills.	0	1	
22	Discusses storage recommendations.	0	1	

PART 3: TOTAL SCORE FOR PROFESSIONAL COMPETENCE - COUNSELING POINTS = \_\_\_\_\_ (maximum 10 points)

Part 4	OVERALL EVALUATION	Did Not Complete	Poor	Below Average	Average	Good	Very Good	Excellent
23	Would I refer a loved one to the participant as a pharmacist	0	1	2	3	4	5	6
24	Did the participant establish an overall connection with the patient	0	1	2	3	4	5	6
25	Overall Evaluation of participant	0	1	2	3	4	5	6

PART 4: TOTAL SCORE FOR OVERALL EVALUATION \_\_\_\_\_ x 1 = \_\_\_\_\_ (maximum 18 points)





## APhA-ASP Judges Evaluation Form Criteria Final Round

### 1. Conducts appropriate counseling introduction by identifying self and the patient or patient's agent.

The health care professional should introduce himself or herself to the patient or patient's agent, and ask if the person is the patient, the caregiver, or someone simply picking up the prescription for the patient.

### 2. Conveys complete information to the patient.

The health care professional should convey information such as the name of the medication, indication, dosage/regimen potential side effects, potential warnings, precaution, interactions, missed dose instructions, number of refills, storage recommendations, etc.

### 3. Explains the purpose of the counseling session.

The health care professional should prepare the patient or caregiver for the information to be presented and explain why the information is important to the patient. It is important to tell patients why the counseling session is important from their perspective.

### 4. Makes appropriate use of the patient profile information.

This involves verifying that the profile information is up-to-date (current medications, etc.) and that the information points to any possible problems (drug-drug, drug-food, or drug-disease interactions; noncompliance).

### 5. Assesses patient's understanding of the reason(s) for therapy.

It is extremely useful to find out what the patient already knows. Doing this has the potential for saving time in the counseling sessions and reinforces learned information. In addition, any incorrect information could be corrected at this time. It would be important to assess what the patient understands about the seriousness of the illness, the treatment, dietary restrictions, etc.

### 6. Uses open-ended questions.

The use of open-ended questions (e.g., "What did your health care provider tell you this medication is for?") rather than close-ended questions (e.g., "Did your health care provider tell you what this medication is for?") helps the health care provider determine what information the patient needs. Answers to open-ended questions may help the health care provider determine the patient's level of understanding.

### 7. Verifies patient's understanding, via feedback.

The health care provider should verify patient understanding via patient feedback. For example, "Mrs. Jones, just to be sure that I am clear, could you tell me how you are going to take your medication?" The same would be done with side effects, missed doses, storage conditions, etc. A more direct approach would be: "Mrs. Jones, what time will you take your first dose?" Correct answers can be praised and incorrect information can be corrected. Praising has been shown to reinforce adherence.

### 8. Summarizes by emphasizing key points of information.

The health care provider should summarize key points of the counseling session. This does not mean simply asking the question, "Do you understand?" because patients might be reluctant to say "no." The health care provider, for example, could say to the patient, "To be sure I haven't left anything out, let me summarize."



**9. Presents facts and concepts in a logical order.**

It has been shown that people retain information longer when it is presented from simple to complex. In addition, the most important point should be communicated to the patient first, then repeated again at the end of the counseling session.

**10. Provides accurate information.**

**11. Uses language that the patient is likely to understand.**

Health care professionals should avoid technical jargon when counseling patients. For example, “high blood pressure” is generally more understandable than “hypertension.” Technical language is only appropriate when the health care professional feels that the patient understands it.

**12. Displays effective nonverbal behaviors.**

Generally speaking, the most effective interviewers are ones who talk less than the patient and spend more time listening. Listeners convey their understanding and concern through nonverbal gestures (facial expressions, eye contact, nodding) and through short verbal prompts (“I see”, “Uh huh”, “Really?” etc.).

**13. Identifies and appropriately assesses any real and/or anticipated concerns or problems of importance to the patient.**

Patients are often reluctant to vocalize concerns unless they are asked. It is important to deal with this issue early in the conversation, otherwise patients may not be listening to the information as attentively. The health care professional should make every effort to understand the concerns of the patient and give those concerns the attention they deserve.

**14. Respond with understanding/empathic responses.**

This skill is absolutely essential to an effective counseling session. If the patient sees the health care professional as competent, trustworthy, and someone who cares about what happens to them, it increases their compliance. Health care professionals need to hear what patients have to say without judgment or attempting to minimize their concerns.

**15. Maintains control and direction of the counseling session.**

While the emotional needs of the patient relative to drug therapy should be addressed, the counseling session needs to move forward. Patients may dwell on certain areas even after reassurance and explanation. The health care professional needs to assertively address the concern and move on to be sure all important issues are covered.



# **The APhA Academy of Student Pharmacists announces the 2021 Patient Counseling Competition**

**Sign-Up Dates:** \_\_\_\_\_

**Location of Sign-Up Sheets:** \_\_\_\_\_

**Competition Dates:** \_\_\_\_\_

**The winner will participate in the  
36<sup>th</sup> Annual National Patient Counseling Competition  
February 25-26, 2021**





## 2021 APhA-ASP Patient Counseling Competition Final Round

The finalists for the Patient Counseling Competition in alphabetical order are:

The final round will be held in building \_\_\_\_\_, room \_\_\_\_\_, on \_\_\_\_\_.

The final round will resemble the preliminary round, but the scenario will be more difficult, and the patient will display a personality characteristic that you will have to take into consideration during counseling.

Please arrive at least 10 minutes prior to your scheduled time.

_____ to _____	_____
_____ to _____	_____
_____ to _____	_____
_____ to _____	_____
_____ to _____	_____
_____ to _____	_____
_____ to _____	_____
_____ to _____	_____
_____ to _____	_____
_____ to _____	_____



# **The APhA Academy of Student Pharmacists announces the 2021 Patient Counseling Competition Awards Ceremony**

**Date:** \_\_\_\_\_

**Time:** \_\_\_\_\_

**Place:** \_\_\_\_\_

**Guest Speaker:** \_\_\_\_\_

**All students, faculty, and staff are invited.  
The video of the winner will be shown.**



# Blank Prescription Form



## 2021 Patient Counseling Competition

APhA Academy of Student Pharmacists  
2215 Constitution Avenue, NW  
Washington, DC 20037

(202) 429-7514

DEA No. AS00000000



Name \_\_\_\_\_

No. \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_

Refills \_\_\_\_\_ Dr. \_\_\_\_\_

Dispensed by \_\_\_\_\_ DEA No. \_\_\_\_\_

**FOR EDUCATIONAL USE ONLY**







# PART IV

## History of the Competition

### A. Background

#### The First Philadelphia College of Pharmacy and Science Competition

The first Patient Counseling Competition developed from an idea into a reality in the span of about two weeks. A sign-up sheet was posted and announcements were made at the beginning of classes. The competition was open to all fourth- and fifth-year student pharmacists, and eventually 18 students signed up.

At the preliminary round, the students were given a simple practice scenario and were required to counsel the patient on appropriate use of the drug involved. Participants were given a prescription and a patient profile, and were allowed five minutes to refer to any of the reference sources available in the PCP&S (now University of the Sciences Philadelphia College of Pharmacy) model pharmacy. After consulting the references and determining the appropriate information, the participants were required to counsel the patient. Five minutes were allowed for counseling. Participants were evaluated objectively on the content and style of the counseling presentations. The ten highest scoring participants were invited to participate in the final round.

The final round involved a more complex counseling situation where the participants were again given a prescription and a patient profile, and were asked to counsel the patient on effective drug use. The patient in this round displayed a personality characteristic (hurried, unconcerned, anxious, unintelligent, etc.) that required the participant to adjust to the situation. After allowing the participant 10 minutes to consult the reference materials, the patient returned to be counseled and exhibited the selected personality characteristic. Ten minutes were allotted to each participant for counseling. Videos of each participant were viewed by volunteer community pharmacists who served as judges.

#### The Second University of the Sciences in Philadelphia Competition

In the spring of 1984, the second Patient Counseling Competition was conducted at the University of the Sciences. Timing of the competition was planned so that the entire program took place during 10 days when no other major activities or exams were scheduled. Publicity was intensified and resulted in 33 participants. A special evening session of the competition was scheduled for students on clerkship.

#### Expansion to the National Level

Because the competition had been so successful at the University of the Sciences, a plan for a national patient counseling competition was developed.

This plan was presented to the United States Pharmacopeia, who enthusiastically agreed to fund the national program. Coordination of the local and national competition required administrative resources, student participation, and a strong relationship with each college of pharmacy. When approached, the American Pharmaceutical Association Academy of Students of Pharmacy immediately embraced the program and adopted it as an APhA-ASP function.

In 1998, University of the Sciences announced a realignment of their strategic focus. As a result, APhA assumed full responsibility of the program.



## HISTORY OF THE COMPETITION

### The First National Competition 1985

**Number of participating schools: 31**

**Patients:**

Desiree M. Marchand, Xavier University  
David B. Brushwood, Philadelphia College of  
Pharmacy and Science

**Judges:**

Thomas G. Arthur, University of Michigan  
Frank Ascione, University of Colorado  
Manuel Lena, The University of Texas at Austin  
Lon D. Lowrey, Dorsey Laboratories  
Thomas McGinnis, FDA Center for Drugs and Biologies  
Shirley P. McKee, APhA House of Delegates  
William Robinson, Drug Topics  
Ginger Scott, Kentucky Pharmacists Association

**Winners:**

1. John York, University of Michigan
2. Tara Pisik, The University of Texas at Austin
3. Madeline Baker, Ohio Northern University
4. Liz Lovelace, University of Florida

### The 1986 National Competition

**Number of participating schools: 48**

**Patients:**

Barry Bleidt, Northeastern University  
David B. Brushwood, West Virginia University  
Mary Ann Galley, Texas Southern University

**Judges:**

Bruce A. Berger, Auburn University  
Joseph C. Dilger, Parke-Davis & Co.  
Gloria Francke, 1986 Honorary Chairman of the  
APhA Board of Trustees  
John Grabenstein, U.S. Army  
Arthur Hull Hayes, USP President  
Pamela Koss, Sav-On Drugs  
Katherine Linder, Iowa Pharmacists Association  
Lon D. Lowrey, Dorsey Laboratories  
Robert P. Marshall, Harris Laboratories  
Marianne R. Rollings, Virginia Pharmaceutical Association and Board  
of Pharmacy  
Max Stollman, KNBC-Los Angeles  
John York, Warner Lambert Company,  
1985 NPCC Winner

**Winners:**

1. Susan Hughes, University of Buffalo and Health Sciences
2. Daniel Kolceski, Albany College of Pharmacy
3. Tara Pisik, The University of Texas at Austin
4. Liz Lovelace, University of Florida

### The 1987 National Competition

**Number of participating schools: 53**

**Patients:**

Barry Bleidt, University of Houston  
Edward Clouse, The University of Tennessee  
Angele C. D'Angelo, St. John's University

**Judges:**

Yvonne Allen, National Pharmaceutical Association  
David A. Banta, Maryland Pharmaceutical Association  
R. Paul Baumgartner, Jr., Merck Sharp & Dohme  
Bruce Berger, Auburn University  
Caryn Bing, 1986 recipient of the Illinois Pharmacists Association  
Edmond P. Barcus Memorial Leadership Award  
R. Keith Campbell, Washington State University  
Stacey A. Ferguson, Scrubby Bear Foundation  
Richard Herrier, Phoenix Area Indian Health Service  
Susan Hughes, 1986 NPCC Winner  
Marsha Millonig, National Association of Chain Drug Stores  
Charles Rothschild, 1986 William S. Apple Memorial Program in  
Community Pharmacy Management  
Irving Rubin, Pharmacy Times

**Winners:**

1. Jonathan Schiller, St. John's University
2. Marcia Anderson, The University of Oklahoma
3. Nancy Feuerstein, South Dakota State University
4. Julie Scharmann, The University of Utah

### The 1988 National Competition

**Number of participating schools: 60**

**Patients:**

Heidi Anderson-Harper, Student National Pharmaceutical Association;  
The University of Tennessee  
Robert W. Boyce, U.S. Indian Health Service  
Marie E. Gardner, The University of Arizona

**Judges:**

Robert M. Bachman, National Council on Patient Information and  
Education  
Candace W. Barnett, Mercer University  
Larry L. Braden, Georgia Pharmaceutical Association  
Carmen A. Catzone, National Association of Boards of Pharmacy  
D. Stephen Crawford, Immediate past-chairman, APhA Board of  
Trustees  
Carole Kimberlin, University of Florida  
Charma Konnor, U.S. Food and Drug Administration  
Lon D. Lowrey, Sandoz Pharmaceuticals  
Kathleen A. McGee, Barr Laboratories  
Allen Schwartz, U.S. Pharmacist

**Winners:**

1. Joy Meier, University of the Sciences
2. Cheryl Gauthier, Xavier University
3. Robert Wojack, Wayne State University
4. Lawrence Carey, Temple University

### The 1989 National Competition

**Number of participating schools: 65**

**Patients:**

Robert P. Marshall, Harris Laboratories  
Michael A. Moné, Florida Board of Pharmacy  
Susan Pawlak, Rutgers University

**Judges:**

Eric Barker, Vanderbilt University  
Robert W. Boyce, U.S. Indian Health Service  
Lisa Cox, 1988 William S. Apple Memorial Program in  
Community Pharmacy Management  
Charles R. Green, Immediate past-chairman,  
APhA Board of Trustees  
Leonard Gross, American Druggist  
Douglas P. Johnson, The Upjohn Company  
Henry Lewis, III, National Pharmaceutical Association;  
Florida A&M University  
Joy Meier, 1988 NPCC Winner  
Phylliss Maret, Mississippi Pharmacists Association  
Lorie G. Rice, California Board of Pharmacy  
CAPT R. Duane Tackitt, U.S. Navy  
William N. Tindall, NARD  
Wilma Wong, VA Medical Center-San Francisco

**Winners:**

1. Kimberly Kill, St. Louis College of Pharmacy
2. Anna Chapdelaine, Southwestern Oklahoma State  
University
3. Linda Lotz, Mercer University
4. Eric Hals, The Ohio State University

### The 1990 National Competition

**Number of participating schools: 70**

**Patients:**

Carol A. Giltner, Eli Lilly and Company  
Cynthia L. Hesper, California Pharmacists Association  
Eugene B. Smith, U.S. Indian Health Services



**Judges:**

John Coster, Congressional Office of Technology Assessment  
Murhl L. Flowers, Safeway Pharmacies  
Joel Hoffman, G.D. Searle & Company  
Michael A. Moné, Florida Board of Pharmacy  
Stuart L. Nightengale, U.S. Food and Drug Administration  
Colleen O'Brien-Thorpe, Rx Healthline  
Kim Painter, USA Today  
Brad W. Renehan, Micromedex, Inc.  
James Slayton, American Medical Student Association  
Dorothy Wade, National Pharmaceutical Council  
Kimberly K. Werner, American Society of Consultant Pharmacists,  
1989 NPCC Winner  
Dierdre C. Younger, Children's Hospital National Medical Center

**Winners:**

1. José Rey, University of Florida
2. Steve Timmerman, South Dakota State University
3. Andrea Franks, The University of Tennessee
4. Kim Hunter, Albany College of Pharmacy and Health Sciences

**The 1991 National Competition**

**Number of participating schools: 70**

**Patients:**

Robert W. Boyce, U.S. Indian Health Service  
Eugene G. Smith, U.S. Indian Health Service  
Dolores M. & Lawrence C. Weaver, University of Minnesota

**Judges:**

Candace W. Barnett, Mercer University  
Paul F. Davis, Texas Pharmaceutical Association  
James G. Dickinson, Dickinson's Pharmacy  
Karl Hannes Enlund, University of Kuopio-Finland  
Diane Kerr, REVCO Drug Stores  
Lee J. Lindbloom, The Learning Channel  
Carlen L. McLin, Xavier University  
Susan M. Meyer, American Association of Colleges of Pharmacy  
Rosamond Pappy, William S. Apple Memorial Program in Community  
Pharmacy Management  
William F. Pillow, Jr., Eli Lilly and Company  
José Rey, 1990 NPCC Winner  
Mary Munson Runge, 1979-1980 APhA President  
Sara J. White, University of Kansas Medical Center

**Winners:**

1. Martha Wall, University of North Carolina at Chapel Hill
2. Ruth Gomez, The University of Texas at Austin
3. Virginia Rivas, University of Southern California
4. Kathy Feigh, St. Louis College of Pharmacy

**The 1992 National Competition**

**Number of participating schools: 70**

**Patients:**

Patti L. Gasdek, Cobb Hospital & Medical Center  
Robert P. Marshall, California Pharmacists Association  
Kimberly K. Werner, American Council on Pharmaceutical Education

**Judges:**

Charles M. Dragovich, Pharmacy Temporary Agency  
Richard N. Herrier, U.S. Indian Health Service  
David E. Holmstrom, Minnesota Board of Pharmacy  
J. Craig Hostetler, U.S. Public Health Service  
Jordan Johnson, U.S. Pharmacist  
Mirta Millares, Kaiser Permanente Southern California Region  
Beverly A. Pond, Texas Pharmacists United in Patient Care  
Mitchel Rothholz, Alabama Pharmaceutical Association  
Elliott M. Sogol, Glaxo, Inc.  
John H. Vandel, Vandel Drugs, Inc.  
Martha Wall, 1991 NPCC Winner  
Holly E. Whitcomb, APhA/SmithKline Beecham Community Pharmacy  
Management Program

**Winners:**

1. Marissa Buttarò, Philadelphia College of Pharmacy and Science
2. Michelle B. Holt, State University of New York at Buffalo
3. Leslie E. White, Creighton University
4. Lynn Trefz, South Dakota State University

**The 1993 National Competition**

**Number of participating schools: 75**

**Patients:**

Diane B. Ginsburg, University of Texas College at Austin  
Jennifer J. Sriver, U.S. Indian Health Service  
Shara L. Zatopek, University of Houston

**Judges:**

Eric R. Anderson, American Society of Hospital Pharmacists  
Ernest E. Boyd, Ohio Pharmacists Association  
Fred S. Brinkley, Jr., Texas State Board of Pharmacy  
Carol A. Bugdalski, Arbor Drug  
Marissa L. Buttarò, 1992 NPCC Winner  
Debra E. Davidson, Pharmaceutical Manufacturers Association  
Christopher J. Forst, St. Paul Medical Center  
Raymond A. Gosselin, National Association of Chain Drug Stores  
Edward J. Hesterlee, Marion Merrell Dow Inc.  
Alison K. McCutcheon, APhA/SmithKline Beecham Community  
Pharmacy Residency Program  
John D. Nelson, M.D., University of Texas Southwestern Medical  
Center

**Winners:**

1. Kim Helmbrecht, University of Iowa
2. John Bittinger, University of Washington
3. Trina Brown, University of Florida
4. Sharon Galzarano, Duquesne University

**The 1994 National Competition**

**Number of participating schools: 75**

**Patients:**

Robert W. Boyce, U.S. Indian Health Service  
Richard N. Herrier, U.S. Indian Health Service  
Michael A. Moné, Attorney General's Office, State of Florida

**Judges:**

Linda Archer, Lederle Laboratories  
Craig Burridge, Pharmaceutical Society of the State of New York  
Donna Dockter, Northaven Pharmacy Olya Duzey, Walmart  
Janice Feinberg, ASCP Foundation  
Kim Helmbrecht, Osterhaus Pharmacy, 1993 NPCC Winner  
Jeff M. Jellin, Pharmacist's Letter  
Lynn A. Lloyd, Arizona Board of Pharmacy  
Kathleen A. McGee, Whitman Walker Clinic  
Marie Sargent, Sargent's Pharmacy  
Gary Schneider, Diversified Pharmaceutical Services  
Ron Wade, Syntex Laboratories

**Winners:**

1. Kristen Thomas, Campbell University
2. Donna Grier, The University of Arizona
3. James Slater, Oregon State University
4. Heather Carlson, Albany College of Pharmacy and Health Sciences

**The 1995 National Competition**

**Number of participating schools: 73**

**Patients:**

Robert Marshall, California Pharmacists Association  
Geri Tothill, U.S. Indian Health Service  
Terry Warholak-Juarez, U.S. Indian Health Service

**Judges:**

Bill Brewster, U.S. Representative (D-OK)  
Bruce Canaday, NC Coastal Area Health Education Center  
Laura Cranston, National Association of Chain Drug Stores  
Jennifer Cross, Kaiser Permanente Medical Center  
Angele C. D'Angelo, U.S. Pharmacist  
William French, Bristol-Myers Squibb  
Shevan Graham, Parkland Memorial Hospital  
Edward Jaffry, Katz, Kutter & Haigler  
Mechelle LaWarre, Consultant Pharmacist  
Charles Lindstrom, Nora Apothecary  
Michael A. Moné, Attorney General's Office, State of Florida  
Kristen Thomas, 1994 NPCC Winner



### HISTORY OF THE COMPETITION

#### Winners:

1. Jennifer Schoelles, University of Florida
2. Ruth Iredale, Oregon State University
3. Sandra Gulliford, University of Illinois at Chicago
4. Nancy Hall, Mercer University

#### The 1996 National Competition

##### Number of participating schools: 74

##### Patients:

Marni Luecht, U.S. Indian Health Service  
Terry Warholak-Juarez, U.S. Indian Health Service  
Kimberly Werner, American Council on Pharmaceutical Education

##### Judges:

Bruce Buckley, Pharmacy Times  
Bruce Canaday, NC Coastal Area Health Education Center  
Mecca Cranley, State University of New York at Buffalo, School of Nursing  
Roger Davis, Tennessee Pharmacists Association  
Donald Dee, Consultant Pharmacist  
Zandra Fennell, McNeil Consumer Products Company  
Janet Goodman, Health Care Marketing Services  
Lou Kompare, Gaylord Enterprises  
Eucharina Nnadi Okolo, Howard University  
Jennifer Schoelles, 1995 NPCC Winner  
Michelle Shibley, Richmond Apothecary  
Michael Soiland, MedOutcomes

##### Winners:

1. Marie Belshe, University of California, San Francisco
2. Annalie Wonderlich, Drake University
3. Susan Anderson, The University of Montana
4. Sandra Gulliford, University of Illinois at Chicago

#### The 1997 National Competition

##### Number of participating schools: 74

##### Patients:

Deidra Brown, Southeast Alaska Regional Health Consortium Medical Center  
Robert P. Marshall, American Family Pharmacy Franchise Co., Inc.  
Jennifer Sriver, U.S. Indian Health Service

##### Judges:

Marie Belshe, 1996 NPCC Winner  
John Berger, American Society for Pharmacy Law  
Richard Church, U.S. Indian Health Service  
Kenneth DePinto, Johnson & Johnson Merck Consumer Pharmaceuticals  
Robert Elenbaas, American College of Clinical Pharmacy  
Rebecca Finley, University of Maryland Greenebaum Cancer Center  
Carol Gallagher, Amgen, Inc.  
Kenneth Kirk, St. Louis College of Pharmacy  
Janet Ohene-Frempong, Health Promotion Council of Southeastern Pennsylvania  
Michael Pavlovich, Pharmacist  
Bobbie Riley, American Drug Stores  
Fred Schmidt, Butterworth Hospital

##### Winners:

1. Joanna Labrecque, Campbell University
2. DeeAnn Wedemeyer-Oleson, Drake University
3. Lynn Simpson, University of Houston
4. Melissa Somma, University of Pittsburgh

#### The 1998 National Competition

##### Number of participating schools: 75

##### Patients:

Deidra A. Brown, Walmart Pharmacy  
Michael A. Moné, Kentucky Board of Pharmacy  
Jennifer Sriver, U.S. Indian Health Service

##### Judges:

Joanne Doyle, Massachusetts Pharmacists Association  
Karen Hutchins, Eckerd Drugs  
Joanna Labrecque, 1997 NPCC Winner  
Henry Lewis, III, Florida A&M University  
Jennifer Moulton, Iowa Pharmacists Association  
Warren Narducci, University of Nebraska Medical Center  
Fred Paavola, U.S. Public Health Service  
James Prazak, Bristol-Myers Squibb  
Tim Regan, Florida Hospital, Celebration Health Pharmacy  
Rod Shafer, Washington State Pharmacists Association  
Ron Small, North Carolina Baptist Hospital

#### Winners:

1. Tamar Nicholas, Albany College of Pharmacy and Health Sciences
2. Ranea Cosby, The University of Tennessee
3. Cheryl Smith, Xavier University
4. Jennifer Carpenter, Western University

#### The 1999 National Competition

##### Number of participating schools: 76

##### Patients:

Eric Fox, USP Lewisburg  
Jennifer Sriver, U.S. Indian Health Service  
Edward Stein, HIS Regional Support Center

##### Judges:

Renee Ahrens, Travis Pharmacy  
James Brickly Hills, Laporte Apothecary  
Kevin Dermanoski, U.S. Public Health Service  
Sal Giorgianni, Pfizer Inc.  
Mustafa Lokhandwala, University of Houston  
Terri McEntaffer, South Dakota Pharmacists Association  
Shirley McKee, Kroger Pharmacy  
Phyllis Moret, American Society of Consultant Pharmacists  
David Skelton, Shenandoah University  
Angela Tice, Drake University

##### Winners:

1. Melissa Selby, University of Colorado
2. Ranea Cosby, The University of Tennessee
3. Wayne Knisley, University of Nebraska Medical Center
4. Angela Volquardsen, The University of Kansas

#### The 2000 National Competition

##### Number of participating schools: 80

##### Patients:

Clint Hinman, U.S. Public Health Service  
Martina Ringen, U.S. Public Health Service  
Robert Tosatto, U.S. Public Health Service

##### Judges:

John Babb, Federal Bureau of Prisons  
Gerald Cable, The Ohio State University  
Yvonne Evans, University of Houston  
Todd Lemke, Paynesville Clinic  
Ray Marcrom, Marcrom's Pharmacy  
Lou Marcy, The Ohio State University  
Beth Martin, University of Wisconsin-Madison  
John Ostraski, Pfizer Pharmaceuticals  
Melissa Selby, 1999 NPCC Winner  
Rebecca Snead, Virginia Pharmacists Association  
Victor Yanchick, Virginia Commonwealth University



**Winners:**

1. Katie Cubria, Drake University
2. Steven Boyd, University of Nebraska Medical Center
3. Angela Volquardsen, The University of Kansas
4. Christy Roberson, University of North Carolina at Chapel Hill

**The 2001 National Competition**

**Number of participating schools: 81**

**Patients:**

Clint Hinman, U.S. Public Health Service  
Martina Ringen, U.S. Public Health Service  
Robert Tosatto, U.S. Public Health Service

**Judges:**

John Babb, Health Programs Branch  
Gerald Cable, Ohio State University  
Katie Cubria, 2000 NPCC Winner  
Yvonne Evans, University of Houston  
Todd Lemke, Paynesville Clinic  
Ray Marcrom, Marcrom's Pharmacy  
Lou Marcy, Ohio State University  
Beth Martin, University of Wisconsin  
John Ostraski, Pfizer Pharmaceuticals  
Rebecca Snead, Virginia Pharmacists Association  
Victor Yanchick, Virginia Commonwealth University

**Winners:**

1. Kami Dell, University of North Carolina at Chapel Hill
2. Heather Roberts, Purdue University
3. Kathleen Williams, University at Buffalo
4. Lewis Overbay, University of South Carolina

**The 2002 National Competition**

**Number of participating schools: 82**

**Patients:**

Jane Duncan, U.S. Public Health Service  
Mike Goodin, U.S. Public Health Service  
Clint Hinman, U.S. Public Health Service

**Judges:**

Joan Anderson, University of the Sciences  
Bill Boyce, Oregon State University  
Pat Carroll-Grant, Delaware Pharmacists Society  
Rebecca Chater, Kerr Drug Inc. and North Carolina State Board of Pharmacy  
Kami Dell, 2001 NPCC Winner  
Denise Glasser, Shenandoah University  
Beth Martin, University of Wisconsin-Madison  
Michelle Shibley, Richmond Apothecaries  
Stuart Sowder, Pfizer Pharmaceuticals  
Sheri Stensland, Midwestern University  
Macary Weck, Albany College of Pharmacy and Health Sciences

**Winners:**

1. Jacqueline Parpal, University of Colorado
2. Jeff Mills, University of Kentucky
3. Laura Rosenberg, University of Missouri-Kansas City
4. Autumn Alvarez, Shenandoah University

**The 2003 National Competition**

**Number of participating schools: 85**

**Patients:**

Bradley Bishop, Sells Indian Hospital  
Krutii Desai, U.S. Public Health Service  
Leslie White, Creighton University

**Judges:**

Bill Boyce, Oregon State University  
Susan Cornell, Dominick's Pharmacy  
Denise Glasser, Shenandoah University  
Rick Herrier, The University of Arizona  
Clint Hinman, Comprehensive Health Care Facility  
Amy Lullo, Midwestern University  
Jacqueline Parpal, 2002 NPCC Winner  
Robert Sikora, Pfizer, Inc.  
Sheri Stensland, Midwestern University  
Macary Weck, Albany College of Pharmacy  
Christopher Woo, Vons Pharmaceutical Care

**Winners:**

1. Danielle Przychodzin, Shenandoah University
2. Charlie Mollien, Ferris State University
3. Darrell Spears, University of the Pacific
4. Sarah Calnek, University at Buffalo

**The 2004 National Competition**

**Number of participating schools: 86**

**Patients:**

Mary Byrne, U.S. Public Health Service  
Alvin Lee, U.S. Public Health Service  
Nathalie Sealdo, U.S. Public Health Service

**Judges:**

Bill Boyce, Oregon State University  
Susan Cornell, Dominick's Pharmacy  
Steven Dzierba, Pfizer Pharmaceuticals  
Denise Glasser, Shenandoah University  
Rick Herrier, University of Arizona  
Cameron Lindsey, University of Missouri-Kansas City  
Amy Lullo, Midwestern University  
Danielle Przychodzin, 2003 NPCC Winner  
Sheri Stensland, Midwestern University  
Chris Watson, U.S. Public Health Service  
Macary Weck, Albany College of Pharmacy

**Winners:**

1. Michelle Edwards, University of Houston
2. Charlie Mollien, Ferris State University
3. Amanda Tunnell, The University of Oklahoma
4. Jennifer Upward, Creighton University

**The 2005 National Competition**

**Number of participating schools: 92**

**Patients:**

Rowdy Atkinson, U.S. Public Health Services  
Mary Byrne, U.S. Public Health Services  
Michael Paul Kelly, U.S. Public Health Services

**Judges:**

Susan Cornell, Midwestern University Chicago  
Michelle Edwards, 2004 NPCC Winner  
J. Vince Ettare II, CVS Pharmacy  
Jenny Gores-Todd, Aurora Health Care  
Jan Hastings, University of Arkansas for Medical Sciences  
Clint Hinman, U.S. Public Health Service  
Jennifer Hopson, Kerr Health Care Center  
Tim Murray, Claremore Comprehensive Indian Health Facility  
Robert Sanchez, Pfizer Inc.  
Macary Weck, Albany College of Pharmacy

**Winners:**

1. Dana Hausmann, University of Houston
2. Brent Dance, Texas Tech University
3. Emmanuelle Mirsakov, University of Southern California
4. Brook Kawchak, University of Michigan

**The 2006 National Competition**

**Number of participating schools: 92**

**Patients:**

Michael Clairmont, U.S. Public Health Service  
Carla Guzic, U.S. Public Health Service  
Nathalie R. Sealdo, Indian Health Service

**Judges:**

Bethany Boyd, Pfizer, Inc.  
Fred K. Cho, Vons Pharmaceutical Care Center  
Susan Cornell, Midwestern University Chicago  
Vickie Eddleman, Pfizer, Inc.  
Dana Hausmann, 2005 NPCC Winner  
Jan Hasting, University of Arkansas for Medical Sciences  
Clint Hinman, U.S. Public Health Service  
Charlie Mollien, Walgreens  
Lori Morin, The University of Montana



## HISTORY OF THE COMPETITION

### Winners:

1. Eric Ip, University of California, San Francisco
2. Cindy Tat, University of the Pacific
3. Melissa Watkins, Midwestern University Chicago
4. Kathryn Gruchalla, The University of New Mexico

## The 2007 National Competition

### Number of participating schools: 97

#### Patients:

Ann R. Hiller, U.S. Public Health Service  
Mimi T. Phan, U.S. Public Health Service  
Teresa A. Watkins, Food and Drug Administration

#### Judges:

Susan Cornell, Midwestern University Chicago  
Shawn R. Eaton, CVS/pharmacy  
Betsy Elswick, West Virginia University  
Angela Giles, Kerr Drug  
Jennifer Hopson, Kerr Drug  
Eric Ip, 2006 NPCC Winner  
Amir Masood, SuperValu Pharmacies  
Monica Miller, University of Texas HSC  
at San Antonio  
K. Shantel Morris, Walgreens  
Sarah A. Parnapy, Shenandoah University

#### Winners:

1. Rebecca Seeba, University of Nebraska Medical Center
2. Kelly Gregory, Purdue University
3. Michael Decoske, Duquesne University
4. Michelle Horn, University of Maryland

## The 2008 National Competition

### Number of participating schools: 110

#### Judges:

Vibhuti Arya, University of Minnesota  
Krista Capehart, University of Charleston  
Amy Holland, CVS Caremark  
Shawn Eaton, CVS Caremark  
Vickie Eddleman, Pfizer Inc.  
Jessica Kerr, Southern Illinois University Edwardsville  
Amir Masood, SuperValu Pharmacies  
Monica Miller, University of Texas HSC at San Antonio  
Charlie Mollien, Walgreens  
K. Shantel Morris, Walgreens  
Rebecca Seeba, 2007 NPCC Winner

### Winners:

1. Clint Ross, University of Arkansas for Medical Sciences
2. Mykel Tidwell, University of Kentucky
3. Linda Wylie, Oregon State University
4. Diana Jason, Southern Illinois University Edwardsville

## The 2009 National Competition

### Number of participating schools: 114

#### Judges:

Shawn Eaton, CVS Caremark  
Rebekah Jackowski, The University of Arizona  
Amir Masood, SuperValu Pharmacies  
Monica Miller, University of Texas HSC at San Antonio  
Charlie Mollien, Meijer Pharmacy  
Jesse Owen, Wamart  
Clint Ross, 2008 NPCC Winner  
Blair Sarbacker, Kerr Drug  
Sheri Stensland, Midwestern University Chicago  
Laura M. Yelvig, Bayer Consumer Care

#### Winners:

1. Kim Neff, The University of New Mexico
2. Matthew Baker, University of Houston
3. Blair McLaughlin, Midwestern University Chicago
4. Joshua Pulla, University of Florida

## The 2010 National Competition

### Number of participating schools: 114

#### Judges:

Jennifer Athay, American Association of Colleges of Pharmacy  
Bill Boyce, Oregon State University Health Center  
Shawn Eaton, CVS Caremark  
Rebekah Jackowski, The University of Arizona  
Natasha Jackson, Kelsey-Seybold Clinic  
Charlie Mollien, Meijer Pharmacy  
Kim Neff, 2009 NPCC Winner  
Brandon Patterson, The University of Iowa  
Blair Sarbacker, University of the Incarnate Word  
Ron Snow, CVS Caremark

#### Winners:

1. Krystal Pong, University of California, San Francisco
2. Erica Rogers, Union University
3. Lisa Kim, University of North Carolina at Chapel Hill
4. Kevin Brittain, Wilkes University

## The 2011 National Competition

### Number of participating schools: 114

#### Judges:

Jennifer Athay, American Association of Colleges of Pharmacy  
Shawn Eaton, CVS Caremark  
Danielle Ezzo, St. John's University  
Anisa Fornoff, Drake University  
Angel Jones, Ohio Health System  
Natasha Jackson, Kelsey-Seybold Clinic  
Amir Masood, SUPERVALU Pharmacies  
Charlie Mollien, Meijer Pharmacy  
Krystal Pong, 2010 NPCC Winner  
Ron Snow, CVS Caremark

#### Winners:

1. Jack McGuire, Sullivan University
2. Jonathan Jackson, Palm Beach Atlantic University
3. Thomas Lupton, The University of Kansas
4. Kelli Barnes, University of Cincinnati

## The 2012 National Competition

### Number of participating schools: 121

#### Judges:

Jennifer Athay, American Association of Colleges of Pharmacy  
Vibhuti Arya, St. John's University  
Natasha Jackson, Kelsey-Seybold Clinic  
Angel Jones, Ohio Health System  
Jack McGuire, 2011 NPCC Winner  
Monica Miller, Purdue University  
Charlie Mollien, Meijer Pharmacy  
Brandon Patterson, The University of Iowa  
Ron Snow, CVS Caremark

#### Winners:

1. Stacey Pascoe, The University of Montana
2. Rachel Howells, University of Arkansas for Medical Sciences
3. Matthew Dom, University of South Carolina
4. Tiffany Himes, Pacific University

## The 2013 National Competition

### Number of participating schools: 123

#### Judges:

Jennifer Adams, American Association of Colleges of Pharmacy  
Tyson Cromeens, CVS Caremark  
Anisa Fornoff, Drake University  
Natasha M.S. Jackson, Kelsey-Seybold Clinic  
Amir Masood, SuperValu Pharmacy





Charlie Mollien, Priority Health  
Stacey Pascoe, 2012 NPCC Winner  
Brandon J. Patterson, The University of Iowa  
Ron Snow, CVS Caremark  
Collin Ward, Walgreens

**Winners:**

1. David Matthews – The Ohio State University
2. Pamela Lyons – University of Pittsburgh
3. Veeral Vyas – Midwestern University at Chicago
4. Morgan Greutman – Southwestern Oklahoma State University

**The 2014 National Patient Competition**

**Number of Participating schools: 126**

**Judges:**

Jennifer Adams, American Association of Colleges of Pharmacy  
Vibhuti Arya, St. John's University  
Tyson Cromeens, CVS Caremark  
Mark Freebery, University of Maryland Eastern Shore  
Anisa Fornoff, Drake University  
David Matthews, 2013 NPCC Winner  
Charlie Mollien, Priority Health  
Brandon Patterson, Philadelphia College of Pharmacy  
Parth Shah, UNC Gillings School of Global Public Health  
Ron Snow, CVS Caremark

**Winners:**

1. Joanna Lyon – Shenandoah University
2. Joseph Berendse – South Dakota State University
3. Jaime Bailey – The Ohio State University
4. Ashley Waddell – Samford University

**The 2015 National Patient Competition**

**Number of Participating schools: 126**

**Judges:**

Vibhuti Arya Amirfar, St. John's University  
Christine Chim, St. John's University  
Tyson Cromeens, CVS Health  
Mark Freebery, University of Maryland Eastern Shore  
Anisa Fornoff, Drake University  
Natasha M.S. Jackson, Kelsey-Seybold Clinic-ABC  
Joanna Lyon, 2014 NPCC Winner  
Monica Miller, Purdue University  
Parth Shah, UNC Gillings School of Global Public Health  
Ron Snow, CVS Health

**Winners:**

1. Lindsay Kubina - University of Minnesota
2. Bindia Patel - The University of Texas at Austin
3. Viha Dave - University of the Sciences
4. Jamie Salvador - Thomas Jefferson University

**The 2016 National Patient Competition**

**Number of Participating schools: 128**

**Judges:**

Jennifer Adams, American Association of Colleges of Pharmacy  
Vibhuti Arya Amirfar, St. John's University  
Christine Chim, St. John's University  
Tyson Cromeens, CVS Health  
Mark Freebery, University of Maryland Eastern Shore  
Anisa Fornoff, Drake University  
Lindsay Kubina, 2015 NPCC Winner  
Amir Masood, Safeway/Albersons  
Charlie Mollien, Priority Health  
Ron Snow, CVS Health

**Winners:**

1. Alexandra Kolwicz, Northeastern University
2. Bethany Abrahams, Creighton University
3. Tiffany Calas - Idaho State University

**The 2017 National Patient Competition**

**Number of Participating schools: 130**

**Judges:**

Jennifer Adams, American Association of Colleges of Pharmacy  
Tyson Cromeens, CVS Health  
Stephanie Garza, H.E.B. Pharmacy  
Natasha M.S. Jackson, Kelsey-Seybold Clinic-ABC  
Alexandra Kolwicz, 2016 NPCC Winner  
Christina Lindsey, CVS Health  
Celia Lu, Upstate University Hospital  
Joanna Lyon, CorrectRx Pharmacy Services  
Amir Masood, Safeway/Albersons  
Charlie Mollien, Meijer Health

**Winners:**

1. Bethany Abrahams, Creighton University
2. Jessica Reno - Northeast Ohio Medical University
3. Joshua Gass - South College

**The 2018 National Patient Competition**

**Number of Participating schools: 130**

**Judges:**

Bethany Abrahams, 2017 NPCC Winner  
Jennifer Adams, Idaho State University  
Vibhuti Arya Amirfar, St. John's University  
Tyson Cromeens, CVS Health  
Anisa Fornoff, Drake University  
Mark Freebery, Syneos Health  
Stephanie Garza, Department of Veterans Affairs  
Lindsay Lanz, CVS/Pharmacy  
Amir Masood, Safeway/Albersons

Christina Medina, CVS Health  
Charlie Mollien, Meijer Health  
Ron Snow, CVS Health  
Lucy West, John Hopkins Hospital

**Winners:**

1. Sarah Wheeler, The Ohio State University
2. Katherine Katsivalis, University of Illinois at Chicago
3. Laura Wilkinson, D'Youville College

**The 2019 National Patient Competition**

**Number of Participating schools: 130**

**Judges:**

Jennifer Adams, Idaho State University  
Vibhuti Arya Amirfar, St. John's University  
Allyson Cagle, PharmD  
Tyson Cromeens, CVS Health  
Brian Donahue, University of North Carolina Chapel Hill  
Stephanie Garza, Department of Veterans Affairs  
Natasha Jackson, Endara Pharmacia  
Loren Kirk, Pharmacy Quality Alliance (PQA)  
Lindsay Lanz, CVS/Pharmacy  
Parth Shah, Fred Hutchinson Cancer Research Center  
Sarah Wheeler, 2018 NPCC Winner  
Lucy West, Cleveland Clinic

**Winners:**

1. Jordyn Williams, University of Missouri-Kansas City
2. Sara Mirjamali, University of Houston
3. Shereen Salarna, Midwestern University Chicago

**The 2020 National Patient Competition**

**Number of Participating schools: 131**

**Judges:**

Jennifer Adams, Idaho State University  
Vibhuti Arya Amirfar, St. John's University  
Allyson Cagle, PharmD  
Carter Chapman, Pharmacy Quality Alliance (PQA)  
Tyson Cromeens, CVS Health  
Jordyn Eisterhold, 2019 NPCC Winner  
Mark Gilliam, Moose Pharmacy  
Natasha Jackson, Endara Pharmacia  
Nimit Jindal, Moose Pharmacy  
Sarah Massey, MOBE  
Amir Masood, Safeway  
Charlie Mollien, Meijer Pharmacy  
Lucy West, Cleveland Clinic

**Winners:**

1. Henry Quach, The University of Hawaii at Hilo
2. Jessica Dotson, Shenandoah University
3. Taoran Zhang, University of Washington





## Acknowledgments

The patient counseling competition discussed in this handbook is the product of many dedicated and caring individuals who envisioned its value to the students who would participate, the profession at large, and the patients who would benefit.

We wish to express our appreciation to the faculty and students at the University of the Sciences Philadelphia College of Pharmacy who developed and participated in the original competitions held in 1983 and 1984. Without their interest and involvement, there would be no National Patient Counseling Competition today.

Our special thanks goes to the United States Public Health Service for its past commitment and support. Last and most notably, we want to recognize David B. Brushwood, Kenneth Leibowitz, William M. Heller, Alice E. Kimball, and Stacey A. Ferguson for their foresight, innovation, and commitment to bringing the National Patient Counseling Competition to student pharmacists throughout the United States.

© 2021



The American Pharmacists Association  
2215 Constitution Avenue, NW  
Washington, DC 20037-2985  
All rights reserved.

