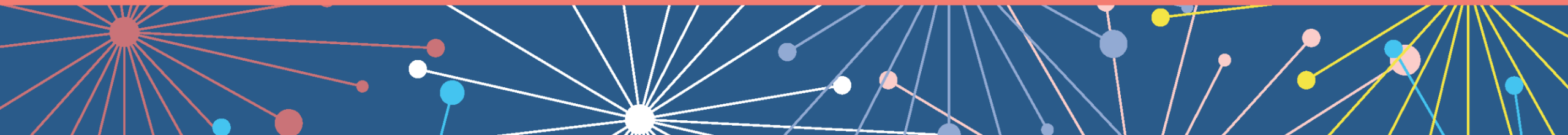




San Francisco, CA | March 24-27
Annual Meeting & Exposition

Patient Care Vice-President Workshop



Agenda

- Role of the Patient Care Vice-President
- Program Management Best Practices
 - Planning
 - Communication
 - Evaluation
 - Reporting
 - Building Relationships
- Go Above and Beyond
- Resources

Role of the Patient Care Vice-President

The Patient Care Vice President is responsible for implementing the national patient care projects and community outreach programs, as well as mentoring the Patient Care Program Chairs.

This position requires a high level of collaboration and communication with members of the Chapter Executive Committee, and members of the health care community.

Program Management Best Practices

“All things are created twice; first mentally; then physically. The key to creativity is to begin with the end in mind, with a vision and a blue print of the desired result.”

Stephen Covey, leadership expert and author



Initiation

- Community needs
- Chapter goals
- Determine type of event that fits needs
 - Education
 - Direct patient care
 - Philanthropy
- Evaluate prior programs
 - Were they cost effective?
 - Were they well attended?
 - Were they taxing on your resources?

Planning

- Resources needed
 - Funding
 - Supplies
 - People
 - Other resources
- Training needs
 - Program Chairs
 - Volunteers
- Time line
- BE REALISTIC
- Collaboration
 - Other Chapter Executive Committee members
 - Planning
 - Promotion
 - Volunteer Recruitment
 - Community partners
 - Promotion
 - Volunteer Recruitment

Communication

Develop a Plan

- Initial
 - Member involvement – give them value in serving
 - Advertising and promotion to public
 - Know your audience and the best way to communicate with them
 - Connect with local media to promote events
- Ongoing
 - Program/volunteer updates
 - Meetings
 - Online
 - Email

Evaluation

- Was it cost effective?
- Was it well attended?
- What did your patients or community members say?
 - Social media posts
 - Event comment cards
 - Informal surveys

Reporting

- Data Collection
- Writing
- Compilation

Building Relationships

- Patient Care Chairs
 - Mentorship
 - Manage deadlines and productivity
 - Establish expectations early
 - Provide training and resources
 - **ATTEND THE EVENTS! SHOW SUPPORT**
- Community Stakeholders
 - Preceptor recruitment
 - Advertising and promotion of events
 - Resource sharing

Go Above and Beyond

Innovation

- Identify new populations to serve
 - What populations are often forgotten about or ignored?
- Identify new strategies or create new resources to provide education to the community
- Involve chapter officers and members in generating new ideas
 - Open forums
 - Suggestion boxes
 - Incentives



Involvement

- Ensure that committee members feel valued
 - How do you utilize these individuals to improve the committee?
- Delegation
 - Presentation development
 - Creating promotional materials
 - Coordinating event locations
 - Collecting donated resources
- How are you recruiting general members to get involved?
 - What incentives work?

Impact

- Record Keeping
 - Critical for transitions so events can be reviewed in the future to spark new ideas, or at least not recreate the wheel.
- Collaboration
- Share stories of members, professionals, and community members impacted by patient care programming
 - Impact is more than numbers



Resources

Resources

- www.pharmacist.com/apha-asp
 - Planning Guides
 - Event Planning
 - Media Promotion
 - Online Resources
 - Reporting Guidelines



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