PHAR 6231: Community Pharmacy Management

This course adheres to the items listed in the College of Pharmacy Central Syllabus:
https://docs.google.com/a/umn.edu/document/d/1artQ5e1rbzxe8lEtWo7BE8k8snZAEgMMz_QcW8yJ-II/edit?pli=1

Course Web Site: http://moodle.umn.edu
Term: Spring 2018

Meeting Times & Locations

Day	Time	Duluth Room	Twin Cities Room
Thursday	10:10 – 12:05	Life Science 160	Moos 1-451

Course Instructional Team

Faculty Office Hours: *by appointment*

Name	Office Location	Phone	Email	Preferred contact
Oscar Garza, PhD, MBA	7-177 WDH	612-624-0124	owgarza@umn.edu	Email

Course Goals:

1. Discuss the landscape of community pharmacy and new skills pharmacy managers will be expected to have.
2. Examine financial and marketing basics needed to operate a community pharmacy as a social enterprise.
3. Integrate management and leadership skills into practical aspects of community pharmacy.

Course content:

Students will gain an understanding of principles of community pharmacy management not covered in-depth in the core curriculum. Topics addressed include community practice landscape, pharmacy's role in social issues, social entrepreneurship, marketing and brand development, quality measurement and population management, medication safety, financial management, developing patient care services, and personnel development and performance management. Material will build on concepts introduced in Foundations in Social and Administrative Pharmacy (managed care and quality measurement) and Community IPPE (patient safety, billing and payment, patient care management).

Assessments and Grading

Description of Model Pharmacy:
Each student will create a description of a model pharmacy that they will submit and use as an example throughout the semester. (10 points)

Weekly Post and Participation:
Each week, students will write a brief post on how what they learned in the week's lecture impacts their model pharmacy and what they may need to change to account for this issue. Post prompts will be provided through Moodle. Students will use their model community pharmacy for all assignments through the course of the semester. (5 points weekly; 40 total)

Prior to each week's session, students will submit a question related to assigned pre-work or readings that will serve as a basis for discussion. Submissions will be due by 5:00PM on Wednesday of that week's session. (50 points)

Final Project and Presentation:
In the context of their model pharmacy, students will develop a service that they will: 1) create a plan for implementation in their pharmacy; and 2) prepare and present the "pitch' to a managed care representative. This "pitch" will make up the final presentation. Students will form groups of 2-3, choosing one of their pharmacies to focus on for their presentation. (50 points)

***Total Points Available*: 200**
Completion of all weekly posts and completion of the final presentation are required for passing the course.

Course Letter Grades

Grade	A	A-	B+	B	B-	C+	C	C-	D	F
%	100-93.0	92.9-90	89.9-87	86.9-83	82.9-80	79.9-77	76.9-73	72.9-70	69.9-60	59-0

Course Schedule & Graded Assessments
Schedule is subject to change based on availability of speakers

Date	Topic	Instructor	Assignment Due	Graded Assignment Value
1/18/18	No Class - PCOA	Garza	N/A	N/A
1/25/18	Introduction and Course Overview Community Pharmacy and its role in addressing social issues: Human Trafficking Case	Garza	N/A	

2/1/18	Understanding social learning and consumer behavior	Gomaa	**Pre-Session Questions (PSQ) #1**	**5 points**
2/8/18	Social Entrepreneurship and Social Capital in Pharmacy	Garza	• **Description of Model Pharmacy Due** • **PSQ #2**	10 points 5 points
2/15/18	Principles in Financial Management / Financial Management Case Exercise	Garza	• **PSQ #3** • **Post #1:** Community Pharmacy as a Social Enterprise and its role in social issues, such as Human Trafficking	5 points 5 points
2/22/18	Principles of Marketing and Market Segmentation	Garza	• **PSQ #4** • Post #2: Financial Management	5 points 5 points
3/1/18	Market Research: Customer Loyalty and Creating a Community through Branding	Gomaa	• **PSQ #5** • Post #3: Marketing & Market Segmentation	5 points 5 points
3/8/18	The Marketing Plan and Advocacy in Pharmacy; Pharmacy Services Development and Pharmacy Ownership	Garza / TBA	• **PSQ #6** • Post #4: Brand Development	5 points 5 points
3/15/18	No Class – Spring Break	N/A	N/A	N/A
3/22/18	Effective Communication / Conflict Resolution	Garza	• **PSQ #7** • Post #5: Independent Pharmacy Ownership	5 points 5 points
3/29/18	Personnel Development, Performance Management	Garza / TBA	• **PSQ #8** • Post #6: Communication and Conflict Resolution	5 points 5 points

4/3/18	Patient Safety and Quality	TBA	• **PSQ #9**	5 points
			• Post #7: Personnel Management and Development	5 points
4/10/18	No Class – Work on Final Presentations	N/A	• **PSQ #10**	5 points
			• Post #8: Patient Safety	5 points
4/17/18	Final Project Presentations			100 points

*All weekly Moodle posts are due by 8:00 am the day of class.

Statement on Penalties for Late Work
Late work will not be accepted unless there is a University approved excused absence.

Exam Policy
No exams will occur in this course

Attendance Policy
Students are expected to attend every class for which they are registered. Students are expected to attend classes on the campus where they are enrolled. Instructors may choose to take attendance.

Course Materials
All course materials are located on Moodle.

Classroom Etiquette
You are expected to be good classroom "citizens" by exhibiting professional behavior towards classmates and instructors at all times. Being a good classroom citizen includes following the rules and guidelines listed below:

Attendance, Entering & Exiting the Classroom
- Students are expected to attend all classes and be in class prior to the start time. Attendance will be recorded.
- Students are expected to attend classes on the campus where they are enrolled
- Arrive on time to class and stay for the entire class period
- If you arrive late, quietly take a seat as close to the entrance as possible and avoid disruption
- Should you have to leave class early, sit close to the exit door next to the aisle, so your departure will be as minimal disruptive as possible?
- When class begins, stop your conversations.
- Wait until the instructor indicates that the class is completely over before putting your materials away, standing up, or talking to classmates.

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Participation & Communication between Campuses via ITV

- When you are called upon in class to give a response or ask a question, please speak loud enough so that you may be heard by students on both campuses.
- Do not talk out of turn, wait to be recognized before speaking and do not try to dominate a discussion with your questions or comments – give others a fair opportunity to participate.
- Keep on the topic at hand. If you have questions off the current topic, address these outside of class at office hours or by email with the instructor.

Other General Rules

- Do not interrupt another student who is speaking.
- No side conversations. We will ask you to take your conversations outside of the classroom if we notice that you (or a group of students) habitually talk during class.
- All cell phones and other electronic communication devices must be turned off or in silent mode during class. No talking or text messaging. Laptops may be used for note-taking but not for other purposes (browsing the net or e-mail).

Disruptive Behavior

Instructors have the authority and discretion to set rules that foster student learning. As a matter of academic freedom these rules can be tailored to the subject matter and the instructor's teaching methods and learning objectives. For these reasons, the course instructor is the one who makes a determination about what constitutes disruptive behavior.

Honor Code

Academic misconduct is any unauthorized act which may give a student an unfair advantage over other students, including but not limited to: falsification, plagiarism, misuse of test materials, receiving unauthorized assistance and giving unauthorized assistance. Instructors or a fellow student may report academic misconduct during an exam to the Course Directors and the Honor Council for investigation.

Course Evaluations

Students will have an opportunity to complete online course evaluations for instructors and the course itself (including instructional strategies, etc.) at the end of the semester. You are encouraged to contact one of the course directors any time you have concerns about the course or your progress in the course.

University of Minnesota and College of Pharmacy Policy Reference **(Centralized Syllabus)**

This page includes all required UMN and CoP policies, e.g., Academic Freedom; Copyright; Course Evaluations; Disability Accommodations; FERPA, etc.