

Ideas for Pharmacists in Hospital Settings

Highlight Pharmacy Department Contributions

- 1 Visit patients in their hospital rooms.** Introduce yourself and answer any questions they may have about pharmacy services or drug therapy. Provide patient education brochures and small American Pharmacists Month-themed giveaways, like magnets, pens, tote bags, etc.*
- 2 Talk to your administrator(s).** Explain the goals and the patient education benefits of American Pharmacists Month to help build a sense of teamwork within the health system. Be sure to invite them to participate in the month's activities.
- 3 Create a lobby display.** Use it to promote the pharmacy department. Include information about pharmacy services and photos of the pharmacy staff. If your facility is large, consider changing the display weekly to focus on a different pharmacy activity or function. Make the display colorful and fun, with eye-catching elements like red and white streamers or American Pharmacists Month balloons and banners.*
- 4 Set a goal.** Choose activities that will best help you meet your needs. For instance, if you'd like to focus on educating patients about safe medication use, a "medication check-up" or a brown bag workshop would be a great choice.
- 5 Schedule an "open house."** Invite all hospital employees to visit the pharmacy. Conduct brief tours that showcase daily pharmacy operations, and describe how medications move from the initial physician order to the patient. Demonstrating how a pharmacy really operates could prove to be a real draw!

* Promotional items are displayed in the *APhM Product Guide* and can be ordered on www.pharmacist.com/aphm.

6 Get the word out. Tell people about American Pharmacists Month and the activities you have planned. Use bulletin boards and internal e-mail systems to communicate with hospital staff. Spread the word to patients using notes on meal trays, announcements on the public address system or with personal room visits.

7 Hold a community event. Be sure to publicize your event like a health fair at least four weeks in advance with notices at libraries and grocery stores and announcements in local papers.

8 Host a visit for your senator or representative. Provide your legislators with an invaluable view of the contemporary roles of pharmacists. Be sure they see a pharmacist in your facility conducting valued patient care services that warrant compensation, such as drug therapy management, participation in patient education and wellness activities, and other clinical activities.

9 Hold a drug information call-in day for the public. Invite them to talk with pharmacists to get answers to their medication therapy questions.

10 Educate patients. Utilize opportunities to educate patients about your role in their care or messages related to their medication therapy.

Celebrate National Hospital & Health-System Pharmacy Week

The week will focus on the important contributions made by pharmacists and technicians to promote the safety and well-being of patients in our nation's health care institutions.

