

Learning Experience Module 1

A Preceptor's Guide for Engaging Student Pharmacists and Pharmacy Residents in Health Care Reform and Ongoing Advocacy

Opportunities exist every day to teach student pharmacists and pharmacy residents how to apply clinical expertise and skills to help patients optimize appropriate medication use, reduce medication-related problems, and improve health outcomes. At the same time, these opportunities provide preceptors with venues to interact with and encourage student pharmacists and pharmacy residents to become pharmacy advocates. **Advocacy must occur on all levels for the pharmacy profession's vision to become reality and for medication therapy management services to become integral to patient care in all practice settings.**

The following framework contains suggested activities you can use for a learning experience to educate and actively engage student pharmacists and pharmacy residents about health care reform (HCR) and advocacy. Additional activities may be added depending on the length of the experience or it may be used as-is for a 5-week rotational educational experience.

As a preceptor, you can provide a structured learning experience for student pharmacists and pharmacy residents who can:

- Become pharmacy advocates.
- Network with pharmacy colleagues.
- Become APhA Advocate Key Contacts.
- Initiate contact with Members of Congress and President Barack Obama.
- Create videos about patient care experiences.



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Week 1: Become a Pharmacy Advocate, Be Prepared

Learning Objectives:

- 1a. Describe three key healthcare reform issues critical to pharmacy.
- 1b. Explain principles of health care reform as they relate to practice of pharmacy.

Activities for Student Pharmacists and Pharmacy Residents:

- Read the following three documents on health care reform:
 - APhA Data Health Care Leave Behind: <http://www.pharmacist.com/hcr/leavebehind>
 - Pharmacy Principles for Health Care Reform: www.pharmacist.com/hcr/statements
 - Role of Pharmacists in a Medical Home Model: www.pharmacist.com/hcr/statements
 - Research current health care reform issues on both the state and national level and participate in an interactive discussion with your preceptor covering the following questions:

- What is the unique role of the pharmacist in medication use?
- What is health care reform and why is important to pharmacists/pharmacy?
- What are three key issues related to health care reform facing pharmacy today?
- What are the three Pharmacy Principles for Health Care Reform and why are these principles critical to pharmacy?

Suggested Resources for Activities over the Next 2 Weeks

- Health Care Reform Hub (*Frequently updated information*): www.pharmacist.com/hcr
- Tips on navigating the APhA Government Affairs website: www.pharmacist.com/ga/navigating
- APhA Policy & Advocacy pages: www.pharmacist.com/ga

Week 2: Network with Pharmacy Colleagues and Learn about Integrated Health Care Models

Learning Objectives:

- 2a. Describe integrated health care models (e.g. medical home and accountable care organizations).
- 2b. Devise and implement a plan to network with pharmacy colleagues through APhA's HCR e-community and pharmacist interviews.

Activities for Student Pharmacists and Pharmacy Residents:

- Join the APhA Health Care Reform e-Community and post one message per week (*an APhA member-only benefit*).
- Interview at least two pharmacists, obtain their impressions on why health care reform is important to pharmacy, and post findings on e-community.
- Ask questions, network with pharmacy colleagues, share patient care stories, learn about current health care issues, and post on the e-community.
- Participate in an interactive discussion with your preceptor covering the following questions:

- What were the key health care reform issues addressed by pharmacists interviewed?
- Based upon pharmacist interviews, what are some solutions/ideas identified in terms of reforming health care?
- What were common threads identified in the e-networking venue?
- How do pharmacists fit into integrated health care models?
- Name and describe at least three key areas of health care reform where pharmacists can explicitly be included to ensure that quality and cost goals are met.

Suggested Resources:

- Health Care Reform e-Community: <http://apha.listpilot.net/sympa>
- APhA Health Care Reform on Twitter: http://twitter.com/APhA_HCR
- Pharmacists in Health Care Reform on Facebook: <http://www.facebook.com/HealthCareReform>

Week 3: Make Contact with Your Legislators

Learning Objectives:

- 3a. Become an APhA Advocate Key Contact.
- 3b. Locate your Members of Congress and begin dialogue with them about health care reform.

Activities for Student Pharmacists and Pharmacy Residents:

- Review APhA–ASP Advocacy PowerPoint Presentation: http://www.pharmacist.com/AM/Template.cfm?Section=Policy_and_Advocacy1&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=73&ContentID=5672.
- Volunteer and make a difference in the profession of pharmacy by becoming a key contact for APhA's Advocacy Team.
- Read and learn more about key health care reform messages to update your preceptor on a weekly basis on what is happening in health care reform.
- Research your Representatives and Senators on the state and federal levels.
- Write a personal letter to one of your Members of Congress about a health care issue that is most important to

you (www.pharmacist.com/hcr/TellStory).

- Participate in an interactive discussion with your preceptor covering the following questions:
 - Who was the Member of Congress contacted and why was this particular Member of Congress selected?
 - What were your key health care messages to the Member of Congress and why?
 - What type of response did you receive from the Member of Congress, if any?
 - Why is it important to become a pharmacy advocate?
 - What are other venues you can utilize to promote the role of pharmacists in health care reform?

Suggested Resources:

- APhA Advocacy Key Contact: www.pharmacist.com/key-Contact
- Key health care reform issues: www.pharmacist.com/HCR/OneVoicePoints
- Find elected officials: www.pharmacist.com/ga/legislator
- APhA resource on sending messages to elected officials: www.pharmacist.com/ga/navigating

Week 4: Send an E-mail Message to President Obama

Learning Objective:

- 4a. Communicate the pharmacist's role in health care reform to President Obama.

Activities for Student Pharmacists and Pharmacy Residents:

- Share a patient care story with President Obama via e-mail.
- Post your personal patient care experiences on www.healthcarereform.gov.
- Participate in an interactive discussion with your preceptor covering the following questions:

- What were your key health care reform messages to President Obama and why?
- What type of response did you receive from the White House, if any?

Suggested Resources:

- Sample message to President Obama: www.pharmacist.com/hcr/Obama
- Obama's health care reform site: www.healthreform.gov/communityreports/comments.html

Week 5: Create a Short Video About Your Patient Care Experiences

Learning Objectives:

- 5a. Incorporate video media into pharmacists' health care reform messages.

Activities for Student Pharmacists and Pharmacy Residents:

- Create and submit a short video to APhA containing a simple message to Members of Congress. (Be sure anyone you video signs signs the appropriate release paperwork. You can find this paperwork at the APhA–ASP One

Voice Campaign website, <http://www.pharmacist.com/hcr/OneVoice>. This video can take one of the following forms:

- From you, describing your role in a reformed health care system
- From one patient (e.g. describing patient–pharmacist relationships, therapeutic/quality of life outcomes)
- From one physician or other health professional (e.g. describing collaborative efforts resulting in positive clinical outcomes)

- Participate in an interactive discussion with your preceptor covering the following questions:
 - Was the interviewee aware of current health care reform issues, if applicable?
 - What were your or the interviewee's key concerns expressed regarding health care reform?
 - What was the interviewee's perception/understanding of the pharmacist's role in health care, if applicable?
 - What were key messages delivered by you or the interviewee about the pharmacist's role in health care reform?

Suggested Resources:

- APhA–ASP One Voice Campaign: <http://www.pharmacist.com/AM/Template.cfm?section=home1>
- APhA Health Care Reform Talking Points: www.pharmacist.com/hcr/OneVoicePoints.
- APhA Data Health Care Reform Leave Behind: <http://www.pharmacist.com/hcr/leavebehind>
- APhA Health Care Reform Hub: www.pharmacist.com/hcr

Ongoing Plan for Professional Development in Advocacy & Leadership

Through this learning experience you have gained valuable insight into health care reform. You are on your way to becoming a key advocate of health care reform and promoting the profession of pharmacy. Congratulations! But you are not done. Advocacy and leadership in pharmacy practice is an ongoing activity you must remain engaged in throughout your career.

Below is a listing of sample activities for you to continue your engagement in this process. Select **three** and commit to these activities **within the next 3 months**. Use the additional items to plan your future advocacy and leadership activities.

Get Involved with APhA's Advocacy Efforts:

- Identify and engage at least three new members in the APhA HCR e-community.
- Engage at least three colleagues to respond to APhA action alerts.
- Reach out to APhA–ASP Chapters and volunteer as an Advocacy Mentor.
- Reach out to local APhA–ASP Chapters and assist and/or participate in a Chapter's advocacy efforts.
- Submit a written piece for consideration to APhA's Pharmacy Today and/or Journal of the American Pharmacists Association (JAPhA) related to the topic of health care reform.

Contact and Meet with Members of Congress:

- Visit a Member of Congress or his/her staff in Washington, DC, or in their district office to discuss the pharmacist's role in health care reform.
- Invite a Member of Congress and/or their staff to visit your pharmacy practice site.

Advocate Within Your Institution or Organization:

- Provide lectures/presentations to colleagues, student pharmacists, residents, and/or other health professionals within your institution or organization on health care reform.

Engage in Community Outreach:

- Reach out to health professionals in your community (e.g. pharmacists, physicians) and provide at least one lecture/presentation related to pharmacy and health care reform.
- Reach out to local schools of pharmacy and volunteer to provide at least one lecture/presentation to student pharmacists, postgraduates, and/or pharmacy residents related to pharmacy and health care reform.
- Participate in at least one local town hall meeting hosted by Members of Congress to share pharmacy's perspective on health care reform.
- Participate in your state pharmacy association's Legislative Day.

Student Pharmacists and Pharmacy Residents: Reflection about Health Care Reform and Ongoing Advocacy Learning Experience

At the conclusion of the rotational experience, write at least a 1-page personal reflection of your learning experience. Please cover the following points and submit to your preceptor prior to your final assessment.

1. Compare/contrast your knowledge of health care reform before and after completing the suggested learning activities for this experience.
2. What surprised you the most about this experience?
3. What was the most important learning point you took away from this experience?
4. How do you plan to make advocacy a part of your career as a pharmacist?

Health Care Reform and Ongoing Advocacy Learning Experience Self-Evaluation

NI = Needs Improvement

S = Satisfactory Progress

A = Achieved

| Week | Learning Objective | NI | S | A | Comments |
|------|---|----|---|---|----------|
| 1 | 1a. Describe three key health care reform issues critical to pharmacy. | | | | |
| | 1b. Explain principles of health care reform as they relate to practice of pharmacy. | | | | |
| 2 | 2a. Define integrated health care models (e.g. medical home and accountable care organizations). | | | | |
| | 2b. Devise a plan to network with pharmacy colleagues through APhA's HCR e-community and pharmacist interviews. | | | | |
| 3 | 3a. Become an APhA Advocacy Key Contact. | | | | |
| | 3b. Locate your Members of Congress and begin dialogue with them about health care reform. | | | | |
| 4 | 4a. Implement a plan to communicate the pharmacist's role in health care reform to President Obama. | | | | |
| 5 | 5a. Incorporate video media into pharmacists' health care reform messages. | | | | |

Health Care Reform and Ongoing Advocacy Learning Experience Preceptor Evaluation

Name: _____ Preceptor: _____

NI = Needs Improvement

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| Week | Learning Objective | NI | S | A | Comments |
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| 5 | 5a. Incorporate video media into pharmacists' health care reform message. | | | | |

Student/Resident Signature: _____ **Date:** _____

Preceptor Signature: _____ **Date:** _____

APhA wants to hear from you. Preceptors, student pharmacists, and pharmacy residents are encouraged to submit feedback and comments on the utilization of this learning tool to aburns@aphanet.org.