MRM 2012
MAKE YOUR MARK
Finding Your Focus in Pharmacy:
Professionalism in Action

APhA-ASP Education Standing Committee
Objectives

By the end of this workshop you will be able to:

- Articulate what pharmacy means to you
- Analyze your perspective of yourself as a student pharmacist
- Compare and contrast your perspective with the perspectives of the culture, other health care providers and patients
- Develop your mission statement and complete a pledge card
I'M MAKING MYSELF STRONG

I'M MAKING MYSELF SHINE
Discuss how to complete the following sentence with just one or two words.

**Pharmacy Stands For**

Write in what you believe pharmacy stands for on your pledge card.
Student Pharmacist Examples

Professionalism Mission Statement

Pharmacy stands for service
Pharmacy stands for Pride
Pharmacy stands for Trust
Pharmacy stands for compassion.

Student Pharmacist Examples
Professionalism Mission Statement
Challenge Your Perspective

INTERACTIVE SCENARIOS
You are a community pharmacist working at the pharmacy on a Saturday morning. A father brings you an antibiotic prescription for his 3 month old son. The father says “I need this ASAP, I got it yesterday and did not have time to bring it in until now.” When you look at the dosing, it does not seem quite right for a 3 month old. You know that the doctor’s office is closed on Saturday, so you can’t call to verify the dose.

When you tell the father the problem, he becomes angry and says “We like our doctor, it’s fine. Just give it to me anyway. My son is really sick and needs this medicine now!”

How do you respond? What do you do?
Scenario #1

What could have happened?

Now let’s pretend that it was another pharmacist in this scenario, not you. The pharmacist was irritated that the patient acted mad at him when he was only trying to do his job. In response, the pharmacist acted rude to the patient and said “Listen, I know what I’m doing!”

How did this person impact the patient’s image of pharmacy? And how did this impact you?
Scenario #2: Your perspective vs. other HCP perspectives

You are a final year student pharmacist on rotation at a hospital. While on rounds with other members of the medical team, you make several suggestions regarding a patient’s care to no response from the attending physician.

After lunch, you encounter a fellow student pharmacist in a busy elevator and complain loudly how you don’t like/respect the physician for ignoring your comments.

Before your destination, the doors open, and voice from the back of the elevator requests people to move out of the way. A medical resident who was also on rounds this morning pushes forward, looks over at you, and leaves.

What went wrong? How do you proceed?
Let’s change the scenario again. What would be your course of action if it were the attending in the elevator?

Would it change?

As an ambassador of pharmacy, what role do you have in upholding its image?
You are a student pharmacist at an APhA annual meeting exploring the city with friends. Your group decides to veer off and enjoy a night on the town separate from other student pharmacists. Your evening starts of low key with dinner, until you all decide to check out a dance club with hard to turn down beverage specials.

What would you do or not do?
Scenario #3

How would your actions change if the scenario you were in had:

• Students from other schools
• Pharmacists and/or faculty members
• Family on a vacation
Reflect on your commitment to pharmacy and make your pledge today. Share with your neighbor if you feel comfortable.

I Pledge to

Write in what you will do to everyday to support your vision and image of pharmacy on your pledge card.
Pharmacy stands for service and I pledge to stand for those who can’t
Pharmacy stands for **Pride** and I pledge to **always be positive**.
Pharmacy stands for Trust and I pledge to make the right decision rather than the easy one.
Pharmacy stands for **compassion** and I pledge to **carry oneself** with professional presence, even if the situation persuades me otherwise.
Final Thoughts

✓ We are advocating for ourselves

✓ We are marketing for pharmacy
  • EVERYDAY
  • AT ALL TIMES

✓ Make Your Commitment TODAY! Keep your card as a reminder of your pledge to pharmacy.
Education Standing Committee

mlgsmith@email.unc.edu
sawettergreen@jacks.sdstate.edu
david.koren@temple.edu
lakdawalals@vcu.edu