

**Course Number and Title:**

PYPC 5210 - Pharmacy Practice Development, Management, and Evaluation 1

**Credit Hours:** 3**Prerequisites:** Second year PYDI Standing**Corequisites:** None**Course Description:**

Provides students with an overview of the development, management, and evaluation of systems that support the provision of pharmaceutical care for patients in multiple health systems.

**Date:** November 12, 2004**Reading Materials:**

Title: Pharmacy Management  
Editors: Desselle and Zgarrick  
Publisher: McGraw Hill, 2005  
ISBN: 0071418695

**Course Ability Based Outcomes**

1. Provide Appropriate Pharmacotherapy Interventions to Individual Patients
2. Manage the Pharmacy Within the Organization's Business Plan
3. Develop Practice and Leadership
4. Participate in Public Health and Professional Initiatives and Policies

**Course Objectives:**

By the end of this two course sequence the student should be able to:

1. Articulate a philosophy of practice that drives their business planning process.
2. Compare and contrast different business models within which pharmaceutical care can be practiced.
3. Describe and use marketing techniques such as a needs analysis, SWOT analysis, product/service selection and promotion to compile a marketing plan.
4. Describe the process of evaluating and selecting systems (i.e. dispensing, data management, telecommunications, inventory control systems, etc) to support the provision of pharmaceutical care.
5. Describe the optimal pharmacy layout to provide pharmaceutical care.
6. Describe a workflow process to minimize dispensing errors.
7. Identify the personnel management needs in a pharmaceutical care practice.
8. The student will compare and contrast cost-effectiveness, cost-minimization, cost-utility, and cost-benefit analyses.
9. The student will describe at least two sources of cost data.

10. The student will be able to calculate an expected cost and expected outcome using a decision tree.
11. The student will be able to conduct an incremental analysis and interpret the results.
12. Given a specific pharmacy service, the student will identify the important costs and outcomes that should be considered when evaluating the service.
13. After reading the relevant material and participating in class lectures and discussions, the student will prepare and present a business plan for their ideal practice.

## **Course Content**

### **Week Topic**

1	Philosophy of Practice / Pharmaceutical Care / Standards of Care
2	Pharmacy Business Models
3	Managed Care <b>Test 1</b>
4	Needs / SWOT Analysis
5	Pharmaceutical Care Marketing
6	Pharmaceutical Care Marketing (Continued)
7	Practice Niches and e-Commerce
8	<b>Midterm Exam</b>
9	Pharmacy Layout / Security / Workflow Management
10	Patient Safety / Dispensing Errors / Dispensing Systems
11	System Development / Hardware / Software Selection
12	Telecommunication / Automation / Adherence Systems <b>Test 2</b>
13	Creating and Using Databases / Documentation
14	Managing Data / Privacy / Confidentiality / Data Security
15	Personnel Management  <b>Final Exam</b>

## Methods of Evaluation

Students will be evaluated on a number of class activities. The points earned on each activity will count toward the final course grade. The activities and their weights are as follows:

1.	Tests (Two test worth 10% each) . . . . .	20%
2.	Midterm Exam . . . . .	15%
3.	Comprehensive Final Exam . . . . .	25%
4.	Business Plan Development Part 1 (Group Project) . . . . .	20%
5.	Medical Record (on PPE Patient) . . . . .	5%
6.	Patient Education PowerPoint Presentation (topic must be preapproved) . . . . .	10%
7.	Portfolio Assignment . . . . .	5%

## GRADING

Final grades will be determined using a scale of:

- A = 90% and higher
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = 59 and below

## Policy Statements

**Late Assignments:** Assignments turned in past the deadline date will receive a 10% reduction in grade for each day late.

**Examinations:** The exams and tests will be drawn from the lectures, assigned readings, handouts, class discussions, and guest presentations.

**Grading of Assignments / Tests / Exams:** Scores for all graded elements will be available as soon as possible on the course website.

Students may challenge any graded element by

1. Submitting a written evidenced-based challenge with appropriate supporting documentation to back up the challenge. The appropriate supporting documentation consists of a photocopy of the reference that was used as a basis for the challenge with the applicable text highlighted.
2. Faculty must receive the challenge within two (2) business days of the graded material being made available.
3. The item in question along with the evidenced-based challenged will be reviewed by the question author one other faculty member. The review committee may DECREASE the points awarded for the original response, MAINTAIN the points awarded for the original response, or INCREASE the points awarded for the original response based on the evidence provided. The decision of this committee will be final.
4. Only serious, professionally worded, evidence-based challenges will be considered.

**Conduct and Academic Dishonesty:** A professional demeanor is expected at all times during large group and team activity sessions. For the benefit of your classmates, all cell phones, pagers, and other electronic communication devices that may disrupt the class must be turned off

prior to the start of class. Failure to do so may result in confiscation of the disruptive item(s). Students engaging in disruptive behavior may be asked to leave the classroom.

The student is responsible for reading and abiding by the provisions of the Auburn University Harrison School of Pharmacy Honor Code (the Honor Code). Violations of the Honor Code include but are not limited to the following:

- Printing, duplicating, recreating, or saving to a file any test question, exam question, or unauthorized homework file.
- Working on a test, exam, or any individually graded assignments with the assistance of any one else.
- Taking a test, exam, or completing any graded assignment using another student's ID.

A student is responsible for reporting to the course coordinator any student whom he/she observes engaging in one of these activities and any student who indicates to that he/she has engaged in one of these activities.

### **Class Attendance and Missed Work**

#### Attendance Policy

1. The student is expected to attend and participate in all lectures.
2. The student is expected to carry out all assigned work and to take examinations during the class period designated by the instructor.
3. The regularly accepted time for class to begin is \_\_: \_\_ \_\_M. If the instructor does not convene class within fifteen minutes after the hour, it may be assumed that class is canceled for that day.
4. It is the University policy that all classes will be as scheduled on the last day before and the first day after holiday periods designated by the University.
5. Unresolved problems regarding class attendance, grading policies or other issues involving the class should be discussed with the instructor. If the student is not satisfied with the results of these discussions, he or she should follow the Auburn University School of Pharmacy procedures for handling course-related disputes.

#### Make-Up Work

1. Arrangements to make up missed work due to excused absences are to be initiated by the student.
2. A student will be allowed to make up any missed exams as long as the instructor is notified prior to the exam. Such absences must be for legitimate, documented purposes as indicated in the Auburn University Handbook. Make-up exams will be taken at the convenience of the instructor and most likely will not take place during regularly scheduled class time.
3. No students will be allowed to take an exam prior to the scheduled date and time.

#### **Special Needs:**

It is the policy of Auburn University to provide accessibility to its programs and activities and reasonable accommodation for persons defined as having disabilities under Section 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act of 1990.

Students should contact the instructor at the beginning of the semester so that accommodations can be arranged. Students should also contact the Program for Students with Disabilities 1244 Haley Center, phone: (334) 844-2096.