

PHPR 614
Pharmacy Practice Management

Time: Monday, Tuesday and Wednesday
3:30pm to 4:40

Room: 2048 Malott Hall

Credit Hours: 4

Instructor: Dennis W. Grauer, Ph.D.

“Research is what I’m doing when I don’t know what I’m doing” - Frank Lloyd Wright

Office: Lawrence – 6th Floor Malott Hall
KUMC – B400 KUMC

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Office Hours: Monday, Tuesday, Wednesday (or by appointment)
11:00am to 1:00pm

Required Texts: *“From the moment I picked your book up until I put it down I was convulsed with laughter. Some day I intend on reading it” - Groucho Marx*

“The man who does not read good books has no advantage over the man who cannot read them” - Mark Twain

Carroll NV. Financial Management for Pharmacists, 2nd ed. Williams and Wilkins Publishing;1998. **(to purchase at bookstore)**

NCPA - Searle Digest. Alexandria,VA;NCPA;1999. **(online - BlackBoard)**

Wall Street Journal. **(optional – sign up in class)**

Course

Philosophy: *“Education is a progressive discovery of our own ignorance” - Will Durant*

“I have never let my schooling interfere with my education” - Mark Twain

Practice management includes activities involving administrative and behavioral science techniques to manage “the business of pharmacy practice”. Topics and information will be borrowed from the disciplines of business management, accounting, economics, finance, marketing, operations research and applied to the practice of pharmacy. Thus, this course will focus on the comprehensive management process of a pharmacy practice environment.

Course Objectives:

"Most people would sooner die than think; in fact, they do so" - Bertrand Russell

Each section of the course will list specific objectives associated with the covered material. In general, upon completion of this course, students should be able to explain, understand and apply pharmacy practice management techniques in the following general areas:

- Personal financial management
- Business management
- Pharmacy financial management
- Operations management
- Human resource management
- Communications management
- Marketing management
- Pharmacoeconomic and outcome analysis
- Quality improvement/risk management

Course Grading

Criteria:

Grades will be determined based on the student's performance on exams, quizzes, short essay, term paper and exercises.

Exams:

There will be three exams given in the course: two midterm examinations and one final examination. The final examination will *not be cumulative*. Each examination will consist of approximately 40 to 50 questions. The exams may contain a true-false section, multiple-choice section and/or a short answer section. NOTE: Reading material assigned in the course will be included in exam questions regardless if the material is covered in the lecture. Students can expect 5 to 7 exam questions taken directly from reading material. Exercise material utilized in lecture may also be used for the generation of exam questions.

Exams will last a maximum of 2 hours or until 90% of the students are finished with the exam. During the exam, only pencils or pens are allowed to be on the desktops. No hand held computers are allowed (e.g., Palm Pilots, Visors, etc.).

Exams will not be returned to students. Graded examinations will be made available to students to review during class one week after it has been taken. The exams will not be available 1 minute before this time, so do not ask! Grades will also be posted one week after it has been completed on the 6th floor of Malott Hall. Any discussion of grading will occur during office hours not during class.

NO MAKE-UP EXAMS WILL BE GIVEN!!! If you have an emergency, notify the instructor prior to the exam (e.g., leave a message). Failure to do so will result in a score of zero for the exam.

Quizzes/

Exercises:

Ten quizzes and 10 exercises will be given during the course. The quizzes may or may not be announced before they are given. Unfortunately for you, the students, the instructor will decide when to give quizzes. Each quiz will consist of approximately 5 questions. Each exercise will be completed in-class or as a take home assignment. **THE LOWEST SCORE ON A QUIZ OR EXERCISE WILL BE DROPPED!**

ABSOLUTELY NO MAKE-UP QUIZZES OR LATE EXERCISES WILL BE ACCEPTED!!!! If you have an emergency, you need to let me know prior to the class period. Remember you may not know when a quiz is given.

Essay/Project: Each student is responsible for completing two short essays or projects (maximum of 5 double spaced typed pages) that deal with a topic covered in the course or a management issue facing pharmacy. The student may pick the topic from the list of ideas given (see Essay/Project Handout) or may select their own topics with approval in advance by the instructor.

Grading Scale: A: 90.00 or more
 B: 80.00 – 89.99
 C: 70.00 – 79.99
 D: 60.00 – 69.99
 F: less than 59.99

Grading Criteria:

Assignment	% of Course Grade	Points	Due Date/Date Given
Midterm 1	20	100	October 1
Midterm 2	20	100	November 12
Final	20	100	December 15
Quizzes	10	50	????
Exercises	10	50	PRN
Essay/Project 1	10	50	October 15
Essay/Project 2	10	50	November 25

Course

Operations: Students are highly encouraged to be a proactive learner. Objectives for each section are provided in the outlines. These objectives are designed to help students prepare for class and will help guide student efforts in learning the material for the course. Take the time (about 2 minutes) to review the objectives prior to each lecture.

Outlines: At the start of each new topic, the students will be provided a copy of the lecture outline. The outlines are designed to limit the amount of in-class writing by students. Thus, students will have the time and energy to focus on discussion and participation.

The outlines will contain specific objectives for the topic, reading assignments for the topic and the lecture notes.

Reading: Reading is a required activity in this course. All students are expected to read the assigned material. At least, the student should skim the material. Remember, reading material will be used for exam question generation.

Attendance: An important part of being a professional is sharing thoughts and learning from each other in dialogue. Discussion is expected and will be prompted. It will be difficult to participate if you are a ghost. ***Attendance will be taken.*** In addition, the unannounced quizzes and exercises will impact grades. Students are responsible for obtaining all materials from the course for days in which the student is absent.

Classroom

Behavior: Pagers and cell phones should be turned off! Any behavior, as determined by the instructor, that disrupts the class will be promptly addressed. Students involved may be asked to leave the class. These students will require written permission from the Dean or Associate Dean to return.

Individual

Responsibility: Although it is a good idea to join in corporate learning, it is not a good idea during exams, quizzes, essays, etc. Independent work is demanded!!! Each student must do his or her own original work. If you use others work, you **MUST** cite the material. If the instructor finds any plagiarism – the student will fail the assignment and the course. Please refer to the University of Kansas School of Pharmacy Student Handbook for policies and procedures concerning academic behavior. Mis-behavior will be quickly and strictly dealt with.

Disability/

Special Needs: Any student in this course who has a disability that may prevent him/her from fully demonstrating his/her abilities should contact me personally as soon as possible so we can discuss accommodations necessary to ensure full participation in this course and your college experience.

“Good teaching is one-fourth preparation and three-fourths theater” – Gail Godwin

Class Schedule

The University of Kansas, School of Pharmacy
Fall, 2003

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Pharmacy Practice Management

<i>Date</i>	<i>Section</i>	<i>Topic</i>	<i>Notes</i>
Aug 25	<i>Introduction to Course Personal Financial Management</i>	Introduction to personal finance Cash management	
Aug 26		Personal Risk Management	
Aug 27		Wealth creation (investing)	
Sept 1	NO CLASS	NO CLASS (Labor Day)	
Sept 2		Retirement Estate Planning	
Sept 3	<i>Basic Business Management</i>	Introduction to basic management. Planning	
Sept 8		Organizing	
Sept 9		Leadership/Supervising	
Sept 10		Controlling Project Management	
Sept 15	<i>Financial Management</i>	Introduction to financial mgmt. Accounting basics/equation Financial statements	
Sept 16		Cost accounting/Breakeven	
Sept 17		Ratio analyses	
Sept 22		Ratio analyses	
Sept 23		Budgeting/Forecasting	
Sept 24		Purchasing a pharmacy Establishing a new pharmacy	
Sept 29		Lease evaluation Location analysis	
Oct 30	Catch-Up/ Review Day		
Oct 1	MIDTERM EXAM 1		
Oct 6	<i>Operations Management</i>	Introduction to operations	
Oct 7		Pricing	
Oct 8		Inventory	

<i>Date</i>	<i>Section</i>	<i>Topic</i>	<i>Notes</i>
Oct 13		Purchasing	
Oct 14		Evaluation of 3 rd party contracts	
Oct 15		Entrepreneurship	DUE: Essay/Project 1
Oct 20	TBA		
Oct 21	TBA		
Oct 22	TBA		
Oct 27	<i>Human Resources Management</i>	Introduction to human resources Motivation	
Oct 28		Recruitment, selection, hiring, and training Employment law	
Oct 29		Performance appraisal Time management	
Nov 3		Conflict management	
Nov 4		Communication management	
Nov 5		Change management	
Nov 10	<i>Marketing Management</i>	Introduction to marketing Consumer Behavior	
Nov 11	Catch-Up/Review Day		
Nov 12	MIDTERM EXAM 2		
Nov 17		Marketing strategy	
Nov 18		Developing a business plan	
Nov 19		Marketing services Merchandising/Layout design	
Nov 24	<i>Pharmacoeconomic and Outcome Analyses</i>	Introduction to pharmacoeconomic evaluation	
Nov 25		Cost analysis	DUE: Essay/Project 2
Nov 26	NO CLASS	NO CLASS (Thanksgiving)	
Dec 1		Decision Analysis Cost effectiveness analysis	
Dec 2		Cost effectiveness analysis	
Dec 3		Cost effectiveness analysis	
Dec 8		Cost utility analysis	
Dec 9		Cost benefit analysis	
Dec 10	Catch-Up/Review Day	Health-related quality of life	
Dec 12	STOP DAY		
Dec 15	Final Exam 4:30pm to 7:00pm	2048 Malott Hall	