

## Course Syllabus

### PHARMACISTS AND PHARMACY IN THE HEALTH CARE SYSTEM (S&A PHM 414)

#### I. Course Goals

The goals of this course are to introduce 1) the health care system and how pharmacy fits within the health care system, 2), finance, economics, and pharmacoeconomic decision analyses in pharmacy practice, and 3) concepts of pharmacy markets and marketing pharmacy goods and pharmacist services

#### II. Course Staff

**Course Coordinator** - David A. Mott, R.Ph., Ph.D. (DAMott @pharmacy.wisc.edu)  
Room 2509 Rennebohm Hall, Phone: 265-9268; Mailbox # 201  
Office Hours: W,R 1:20-2:10.

David H. Kreling, R.Ph., Ph.D. (DHKreling@pharmacy.wisc.edu)  
Room 2521 Rennebohm Hall, Phone: 262-3454; Mailbox # 211  
Office Hours: W, R 1:20-2:10.

#### Teaching Assistants

Pharmacist Sudha Boddapati, (sboddapati@pharmacy.wisc.edu)  
Rm 2504 Rennebohm Hall, Phone 262-6534

Pharmacist Jessie Dzvimbo (jwdzvimbo@pharmacy.wisc.edu)  
Rm 2505 Rennebohm Hall, Phone 262-4723

#### III. Textbooks and Course Materials

##### A. Readings:

1. David A. Holdford, Marketing for Pharmacists, APhA, 2003
2. Readings Packet (available from Student Senate sales)
3. Other readings on Reserve in the Pharmacy Library as needed.

##### B. S&A PHM 414 Webpage

The S&A PHM 414 webpage presents an abbreviated course syllabus and information regarding course policies, course news and announcements, assignments, and office hours. The Internet address for the webpage is: [www.pharmacy.wisc.edu/courses/732-414](http://www.pharmacy.wisc.edu/courses/732-414). The log in is: 732-414. The course password is: *pharmacists*. We will add and update information throughout the semester so we expect that you will access the webpage regularly. Lecture reading assignments, learning objectives and lecture slides

can be downloaded from the 414 Website before lecture to aid note-taking in class.

#### IV. Course Operations

##### Lab sessions

The discussion sections will meet every week as scheduled. These sessions are designed as drop-in sessions for questions and answers and problems sets throughout the semester. Attendance is optional but encouraged if you have questions pertaining to course material.

##### Applications Paper

You will write a paper applying course concepts to a current publication. The paper will provide an opportunity to demonstrate your understanding of how course concepts apply to pharmacy practice. Although sharing thoughts and learning from peers is an important part of being a professional and advancing science, individual responsibility also is paramount. Independent work is expected on task products associated with the course (paper and exams). Ideas devised or suggested by others may be incorporated into your work but they should be expressed, interpreted, and defended with your original and individual thoughts. You bear the ultimate responsibility for work turned in.

The papers should be handed in on time. No credit will be given to any paper that is late.

##### Student Participation

We use an active approach to learning. Course materials provide you with assigned readings, learning objectives, and slides for each lecture. This creates a format that you can use to integrate material from the lecture itself, from the assigned readings, and in-class exercises. The learning objectives will assist you in mastering the material.

As a health care professional one of your responsibilities will be sharing your thoughts and suggestions with peers, colleagues and patients -- a critical process that involves professional dialogue and communication. We encourage you to participate in class and lecture.

Lectures are **not** intended to repeat information from your reading assignments. Information from the reading assignments will be used to integrate and apply knowledge, concepts and theories to pharmacy and pharmacy practice. Our goal is to enable you to better understand why and how things happen in pharmacy practice by identifying and relating key concepts to what is happening. A priority for our class time is to go beyond the readings and apply course concepts and principles to current events and issues in pharmacy.

##### Exam Procedures

No questions will be answered while an examination is in process. This policy helps the examination to be equitable to all students and avoids disrupting proximal students while attempting to field questions during an exam. Graded exams are not returned to students; access to individual graded exams will be available during a discussion time or via faculty office hours and/or appointment.

If there are extenuating circumstances (e.g. death in the family, hospitalization, confirmed illness, official school business, etc.) that warrant exceptions scheduled exams, Dr. Mott must be notified **in advance**. If an emergency arises, you should notify Dr. Mott as soon as possible. Exam dates will not be changed to accommodate work schedules. Please plan accordingly.

Students with a documented disability and wish to discuss academic accommodations, please schedule an appointment for such discussion with Prof. Mott (via phone or e-mail) within the first two weeks of the semester.

### Academic Integrity

You are expected to adhere to all University and School of Pharmacy standards regarding academic integrity. University academic standards are outlined in Chapter 14 of the Wisconsin Administrative Code (UWS 14); School of Pharmacy standards are outlined in the document *Academic Standards - Undergraduate and Professional Programs*. If you are not familiar with these documents, you are responsible for accessing, reading and understanding them.

The course staff retains the right to implement any policies designed to help prevent academic misconduct in this course.

## V. Grading

Your grade will be determined by two mid-term exams, and the final exam. Exams are not cumulative.

### Point allocations:

	Point Values	Dates
Exam 1	100	March 1
Exam 2	100	April 8
Concept Application Paper	30	May 7, 5:00 pm CDT or anytime before.
Final Exam	70	May 15
Total Course	300	

### Grading Scale:

93-100%	A	279-300 points
89-92%	AB	267-278 points
85-88%	B	255-266 points
81-84%	BC	243-254 points
76-80%	C	228-242 points
70-75%	D	210-227 points
less than 70%	F	Less than 210 points

#### **IV. Topic Outline and Timetable**

##### **Unit 1: Pharmacy in the Health Care System**

Week 1:	1/21	LECTURE: Introduction and Overview
	1/23	LECTURE: Overview of the Health Care System
Week 2:	1/26	LECTURE: Private System Players and Their Functions
	1/28	LECTURE: Private System Players and Their Functions
	1/30	LECTURE: Managed Care: What It Is, How It Works, What's Ahead
Week3:	2/2	LECTURE: Public System: Medicaid
	2/4	LECTURE: Public System: Medicare
	2/6	LECTURE: Trends in Coverage
Week 4:	2/9	LECTURE: Pharmacy Systems - Players, Functions, Effects
	2/11	LECTURE: Pharmacy Systems - Players, Functions, Effects
	2/13	LECTURE: Pharmacy Systems - Players, Functions, Effects
Week 5:	2/16	LECTURE: Managing Drug Use
	2/18	LECTURE: Managing Drug Price 1
	2/20	LECTURE: Medicare Drug Coverage
Week 6:	2/23	LECTURE: Managing Drug Price 2
	2/25	LECTURE: Disease State Management
	2/27	LECTURE: Open/Exam Prep
Week 7:	3/1 (evening)	Exam 1

##### **Unit 2: Pharmacy Economics**

GOAL: To understand costs and cost behaviors in relation to reimbursement/payments in pharmacies and how to evaluate pharmaceuticals and pharmacist services in the health care system.

Week 7, continued:

3/3 LECTURE: Pharmacy Costs and Cost Accounting  
3/5 LECTURE: Pharmacy Costs and Cost Accounting, continued

Week 8: 3/8 LECTURE: Costs and Financial Information/Reports  
3/10 LECTURE: Cost Determinations and Evaluations in Pharmacy  
3/12 LECTURE: Pricing and Reimbursement Determinations

SPRING BREAK, 3/13-21

Week 9: 3/22 LECTURE: Pricing and Reimbursement Determinations, continued  
3/24 LECTURE: Evaluating Prescription Reimbursement  
3/26 LECTURE: Pharmaceutical Care Reimbursement

Week 10: 3/29 LECTURE: Economic Evaluations & Outcomes  
3/31 LECTURE: Pharmacoeconomic Tools for Analysis  
4/2 LECTURE: Pharmacoeconomics in Practice

Week 11: 4/5 LECTURE: Patient Outcomes and Measurement  
4/7 LECTURE: Open/Exam Prep  
4/8 (evening) Exam 2

### **Unit 3: Pharmacy Markets & Marketing in Health Care and Society**

GOAL: To learn and apply selected economic, marketing, and consumer behavior concepts that are applicable to pharmacy practice environments and integrated health care systems

Week 12: 4/12 LECTURE: An Economic Perspective of Markets  
4/14 LECTURE: Marketing, Exchanges, and Marketing Approaches  
4/16 LECTURE: Market Segmentation, Target Marketing, & Marketing Strategies

Week 13: 4/19 LECTURE: Patient Needs & the Consumer Buying Process  
4/21 LECTURE: Pharmacy/Pharmacist Products  
4/23 LECTURE: The Marketing Process for Pharmacy/Pharmacist Products

Week 14: 4/26 LECTURE: Promoting Pharmacy/Pharmacist Products  
4/28 LECTURE: Pricing in the Marketing Mix  
4/30 LECTURE: Consumer Evaluation of Services

Week 15: 5/3 LECTURE: Pharmacy Marketing in the Health Care System  
5/5 LECTURE: Applying Marketing Concepts  
5/7 LECTURE: Course Wrap Up

FINAL EXAM: 5/15, 10:05 AM