

## Key Strategies for Launching a Pharmacy PBRN Initiative

### Key Question - How do you establish relationships with key stakeholders in order to further PBRN development?

#### Strategy 1 – Establish relationships with key stakeholders

<b>Driver 1 – Identify Stakeholders</b>	
<i>Goals</i>	<i>Actions</i>
Cast a wide net to identify interest among prospective researchers/practitioners	Approach pharmacy organizations
	Approach pharmacy preceptors
	Approach school alumni
Identify consumer interests	Conduct brown bag sessions
	Meet with civic organizations
	Meet with advocacy groups
	Meet with public health groups
	Meet with government agencies
Identify resources	Research funding agencies
	Discuss with deans, department chairs
	Meet with government officials
	Forge partnerships (interdisciplinary, individuals)
Conduct brown bag sessions	Tie in with existing brown bag sessions
	Deliver well created messages relevant to their needs
Partner with civic organizations	Get an invitation to speak
	Deliver well-crafted message
	High profile speaker
Partner with advocacy groups	Get an invitation to speak
	Deliver well-crafted message
	High profile speaker
Research public health/government sources	Know their agenda
	Understand which agency to contact
Approach pharmacy organizations and Foundations	Conduct presentations at meetings
	Meet with leaders
	Communicate via e-mail; website; regular mail
Engage preceptors	Communicate via e-mail
	Support peer recruitment
Engage alumni	Communicate via e-mail
	Support peer recruitment
	Publish in newsletter

## Key Strategies for Launching a Pharmacy PBRN Initiative

<b>Driver 2 – Define the concept of the PBRN</b>	
<i>Goals</i>	<i>Actions</i>
Develop a service description	Conduct a literature evaluation
	Gather opinions
	Solicit feedback
Design an organizational structure	Appoint an Advisory Board
	Develop governance and procedures
	Determine staffing and management
	Access legal consultations
Describe the purpose, goals and scope	Define end points
	Identify measurement instruments
	Determine frequency of measurement

## Key Strategies for Launching a Pharmacy PBRN Initiative

**Key Question – How do you develop a rigorous and robust PBRN research program that studies and improves patient care?**

**Strategy 2 – Develop a rigorous and robust research program that studies and improves patient care**

<b>Driver 1 – Identify funding sources</b>	
<i>Goals</i>	<i>Actions</i>
Identify seed funding for development	Leverage institutional resources
	Rely on donors/membership fees
	Inquire about local foundation or organizations
	Apply to AHRQ, HRSA
Identify funding for ongoing infrastructure support	Leverage institutional resources
	Draw on donors/membership fees
	Approach local foundations/organizations
	Apply to AHRO, HRSA
Identify funding for pilot studies	Initiate large-scale studies (NIH)
	Leverage institutional resources
	Apply to NIH/AHRQ for R03 awards
	Seek support from PhRMA companies
	Ask Foundations
	Seek state funds (tobacco)
	Approach professional organizations
	Seek program pilot funding (NIH)
Affiliate with an NIH CTSA	
Identify funding for large scale studies	Apply to NIH/AHRQ for R01 awards
	Seek a Center grant
	Ask Foundations
	Research CDC, CMS, HRSA project grants

## Key Strategies for Launching a Pharmacy PBRN Initiative

<b>Driver 2 – Determine topic focus</b>	
<i>Goals</i>	<i>Actions</i>
Perform needs assessment and gap analysis	Perform literature review
	Identify and consult thought leaders
	Survey patients and providers
	Mine secondary data
Assess feasibility	Assess unique population characteristics
	Consider duration of study/create timelines
	Gauge provider and researcher availability
	Plan and budget resources
Consider agency funding priorities	Conduct grant search (NIH, Foundations, national, state and local, organizations)
	Make personal contact with key funders
	Seek collaborations/consulting with colleagues

<b>Driver 3 – Develop PBRN Structure</b>	
<i>Goals</i>	<i>Actions</i>
Identify leaders	Find existing experts
	Collaborate with national organizations
	Identify a home for PBRN activities
Identify stakeholders and partners	Network with other healthcare professionals
	Collaborate with other networks
	Recruit pharmacy practitioners
	Collaborate with state/national organizations
	Develop relationship with relevant IRB
Create vision statement, mission, and bylaws	Conduct a retreat for leaders and stakeholders
	Develop a catchy acronym
	Create a marketing plan
	Define scope of PBRN
Secure resources	Locate space, technology, personnel
	Seek out funding groups
Establish communication procedures	Establish access to an IT group
	Assess communication resources of network participants
	Determine data flow
	Communicate responsibilities/expectations
	Ensure secure communication and storage of data

## Key Strategies for Launching a Pharmacy PBRN Initiative

### Key Question – How do you empower and educate pharmacists to participate in practice based research?

#### Strategy 3 – Empower and educate pharmacists to participate

<b>Driver 1 – Develop a resource center for PBRN</b>	
<i>Goals</i>	<i>Actions</i>
Develop an internet based tool kit	Include protocols
	Solicit and post documentation tools
	Develop and distribute data collection tools
	Provide a source of drug information
Provide access to clinical guidelines	
Research potential funding avenues	Provide listings of potential funding sources
	Send funding leads via blast e-mails
Develop policies and procedures for PBRNs	Post job description templates
	Develop and post model agreements for authorship
	Develop and post Model agreements for financial agreements
	Research responses to IRB issues

<b>Driver 2 – Develop tools to facilitate networking</b>	
<i>Goals</i>	<i>Actions</i>
Develop a list serve	
Host an annual conference	
Develop a monitoring system	Implement a mini-sabbatical
Institute a visiting practitioner/scientist program	

<b>Driver 3 – Identify and disseminate practitioners best practice models</b>	
<i>Goals</i>	<i>Actions</i>
Publish examples of best practices	Work with AJPE to include a section partner with JAPhA's pharmacy media
Develop a list of experts as a resource	

## Key Strategies for Launching a Pharmacy PBRN Initiative

<b>Driver 4 – Develop education and training</b>	
<i>Goals</i>	<i>Actions</i>
Develop human subject training	
Develop training on disease management/clinical skills	
Develop training on research methods	
Develop training on grant writing	
Involve students in training programs	
Develop advocacy information to support funding requests	

## Key Strategies for Launching a Pharmacy PBRN Initiative

### Key Question – How do you engage patients in practice-based research?

#### Strategy 4 – Engage patients in practice based research

<b>Driver 1- Build relationships with patients</b>		
<i>Goals</i>	<i>Actions</i>	<i>Tactics</i>
Develop and reinforce one-on-one patient-pharmacist relationships	Create stability	Demonstrate consistent and high quality care
		Have standardized training and expectations for pharmacists
Nurture the relationship of patient with practice site	Build trust	Demonstrate respect and reliability (e.g., know names)
		Be responsive
	Foster communications	Communicate frequently and routinely
		Demonstrate empathy
		Provide a conducive environment
Create public awareness of the value of the profession	Develop a consistent message	
	Engage in marketing to communicate the message	Advertise
		Influence 1 person at a time through personal selling
		Conduct PR (e.g. health fairs)
		Use direct marketing (e.g., mail, bag stuffers)
		Have a crisis management plan for negative PR

<b>Driver 2 – Remove barriers to participation in research</b>		
<i>Goals</i>	<i>Actions</i>	<i>Tactics</i>
Facilitate patient enrollment	Use technology to simplify the process	Facilitate scheduling
		Facilitate patient eligibility/selection
	Train/educate staff	Develop and implement procedures
		Explain purpose/benefits of research

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		Develop inclusion criteria
		Explain global knowledge of research project structure
	Involve stakeholders	Identify potential patients
		Advertise the study
		Enroll on site of employer
Integrate research into the pharmacy experience	Involve practice site in research design	Ensure practice drives research instead of research driving practice
	Use technology	Educate patients/staff on use of technology
		Make technology part of normal practice
Reinforce and ensure safety and minimize risk	Inform patients of IRB oversight	
	Inform patients of emergency plans/ monitoring	
	Educate patients about <u>possible</u> risks	