

UNC Eshelman School of Pharmacy

Medication Optimization Catalyst Events



NOVEMBER 2022

Inaugural Medication Optimization Catalyst Event hosted in Chapel Hill, NC. Focused on health care payers, providers, and pharmacy leaders

MARCH 2023

Follow-up Medication Optimization Catalyst Event hosted in Chapel Hill, NC. Designed to continue the conversation to identify collaborative opportunities to advance medication optimization.

JANUARY 2024

The first regional Medication Optimization Catalyst Event hosted in Benson, NC, bringing together stakeholders from Johnson and Hartnett counties.

FEBRUARY 2024

Medication Optimization Catalyst Events are on the road again for a second regional event in Asheville, NC. This event aimed to educate on community pharmacy policy changes to advance effective models across NC.

SEPTEMBER 2025

Regional Medication Optimization Catalyst Events continue, this time in partnership with the North Carolina Association of Family Physicians (NCAFP). Hosted in Concord, NC, this event brought together Cabarrus, Mecklenburg, Rowan, Lincoln, Iredell, Union, and Gaston counties.

**Save
The Date!**

CONCORD REGIONAL TEAM-BASED CARE CATALYST EVENT

September 25, 2025

5:30pm – 8pm

Dinner Provided



**NORTH CAROLINA ACADEMY
of FAMILY PHYSICIANS**



**ESHELMAN SCHOOL
OF PHARMACY**

Made possible through the support of UnitedHealthcare Community & State Plan.

You are cordially invited to join family physicians, pharmacists, and healthcare leaders from Cabarrus, Mecklenburg, Rowan, Lincoln, Iredell, Union and Gaston counties, along with legislative leaders from the North Carolina General Assembly to learn about new collaborative opportunities for family physicians and pharmacists to improve patient outcomes and engagement.

Learn how physician-supervised collaborative practice arrangements with pharmacists can:

- Improve chronic care management
- Increase patient and provider satisfaction
- Enhance revenue opportunities

Atrium Health Primary Care Cabarrus Family Medicine

2nd Floor Conference Center
270 Copperfield Boulevard
Concord, NC 28025

Register today!



We hope you can join us!

If you have any questions, please contact

Greg Griggs (ggriggs@ncafp.com) or Jon Easter (jceaster@unc.edu)

Team-based Care Regional Catalyst Event

- Date: September 25
- Location: Concord, NC
- Meeting Agenda:
 - 5:30 - 6:00pm Networking and Connecting
 - 6:00pm Buffet Dinner
 - 6:15-6:45pm Welcome, Opening Remarks and Special Guest Remarks
 - Greg Griggs, Executive Director and CEO, NCAFP
 - Kim Brouwer, PhD, PharmD, Dean, UNC Eshelman School of Pharmacy
 - Members of the NC General Assembly
 - 6:45-7:45pm Team-based Care and Collaborative Practice Discussion
 - Family Medicine and Community Pharmacy Partnerships
 - Joe and Ashley Moose, PharmD, Moose Pharmacy
 - Family Practice Residency Program Training with Pharmacists
 - Benjamin “Frankie” Simmons, MD, Atrium Health Union Family Medicine
 - Understanding and Implementing the New Collaborative Practice Legislation (HB67)
 - Tom Wroth, MD, CEO CCNC
 - Jon Easter, BSPHarm, Professor, UNC ESOP
 - 7:45-8pm – Wrap up, Next Steps and Conclusion

Appendix 4. References

1. The University of North Carolina. Eshelman School of Pharmacy. "Path to 2030 Strategic Plan." <https://pharmacy.unc.edu/strategic-plan/>
2. UNC Eshelman School of Pharmacy. Practice Advancement and Clinical Education. "March Medication Optimization Catalyst Event Summary." 29 August 2023. <https://cmopp.web.unc.edu/2023/08/march-medication-optimization-catalyst-event-summary/>
3. The University of North Carolina. Eshelman School of Pharmacy. "Statewide collaboration to improve patient health one community at a time." 2 February 2024. <https://pharmacy.unc.edu/2024/02/02/statewide-collaboration-to-improve-patient-health-one-community-at-a-time/>
4. The North Carolina Academy of Family Physicians. "Concord Regional Team-based Care Catalyst Event." 25 September 2025. <https://www.ncafp.com/content/static/PDF%20Presentation%20Slide.pdf>
5. UNC Eshelman School of Pharmacy. Practice Advancement and Clinical Education. "Catalyst Series: Expanding Comprehensive Medication Reviews Offerings." 12 September 2023. <https://cmopp.web.unc.edu/2023/09/catalyst-series-expanding-comprehensive-medication-reviews-offerings/>
6. UNC Eshelman School of Pharmacy. Practice Advancement and Clinical Education. "Catalyst Series: Optimizing Medication Delivery and Adherence through our MAC Pack Program." 26 September 2023. <https://cmopp.web.unc.edu/2023/09/catalyst-series-optimizing-medication-delivery-and-adherence-through-our-mac-pack-program/>
7. UNC Eshelman School of Pharmacy. Practice Advancement and Clinical Education. "Catalyst Series: UNC Hospitals and CPESN Transitions of Care Partnership." 23 October 2023. <https://cmopp.web.unc.edu/2023/10/catalyst-series-unc-hospitals-and-cpesn-transitions-of-care-partnership/>
8. UNC Eshelman School of Pharmacy. Practice Advancement and Clinical Education. "Catalyst Series: IndyCare TCM Collaborative Model." 9 November 2023. <https://cmopp.web.unc.edu/2023/11/catalyst-series-indycare-tcm-collaborative-model/>
9. UNC Eshelman School of Pharmacy. Practice Advancement and Clinical Education. "Catalyst Series: Optimizing Medication Use (OMU)." 21 November 2023. <https://cmopp.web.unc.edu/2023/11/catalyst-series-optimizing-medication-use-omu/>
10. NC AHEC. NC AHEC Locations. <https://www.ncahec.net/locations/>