PHARMACY COMMUNICATION: Educational and Behavioral Interventions

This course is designed to increase students' ability and confidence to create systems and services that support their expanded roles more fully in the future.

Course Objectives
1. Select a pharmacy communications tool and plan its implementation
2. Work with collaborating pharmacists to plan a service increasing provider and patient satisfaction
3. Design a service according to site needs and make plans for quality improvement
4. Pilot test and implement their proposed service and evaluate its feasibility
5. Write an executive summary of their project and give an oral presentation

Course Structure
- Course offered to 123 3rd year pharmacy students in 2017 spring semester immediately preceding their APPE rotations.
- Includes 1 hour lecture and 3 hours of lab weekly
- 23 Pharmacy Capstone Projects were planned and implemented
- Across semester, students in each group work together to plan a Pharmacy Capstone Project by systematically completing a set of 13 structured project templates in order to:
  1. Select a community pharmacy partner
  2. Work with collaborating pharmacy to plan a service increasing provider or patient satisfaction of pharmacists for consultation and monitoring roles by identifying and assessing site needs and resources
  3. Design a service according to site needs and make plans for quality improvement
  4. Pilot test and implement their proposed service and evaluate its feasibility
  5. Write an executive summary of their project and give an oral presentation

Project templates (refer to copies on board) used to plan the Pharmacy Capstone Project follow the principles of problem-solving, i.e., assess, adapt and evaluate

Course Evaluation
1. Lab instructor evaluation: Lab instructors grade student groups' executive summary (with an appendix of project templates) and oral presentation based on a set of criteria to evaluate project content as well as process of delivery
2. Collaborating pharmacist evaluation: Pharmacists provide feedback on working with student pharmacists and report on sustainability of projects
3. Student evaluation: Students provide course evaluations and feedback

Course Framework

<table>
<thead>
<tr>
<th>Principles of Problem Solving</th>
<th>Stages in Project Planning</th>
<th>Pharmacy Capstone Project Templates</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assess needs</td>
<td>Planning</td>
<td>A number of student projects were sustainable and had impacted their community pharmacy partners' service delivery.</td>
<td></td>
</tr>
<tr>
<td>Assess needs</td>
<td>Executive summary</td>
<td>Project sustainability: Frequency (in %): Full project continued 3</td>
<td>Yes</td>
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<tr>
<td>PLAN</td>
<td></td>
<td>Service details: Continued Projects: Comprehensive medication review workflow Temporary discontinuation 2 2</td>
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<tr>
<td>PLAN</td>
<td></td>
<td>6. Over 60% (10/16) of the pharmacy sites had implemented and sustained the student pharmacists' planned services during the next year.</td>
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<tr>
<td>PLAN</td>
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<td>7. Lab instructors, collaborating pharmacists and students all evaluated positively the quality of student pharmacists' skills.</td>
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<tr>
<td>PLAN</td>
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<td>8. This course improved my understanding of concepts and principles in this field: 4.11 (5-15 scale)</td>
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<td>PLAN</td>
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<td>9. I was able to keep up with the workload in this course: 4.18 (5-15 scale)</td>
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<td>PLAN</td>
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<td>10. Adequate feedback was provided to guide my progress in this course: 4.07 (5-15 scale)</td>
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<tr>
<td>PLAN</td>
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<td>11. I feel more able to plan a new pharmacy service as a result of this course: 3.83 (5-15 scale)</td>
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</tbody>
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Implications/Conclusions
- Offered to 3rd year students immediately preceding their APPE rotations, this course seeks to increase their ability and confidence to create systems and services that support their expanded roles more fully in the future.
- Lab instructors, collaborating pharmacists and students all evaluated positively the quality of student pharmacists' skills.
- A number of student projects were sustainable and had impacted their community pharmacy partners' service delivery.