

# Powering the Pharmacist from Dispenser to Leader in Hospital QI



# Speakers

**Randy P. Robbin, CCMEP**

President  
NACCME LLC  
Pharmacy Learning Network® (PLN)

**Randolph V. Fugit, PharmD, BCPS**

Internal Medicine Clinical Specialist  
Denver VA Medical Center  
Clinical Assistant Professor  
University of Colorado Health Sciences Center  
Chair, Pharmacy Learning Network®

**Julie Owens, PharmD**

Senior Scientific Director  
Sanofi US

**Ro Brual, RPh**

Associate Consultant  
Medical Education, Lilly Grant Office  
Eli Lilly and Company



# Objectives

**After attending this session, participants should be able to:**

- Outline the role of pharmacists on institutional quality care teams
- Summarize quality-reporting requirements from CMS and others
- Illustrate the need and value drivers for supporting pharmacy CE
- Define areas of educational need for health-system pharmacists
- Use a validated instructional design for pharmacy CE initiatives



# Polling Question

The responsibilities and influence of health-system pharmacists will likely \_\_\_\_ in the next 5 years.

- A. Intensify
- B. Stay the same
- C. Decrease



# The Importance of Continuing Education for Health-System Pharmacists

*Julie Owens, PharmD*



## Disclaimer/Disclosure

I am an employee of Sanofi US. The views expressed in this presentation are mine and do not necessarily represent the views of the company.



# How CE Fits into Healthcare Delivery

Rapidly changing healthcare system



Redefined roles for pharmacists



Changes in competency requirements



Continuing Education—a means for gaining **knowledge, skills, behaviors** necessary to develop, maintain, and improve **professional competence and performance**



Improvements in patient care

# Polling Question

Which of the following groups represents the most important audience for IME?

- A. Physicians
- B. Pharmacists
- C. Allied healthcare professionals
- D. It depends



IME = independent medical education.

## Patient Safety and Risk Management

- REMS
- Drug allergies and interactions
- Drug Shortages

## Automation and Advancing Technologies

- Electronic prescribing
- Bar-Coding and robotics
- Drug-delivery systems/administration devices

## Practice Advances

- Prescribing authority
- Quality Improvements
- Performance Measurements
- Cultural Competence
- Documentation of outcomes

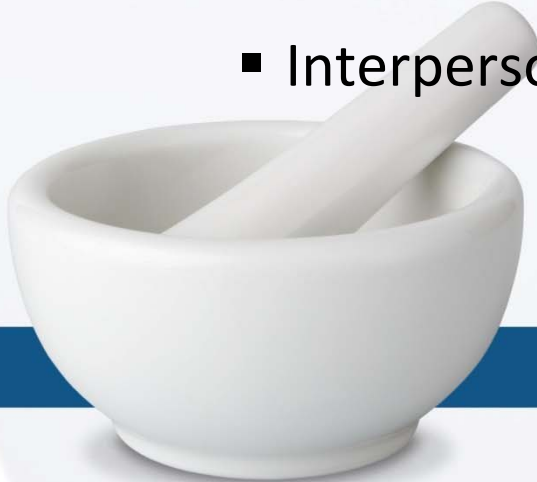
# The Influence of Pharmacists

- Pharmacists are always concerned with patient medication safety
- Understanding of the increased complexity of drug use
- Increased and expanded roles for pharmacists in interdisciplinary teams
- Credibility and recognition of the profession



# The Value of CE

- Vehicle for assisting pharmacists in improving patient care
  - Learning may result in improved competencies
    - Clinical/medical knowledge
    - Translation of clinical science to application
    - Practice-based learning and improvement
    - Interpersonal and communications skills



# Not Just Education:

## An Opportunity to Improve Patient Care

- Application of knowledge, skills, behaviors, and attitudes
- Demonstration of changes to practice as result of CE activity
  - Improved patient therapy management
    - Reduced drug misuse/abuse
    - Better adherence to therapies
    - Improved medication therapy outcomes
  - Better counseling/communication techniques and comfort level with those techniques
  - Greater involvement in encouraging therapies and lifestyle modifications

# Health-System Pharmacists: Key Players on the Healthcare Team and in Quality Initiatives

*Randolph V. Fugit, PharmD, BCPS*



# Disclosures

I am an employee of the United States Veterans Administration and the University of Colorado Denver. The views expressed in this presentation are mine and do not necessarily represent the views of my employers.

Consultant—Takeda Pharmaceuticals; Scientific advisor—Novartis Pharmaceuticals, Takeda Pharmaceuticals; Promotional speaker's bureau—Boehringer Ingelheim Pharmaceuticals, sanofi-aventis U.S., Takeda Pharmaceuticals



# Polling Question

Which is the most important function performed by a health-system pharmacist?

- A. Ensure safe use of medications through monitoring
- B. Adjusting medication orders/prescriptions to optimize therapy
- C. Perform quality assurance evaluations
- D. Direct/bedside patient care as it relates to medication management



# Introduction

- Numerous accreditation standards/performance measures to obtain funding and remain competitive in the market place
- HSPs are continually involved in performance measures and play a critical role in assuring quality patient care
- Extensive evidence of improved outcomes and cost-effectiveness exists to support the role of HSPs as key players on the healthcare team



# National Quality Organizations and Initiatives Requiring HSP involvement

- The Joint Commission (TJC)
  - Important core performance measures for hospitals including AMI, HF, pneumonia, pregnancy and related conditions, surgical improvement, VTE, children's asthma care, and stroke
- Centers for Medicare and Medicaid Services (CMS)
  - Hospitals must meet conditions of participation to receive reimbursement
  - Hospital Inpatient Value-Based Purchasing Program measures for October 2012-September 2013:
    - AMI, HF, pneumonia, healthcare associated infections, surgeries, patient-rated experiences

AMI = acute myocardial infarction; HF = heart failure; VTE = venous thromboembolism.

Brennan C, et al. *Am J Health-Syst Pharm.* 2011;68:1086-1096.

# National Quality Organizations and Initiatives Requiring HSP involvement

- Institute for Healthcare Improvement (IHI)
  - 100,000 Lives Campaign and 5 Million Lives Campaign
- National Quality Forum (NQF)
  - Development of standardized national healthcare quality measurement and reporting
  - Over 300 NQF-endorsed measures, indicators, practices, etc
  - Significantly involved in inpatient anticoagulation practices
- National Committee for Quality Assurance (NCQA)
  - Utilizes HEDIS measures to compare performance among healthcare plans for consumers

- **Key recommendations for HSPs:**
  - All patients have a right to have care provided by a pharmacist
  - Hold hospitals and HSPs responsible and accountable for outcomes related to medication therapy
  - Pharmacy departments need to allocate more pharmacist time to medication management services
  - HSPs who provide drug therapy management are board certified within their specialty practice
  - Patient medication complexity indexes should be developed
  - HSPs need to accept both distributive and clinical roles
  - Assurance that sufficient pharmacy resources are granted to appropriately develop, implement, and maintain up-to-date technology-related medication-use safety standards

# Changing Roles for the Health-System Pharmacist

- No longer confined to the hospital basement
  - Physician extender
  - Significant responsibility toward improving patient care outcomes
  - Directly involved in quality improvement practices
  - Independent practices
  - Ensure safe pharmacotherapy transition from the hospital to the outpatient setting
  - Prominent role on hospital P&T committee



P&T = Pharmacy and Therapeutics.

# Health-System Pharmacists Needs

- To remain on the forefront of new information:
  - New pharmaceutical entities and FDA approvals
  - New evidence-based recommendations and guidelines
  - Best-practices
  - Pharmacoeconomic issues directly affecting their practice
- Will require substantial continuing medical education opportunities in the future to meet the new demands that have been placed upon them



# Value Drivers for Supporting Continuing Education for Health-System Pharmacists

*Ro Brual, RPh*



- Employment
  - Lilly USA, LLC
- The thoughts and views expressed are those of my own, and are not necessarily representative of my employer



- **Engage Customers**

- Achieve goals by delivering greater value to external customers through supporting improved patient outcomes
- Demonstrate commitment to healthcare and society

- **Corporate Responsibility**

- Supporting education is a vital component of the drug development process
- Assist HCPs in understanding and appropriately utilizing new and emerging therapies

- **Build an 'Outcomes-focused' Culture**

- Increase interest in programs focused on HCP performance and patient outcomes
- CE positively impacts patient care

# Internal Stakeholders

- Medical Education/Grant Office
  - Management
  - Grant Committee Members
  - Medical Education Colleagues
    - Other Therapeutic Areas and Affiliates (OUS)
    - Partnerships/Alliances
- Cross Functional
  - Medical Directors and Medical Liaisons
  - Market Research
  - Sales and Marketing
  - Senior Management

## CE Support is Not Charitable

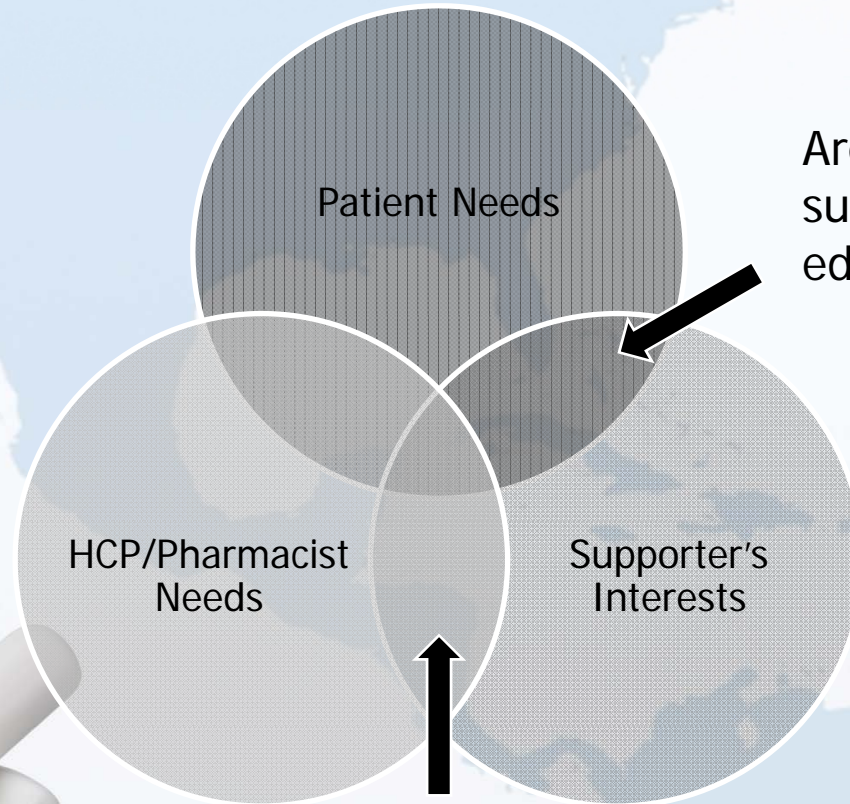
- Significant effort goes into developing a well-thought out Medical Educational Strategy
  - Identify HCP practice gaps within therapeutic areas of expertise
  - Focus on opportunities to support programs and organizations which align with our expertise
- Robust strategy and proper execution results in appropriate support of the pharmacy profession and contributes to the achievement of strategic goals

## Polling Question

What is the most important value driver for commercial support of health-system pharmacy CE?

- A. Patient Needs
- B. HCP/Pharmacist Needs
- C. Supporters Interests
- D. All of the above

# Theory of Convergence in CME\*



Area where industry support of patient education makes sense

Area where industry support of CME/CE makes sense



\*For illustrative purposes only, area of overlap not representative.  
Saxton M. *J Contin Educ Health Prof.* 2009;29(1):71-75.

# General Considerations

- Landscape of the disease state
  - Guidelines
  - Current educational gaps
  - Current treatment barriers
- Budgets
  - Your money
  - All monies within the disease state
- Timing of the educational strategy

# Targeting Education to the Evolving Role of Health-System Pharmacists

*Randolph V. Fugit, PharmD, BCPS*



*Next to integrity, competence is the first and most fundamental moral responsibility of all the health professions...Each of our professions must insist that competence will be reinforced through the years of practice. After the degree is conferred, continuing education is society's only real guarantee of the optimal quality of healthcare.*

*Edmund D. Pellegrino*



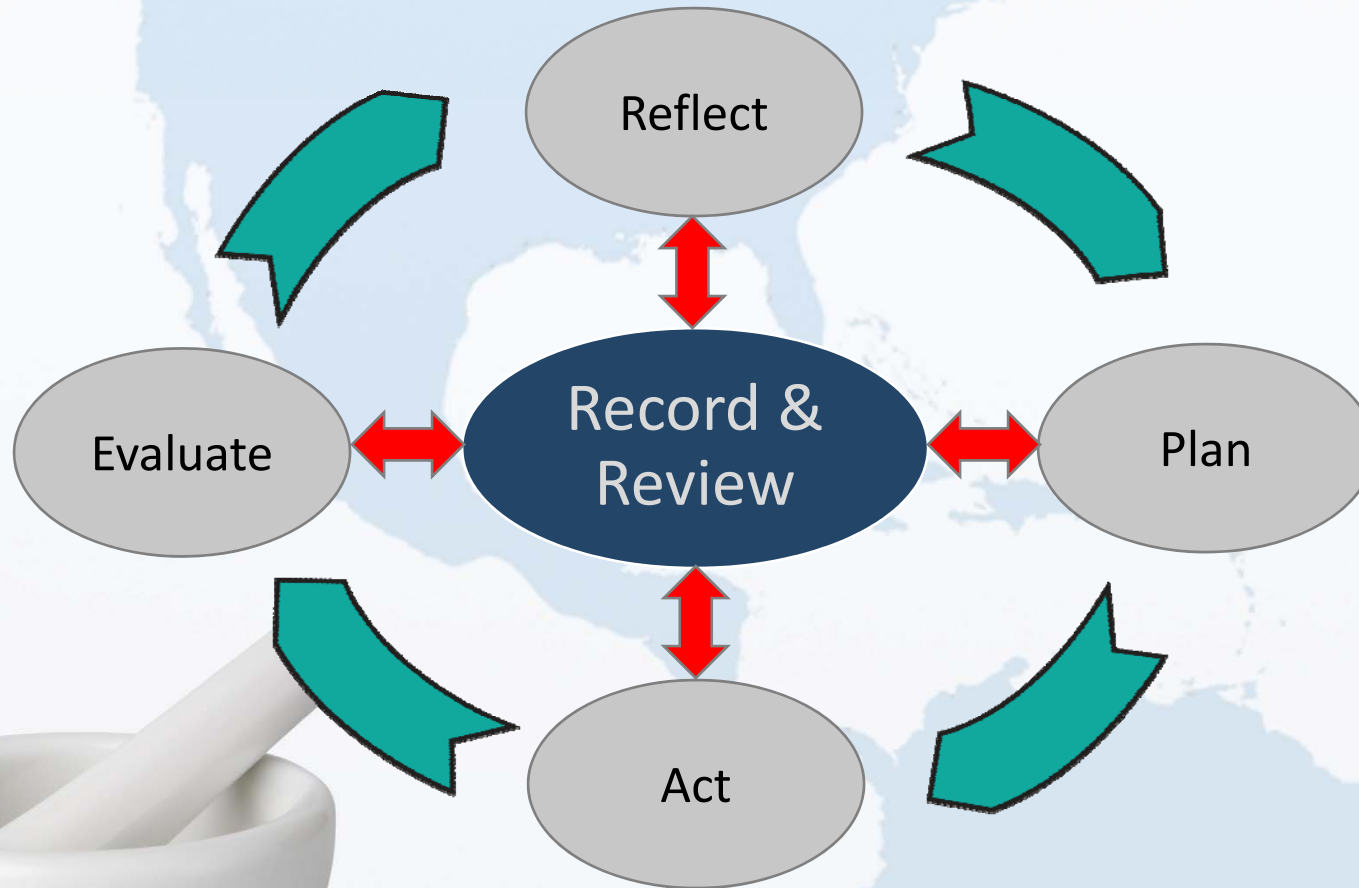
- Rapidly accelerating changes in healthcare delivery
- The roles of pharmacists are being constantly defined and changed
- Competency requirements change
- Continuing education is a means by which practitioners can:
  - Develop skills
  - Maintain skills
  - Improve skills

- Personal responsibility
- Lifelong learning
- Self-directed education
- Each pharmacist **MUST** set:
  - Personal educational objectives
  - Individual needs
  - Career goals
- Judicious selection of continuing education experiences

The lifelong process of active participation in learning activities that assists individuals in developing and maintaining continued competence, enhancing their professional practice, and supporting achievement of their career goals



# Continuing Professional Development (CPD)



# Types of Continuing Education Programs

- CE programs
  - Pharmaceutical manufacturer sponsored
  - Professional organization sponsored
  - Live, podcasts, webcasts, etc
  - ACPE vs. CME vs. other
  
- Certificate programs
  - Examples:
    - Pharmacist as immunizers
    - Antimicrobial stewardship
    - Pain management
    - Asthma educator
    - Diabetes education

- Board Certification
  - Ambulatory Care Pharmacy (BCACP)
  - Nuclear Pharmacy (BCNP)
  - Nutrition Support Pharmacy (BCNSP)
  - Oncology Pharmacy (BCOP)
  - Pharmacotherapy (BCPS)
    - Added Qualifications
      - Cardiology
      - Infectious Diseases
  - Psychiatric Pharmacy (BCPP)

- ACPE & NABP are developing a national electronic system to store and authenticate data for completed continuing pharmacy education (CPE)
- Streamlined reporting for:
  - CPE providers
  - Compliance verification
- To obtain electronic ID
  - [www.nabp.net/pharmacists/](http://www.nabp.net/pharmacists/)
  - [www.MyCPEmonitor.net](http://www.MyCPEmonitor.net)

# Effective Instructional Design for Health-System Pharmacy CE Activities

*Randy P. Robbin, CCMEP*

*No interest in selling a technology, program, product, and/or  
service to CME professionals*



## Polling Question

What percentage of surveyed health-system pharmacists DO NOT attend national symposia such as APhA or ASHP?

- A. 30%
- B. 50%
- C. 10%
- D. 85%



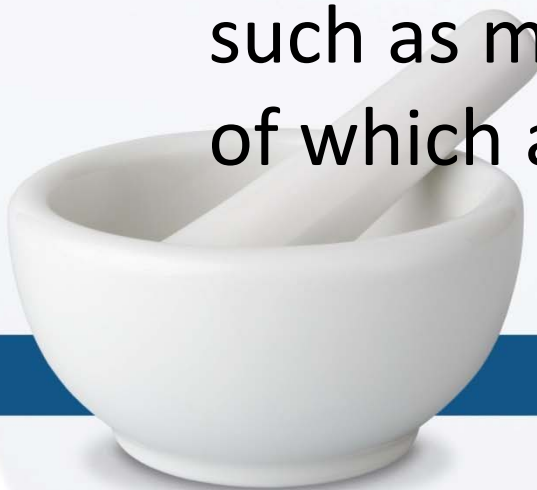
# Why PLN?

- Developed in 2007 to fill a gap in live, local, education for health-system pharmacists
- 5000 pharmacists have attended PLN and/or the PLN-Oncology series since their inception



# Format Needs

- Most states require that pharmacists receive a certain number of live CE credits
- Many states also require pharmacists to receive credits in other specialized areas, such as medication errors, law, and HIV, all of which are components of PLN



# Serial Program Design

- 7 key attributes for effective education
  - 1) Based on needs (pharmacists-focused needs assessment)
  - 2) Simulates application (follow-up case vignettes)
  - 3) Interactive with teachers, materials and colleagues (ample Q&A and discussion interspersed during full-day PLN conferences)
  - 4) Provides anonymous, accurate feedback (ARS, web polling)
  - 5) Allows for reflection on practice (ARS responses compared with peer-group)
  - 6) Allows learners some control over the experience (ample Q&A during conferences, plus self-paced web programming)
  - 7) Leads to verifiable outcomes (Moore's levels 1-5)

# Serial Program Design

- 1) Pre-activity assessment
- 2) 1- or 2-day regional conference (mix of plenary and breakout sessions)
- 3) Post-activity assessment
- 4) Toolkits and other take-away materials
- 5) Follow-up assessment
- 6) Virtual pharmacy consults (designed to measure the application of knowledge gained to simulated pharmacy practice)

# 2012 Outcomes Example

- % of “confident” or “very confident” PLN-oncology learners increased 300%+ from pre- to post-assessment (12% to 52%)
- % of learners who “always” or “often” adhere/will adhere to optimal oncology practice standards increased 110% from pre- to post-assessment (43% to 90%)
- 300k+ patient lives will be impacted by PLN-oncology (N = 402 learners who impact the lives of 750+ patients per year with NSCLC, myeloma, breast cancer, prostate cancer, or colorectal cancer combined)

# Polling Question

The responsibilities and influence of health-system pharmacists will likely \_\_\_\_ in the next 5 years.

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## Q&A and Discussion

Today's slides are available at:

[www.PharmacyLearningNetwork.com](http://www.PharmacyLearningNetwork.com)

