

## **COMMUNITY PHARMACY MANAGEMENT**

**PHR 326C- Fall 2012**

**Austin Campus Unique # 59900**

**San Antonio Campus Unique # 59901**

**El Paso Campus Unique # 59902**

**Valley Campus Unique # 59904**

### **CLASS TIME AND LOCATION**

Tuesday and Thursday, 9:30am- 11:00am.

PHR 4.114

### **COURSE INSTRUCTORS**

Marv Shepherd, Ph.D.

PHR 3.209A

Office Phone: 471-5607

Office hours: Daily 8:00 a.m. or just stop on by my office, call or email me.

E-mail: marvshepherd@austin.utexas.edu

Ken Lawson, Ph.D.

PHR 3.209C

Office Phone: 471-5609

Office Hours: Monday 1:00-2:00 P.M. and Thursday 1:30-2:30 P.M., or by appointment

E-mail: ken.lawson@austin.utexas.edu

### **Course Description**

The course is designed to teach concepts of community pharmacy management and the relationship to the delivery of pharmaceutical services in the community pharmacy setting. Topics include:

Entrepreneurship

Financial management

Pharmaceutical reimbursement

Human resource management

Marketing of products and services

Managing and reimbursement for services

Workflow management, including location and design

Business plan writing

Quality assurance

Risk management

Types of ownership

### **BLACKBOARD, EMAIL COMMUNICATIONS AND CLASSROOM RESPONSE SYSTEM**

Information for the course including the syllabus, reading material, power point slides, and other materials will be made available through Blackboard. Blackboard can be accessed at:

<https://courses.utexas.edu/webapps/login/>

In addition, email will be used for special announcements, and course related materials.

Instructors may ask students to respond using Classroom Response System (CRS) “clickers” to questions posed in class. The purpose of these questions is to assess students’ understanding of the material and stimulate discussion. Evaluation for each student will be based on his/her responding to the questions.

## **SPECIAL COURSE ACTIVITIES**

There will be two required projects for the course and students will be divided into management teams.

The first project is a community pharmacy evaluation project. Students will be placed into management teams to carry out the assignment. Team members are required to visit two community pharmacies. Each team member is required to make the visit and participate in writing the final evaluation report. Each team is required to visit one independent pharmacy and either a pharmacy chain store or a grocery/mass merchandising pharmacy. An explanation of the project can be found at the end of this syllabus (Appendix A).

For the second project, students will again work in teams, but the teams can select either to create a layout and design for a community pharmacy (develop objectives of the pharmacy, architectural layout and design project, including fixtures, shelving, customer/patient flow, waiting area, parking, etc.) or the team can develop a pharmacy marketing plan for an existing or a fictitious pharmacy. The marketing plan must also include a plan for marketing one or more specific pharmacy services. The marketing plan must include objectives, strategies, budget and examples of logos, and promotional content (i.e. brochures, flyers, web sites, etc.). Both project options share many common elements. In either case, all team members will be expected to participate in the project development and give a presentation. A description of these two projects can be found in Appendix B.

## **READING MATERIALS**

Students are not required to purchase a textbook. Handouts will be provided on Blackboard and excerpts from the 2010 NCPA-Pfizer Digest will be distributed in class. Students are encouraged to bring these materials to class since it will be used as a reference during class discussions.

Course materials, references, readings, power point presentations, etc. will be placed the Blackboard web site. Also on this site, you can access the course syllabus, selected readings, grades, and other course resources. E-mail is recognized as an official mode of university correspondence; therefore, you are responsible for reading your e-mail for university, college and course-related information and announcements.

## **COURSE GRADE**

The grading scale used in the course is as follows.

<b>Grade</b>	<b>Percentage</b>
<b>A</b>	<b>93-100%</b>
<b>A-</b>	<b>90-92%</b>
<b>B+</b>	<b>87-89%</b>
<b>B</b>	<b>83-86%</b>

<b>B-</b>	<b>80-82%</b>
<b>C+</b>	<b>77-79%</b>
<b>C</b>	<b>73-76%</b>
<b>C-</b>	<b>70-72%</b>
<b>D+</b>	<b>68-69%</b>
<b>D</b>	<b>66-67%</b>
<b>D-</b>	<b>65%</b>
<b>F</b>	<b>Less than 65%</b>

Course points will be assigned as follows:

Exploring community pharmacy project	100 points
Examination #1	100 points
Examination #2	100 points
Examination #3	100 points
Team project (layout design or marketing plan)	<u>100 points*</u>
<b>Total points</b>	<b>500 points</b>

\*Written report is worth 50 points, presentation 30 points and student peer evaluations 20 points.

## **COURSE POLICIES**

The following are the course policies, rules, statements so that we can provide an excellent learning environment for you.

1. Class will start and end on time; late arrivals and early departures are disruptive. Attendance in class is expected, and you are responsible for all material covered in class and all announcements made in your absence.
2. Please let the instructor know immediately if you have a problem that is preventing you from attending class or from performing satisfactorily in this course.
3. No examination or assignment grades will be dropped. No additional work will be assigned or given to make up for missed or poor exam scores or grades on required assignments.
4. Examinations will cover information from class presentations, handouts and assigned readings.
5. After the first student leaves the exam room, no other student will be allowed to enter the room to start the exam. Also, any student leaving the exam room may not re-enter the room while the exam is in progress.
6. Students with an unapproved absence from an examination will receive a score of zero for that exam. If a student cannot attend an examination at the scheduled time, the student must submit a "Student Request for Alternate Examination Time" form to the instructor in advance of the exam.

7. Requests for alternate examination times should be made for illness or other legitimate conflicts—not to accommodate work schedules or other exams. In the case of approved absences, the student has one week from the day of the exam to make up the missed exam, unless other prior arrangement has been made. Students with an unapproved absence from an examination will be given zero points for that exam.

8. Grades will be posted on Blackboard. Students will have up to 7 days after exam grades are posted to review the exam and appeal their grades. Any appeals must be written or discussed in a scheduled appointment with the professor who wrote the exam, and no appeals will be accepted after the 7-day review period has expired.

9. Many of the power point presentations used in the classroom will be posted on Blackboard. Plus Blackboard will be used for posting readings and other materials used in the course. Students need to have access to UT Blackboard.

10. The Classroom Response System will be used during lectures. Students are required to bring and use their “clicker” when asked to.

### **SCHOLASTIC DISHONESTY**

Students who violate University or College of Pharmacy rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure of the course and dismissal from the University. Since dishonesty harms the individual, fellow students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. For more information regarding University policy on scholastic dishonesty, the student can refer to the following website: <http://www.utexas.edu/depts/dos/sjs/>

### **SPECIAL ACCOMMODATIONS**

“The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259 or TTY471-4641.”

### **EMERGENCY PROCEDURES**

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated or an official announcement is given.

1. Evacuation procedures require orderly exiting and assembly outside.
2. Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
3. Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.
4. During an evacuation — follow the instructions of faculty or class instructors.
5. Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or the Fire Prevention Services

## Course Topic Schedule-Fall Semester 2012

<b>Date</b>	<b>Topic</b>	<b>Professor</b>
Aug 30	Course Introduction	Shepherd
Sept 4	Key Dimensions of Management	Shepherd
Sept 6	Financial Statements and Terminology	Lawson
Sept 11	Ratio Analysis	Lawson
Sept 13	Break-even Analysis	Lawson
Sept 18	Cost of Dispensing Prescriptions	Lawson
Sept 20	Prescription Pricing Strategies	Lawson
Sept 25	Evaluating and Managing Third Party Contracts	Lawson
Sept 27	Exam #1	Lawson
Oct 2	Managing Inventory	Shepherd
Oct 4	No Class	Shepherd
Oct 9	Purchasing Decisions	Shepherd
Oct 11	Managing Services	Shepherd
Oct 16	Managing Services and Payment	Shepherd
Oct 18	Location Analysis	Shepherd
Oct 23	Location Analysis	Shepherd
Oct 25	Exam #2	
Oct 30	Community Pharmacy Project Due - Discussions	Shepherd
Nov 1	No Class	
Nov 6	Achieving Quality in Community Pharmacy Practice	Shepherd
Nov 8	Staffing: Selecting and Keeping the Right People	Shepherd

<b>Nov 13</b>	<b>Legal Frameworks for Pharmacy Practices</b>	<b>Shepherd</b>
<b>Nov 15</b>	<b>Entrepreneurial Opportunities and Business Plans</b>	<b>Shepherd</b>
<b>Nov 20</b>	<b>Established Pharmacies, New Pharmacies, and Franchises</b>	<b>Shepherd</b>
<b>Nov 22</b>	<b>Thanksgiving</b>	
<b>Nov 27</b>	<b>Exam #3</b>	
<b>Nov 29</b>	<b>Projects Due, Team Presentations*</b>	
<b>Dec 4</b>	<b>Team Presentations</b>	
<b>Dec 6</b>	<b>Team Presentations Course/Instructor Evaluation*</b>	

**\*Note: Attendance on November 29, December 4 and December 6 for the team presentations is required. An unexcused absence will result in a penalty of 10 point deduction from total points earned on course work for each day missed.**

## **Appendix A**

### **Exploring Community Pharmacies**

Each team is required to visit two pharmacies: an independent community pharmacy and a national chain store pharmacy /grocery store (i.e. HEB, Randalls, etc.) or mass merchandising pharmacy (Costco, Walmart, Target, etc.).

When visiting the pharmacy, you are to observe:

1. General atmosphere and overall environment. Is it pleasant? Is it inviting? Is it clean? Is it accessible? Can you determine the target audience from your observations? What are the “good” and “bad” characteristics? How can it be improved?
2. Draw a sketch of the pharmacy—primarily the OTCs, waiting, Rx area. Estimate square footage of Rx and OTC area and counseling area, waiting area if available. For independent pharmacy, this will most likely be a sketch of the total pharmacy, for chains and others it will only include the OTC and Rx areas.
3. Determine the demographic profile based on the geographic area of where the pharmacy is located. This profile includes of gender, age, family size, income levels, number of people/families and number of physician offices, hospitals or clinics located within 5 miles of the pharmacy. Does the demographic profile of the area match the store characteristics? Is there any unique characteristic of the demographic profile that could be capitalized on by the pharmacy? To answer this question, use census tract data or community data.
4. Determine the types of pharmacy services available, list all services and watch to determine if the services are delivered. To accomplish this objective obtain a pharmacy brochure describing the services if it is available.
5. Determine the number of staff and pharmacists working and record the time of day.
6. Watch 10 OTC drug purchasers and determine if pharmacists assist people with their OTC drug purchases and if so what happened.
7. Any other unique observations.

All results are to be reported in a formal written report and team members are required to discuss their findings in class.

**Reports are due in class October 30, 2012.**

## **Appendix B**

### **Team Project: Pharmacy Design or Marketing Plan Project**

For the second project, students will work in teams with the objective either- creating a community pharmacy layout and design or developing a community pharmacy marketing plan. Teams have a choice in projects. Each team will make a presentation to the class. A description of the projects follows.

#### **Layout and Design Project**

Floor plan drawn to scale and including the following:

- Pharmacy mission statement, general description of the pharmacy (services, hours, target audience) and it must have specific objectives for the pharmacy.
- The layout design sketch needs to have:
  - Exterior walls
  - Entrances and exits
  - Location of major merchandise/service areas
  - Location of check-out areas
  - Details of prescription department, including space for special activities such as IV preparation, compounding etc.
  - Counseling area
  - Waiting area
  - Parking
  - Door types
  - Aisle width
  - Shelving space including linear feet (gondolas, end caps, racks, etc.)
  - Floor coverings
  - Colors

Note: A sophisticated architectural drawing is NOT expected. But a good quality sketch using a scale needs to be provided. Key elements should be labeled. Some of the details can be described during oral presentation.

#### **Marketing Plan**

The student team will create a marketing plan for either an existing pharmacy or fictitious pharmacy. The marketing must include:

- Mission and objectives of the pharmacy
- Budget
- Strategies
- Target market(s) demographic descriptions
- Objectives of the marketing plan
- Time line
- Pharmacy logos
- Description of media to be used brochures, flyers, radio, billboard, in-store signage, TV, web site web sites, radio, etc,
- Promotional content
- Estimated cost for each phase or media used-use local area costs

### **Oral Presentations and Evaluations of the Second Project**

Each team will make an oral presentation and submit a final report. The presentation should not exceed 30 minutes. All team members are expected to participate in the presentation and should be prepared to respond to questions from faculty or classmates. Order of presentation will be decided by the teams themselves. Team member contribution will be evaluated by team members. Grading scores on the projects will be based on formal written report (50 points), presentation (30 points) and team member evaluations (20 points).

**Second project reports are due in class November 29, 2012.**