

Leadership and Advocacy in Pharmacy
PHR 391W
Spring 2016
Course Syllabus

Instructors:

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Lecture: One three hour session. Wednesday 3pm-6pm
Location: PHR 3.106

Website: Canvas site (canvas.utexas.edu) will be the official site for class information, reading assignments, supplementary material, lecture notes, homework, etc.

Course Description & Prerequisites

The prerequisite for this course is current registration in the University of Texas College of Pharmacy.

The goal of the Leadership and Advocacy in Pharmacy elective is to provide a discussion forum for exploring current legislative and regulatory issues influencing the pharmacy profession. Students will be engaged in a variety of activities which will introduce them to advocacy opportunities in the profession. Students will participate in retrieving legislative and regulatory information, interpreting legislation, regulations and their potential impacts, engaging in discussion on various perspectives of the issues and presenting information on legislation and regulations that impact pharmacy practice to their peers. By the end of the course, students will have developed their own individual templates/toolkits for discussion and communication regarding pharmacy practice impacted legislation and regulations with their representatives on local, state and national levels.

Course Objectives

At the conclusion of the course, the student will be able to:

1. Define advocacy and what role it plays in the profession of pharmacy
2. Identify advocacy opportunities within the pharmacy profession
3. Locate legislative and regulatory advocacy resources specific to pharmacy.
4. Describe the role professional organizations play in pharmacy legislation and regulation and the promotion of pharmacy advocacy.
5. Analyze recent legislative and regulatory issues that may influence the pharmacy profession
6. Predict the potential impact the identified legislative or regulatory issues may have on the profession of pharmacy
7. Identify partners to develop effective legislative and regulatory coalitions.

Learning Strategies

Students will integrate knowledge, skills, and attitudes in a variety of ways to accomplish the course objectives. Knowledge will be obtained by gathering legislative and regulatory information from a variety of sources and participating in discussions encompassing multiple viewpoints of the legislative and/or regulatory issue. Skills will be practiced during class discussions, presentations, and through the writing assignments.

Students will be required to use available references **outside of class** in order to help them prepare for subsequent class activities. **Class attendance** is mandatory to facilitate discussion and professional communication.

Textbook

Required Textbook:

Boyle CJ, Beardsley RS, Holdford DA. *Leadership and Advocacy for Pharmacy*. American Pharmacist Association, 2007.

Suggested Textbooks:

Maxwell, JC. *The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You*. Thomas Nelson, 2007.

Bolman, LG, Deal, TE. *Reframing Organizations: Artistry, Choice, and Leadership, 5th Edition*. Jossey-Bass, 2015.

Gladwell, M. *The Tipping Point: How Little Things Can Make a Big Difference*. Little, Brown and Company, 2006.

Course Policies and Procedures

Please read and examine the following course rules and information. They were developed to create an appropriate learning environment and to maintain academic integrity for the course and the university. It is extremely important that you understand these rules before the course begins.

1. Class attendance is mandatory. Part of your grade is based on participation. If you do not attend class, you cannot participate! Think about it! Classes will start and end on time. Please arrive on time. Arriving late disturbs fellow students and the instructor. You are responsible for all material covered in class and all announcements made in your absence. Some reading assignments may be passed out in class for the following class.
2. No assignment grades will be dropped. Students with an unapproved absence from a class activity will be given zero points for that assignment.
3. Grades will be posted using Canvas. Required readings, handouts, and lecture notes will be either passed out in class or posted on Canvas.
4. Policy on Academic Integrity: “Pharmacy practitioners enjoy a special trust and authority based upon the profession’s commitment to a code of ethical behavior in its management of client affairs. The inculcation of a sense of responsible professional behavior is a critical component of professional education, and high standards of ethical conduct are expected of pharmacy students. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including failure of the course involved and dismissal from the college and/or the University. Since dishonesty harms the individual, fellow students, and the integrity of the University and the College of Pharmacy, policies of scholastic dishonesty will be strictly enforced in this class.”

Students are expected to work independently on all assignments unless instructed otherwise, as in group activities or assignments. Any student caught cheating will be given a zero on the assignment. Any student suspected of dishonesty will be reported to the Dean of the College of Pharmacy and to the Dean of Students, as per University regulations. Students are expected to have read and understood the current issue of the General Information Catalog published by the Registrar’s Office for information about procedures and about what constitutes scholastic dishonesty.

The UT Honor Code: “The core values of the University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect towards peers and community.”

Student Honor Code: “As a student of The University of Texas at Austin, I shall abide by the core values of the University and uphold academic integrity.”

5. Policy on Plagiarism: The University considers plagiarism (presenting someone else's work as your own) to be a form of scholastic dishonesty. Whenever a student quotes another person's work, whether published or unpublished, that source must be acknowledged. Even if paraphrased, credit should be given to the person who stated the idea being used. "Not giving credit where credit is due will damage your reputation as a trustworthy researcher." Policies on plagiarism and referencing can be found on the UT web site <http://www.utexas.edu/lbj/writing/plagiarism.pdf>.
6. Religious Holy Days: By UT Austin policy, you must notify us of your absence at least fourteen days prior to the date of observation of a religious holy day. If you must miss a class, a work assignment, or a project in order to observe a religious holy day, we will give you an opportunity to complete the missed work within a reasonable time after the absence.

Course Policies and Procedures (cont.)

7. Behavioral Concerns Advice Line (BCAL): If you are worried about someone who is acting differently, you may use the Behavioral Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.
8. Use of E-mail for Official Correspondence to Students: E-mail is recognized as an official mode of university correspondence: therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible to keep the university informed about changes to your e-mail address. You should check your e-mail regularly and frequently. We recommend daily, but at a minimum twice a week to stay current with university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions for updating your email address at <http://www.utexas.edu/its/help/utmail/1564>.
9. Use of Canvas in Class: In this class we use Canvas, a web-based course management system with password-protected access at canvas.utexas.edu to distribute course materials, to communicate and collaborate online, to post grades, to submit assignments, and to give online quizzes and surveys. You can find support in using Canvas at the ITS Help Desk at 475-9400, Monday through Friday, 8 a.m. to 6 p.m., so plan accordingly.
10. Emergency Evacuation Policy: Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an

announcement is made. Please be aware of the following policies regarding evacuation: Familiarize yourself with all exit doors of the classroom and building. Remember that the nearest exit door may not be the one you used when you entered the building.

If you require assistance to evacuate, inform us in writing during the first week of class. In the event of an evacuation, follow our instructions or those of class instructors. Do not re-enter the building unless you are given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office.

Assessments and Grading

Presentations: Class Participation 10% (10 points)

1 Minute speech

3 Minute speech

Media Activities

Member discussion-talking points 10% (10 points)

Impromptu mock press interviews 10% (10 points)

Group Presentation 25% (25 points)

Federal/Texas Register Assignment 10% (10 points)

Policy Brief 25% (25 points)

Advocacy Engagement Reflection 10% (10 points)

Grading Scale:

93-100% = A

90-92% = A-

87-89% = B+

83-86% = B

80-82% = B-

77-79% = C+

73-76% = C

70-72% = C-

68-69% = D+

66-67% = D

65% = D-

0-64% = F

Leadership and Advocacy for Pharmacy Spring 2016

Date	Topic	Activity/Assignment
Jan. 20	<p>Introduction to Legislation & Advocacy</p> <ul style="list-style-type: none"> ❖ Basic principles & definitions of legislation & advocacy ❖ Importance of leadership ❖ Leadership theories for leading change ❖ Advocate for change <ul style="list-style-type: none"> • For good • For bad • Self interest • Helping others ❖ How you do it/stories 	<p>Read Chapters 1 thru 3* <i>(students should read the 1st 3 chapters prior to the 1st class meeting)</i></p>
Jan 27	<p>Communication Skills</p> <ul style="list-style-type: none"> ❖ General skills-Refresher <ul style="list-style-type: none"> • Verbal • Non-Verbal • Written ❖ Talking points ❖ Speeches ❖ Role of social media (Twitter, Facebook, etc.) 	<p>Communication activities</p> <ul style="list-style-type: none"> ➡ 1 minute/3 minute speeches ➡ <i>(speech to persuade, speech to inform)</i> <p>Read Chapters 4 and 5*</p>
Feb 3	<p>Media Training</p> <ul style="list-style-type: none"> ❖ Staying on message ❖ Talking points ❖ Elevator speech 	<p>Media activity</p> <ul style="list-style-type: none"> ➡ Press interview (group interview) ➡ Member discussion-talking points <p>Read Pages 165-179</p>
Feb 10	<p>Role of Non-Profit Organizations/Advocacy</p> <ul style="list-style-type: none"> ❖ Pharmacy Professional Organizations <ul style="list-style-type: none"> • Policy/issue analysis • Policy briefs • Policy development • Position statements • Regulation – Rules • Legislation – Statutes <ul style="list-style-type: none"> ○ Bill writing • How to get involved ❖ Constituent Organizations (AARP, The 	<p>Group presentations</p> <ul style="list-style-type: none"> ➡ Policy process ➡ Present policy statement in various venues ➡ Legislator/staffer ➡ House of Delegates member ➡ Compare & contrast different organizations-What are their respective

	Joint Commission, etc.) ❖ Foundations	positions on pharmacy practice?
Feb 17	Legislative Advocacy ❖ I'm Just a Bill ❖ Federal, State, & Local Legislation ❖ Examples: Compounding, new COPs, etc.	Read Chapter 7*
Feb 24	Regulatory Advocacy ❖ Agencies <ul style="list-style-type: none"> • FDA • DEA • CMS • TSBP-Key issues & the role of TSBP • DPS • State Licensing Boards (MD, RN, etc.) ❖ Appointments	➡ Texas Register/Federal Register homework assignment Read Chapters 8 and 9*
March 2	Courts ❖ Case law (ex. Compounding)	Read Chapter 10*
March 9 (Spring Break 3/14-3/18)	The Role of Students in Advocacy	➡ Have students look up who their legislators are and report back Read Chapters 11 thru 14
March 23	Advocacy Methods ❖ Lobbying – “Sphere of influence” <ul style="list-style-type: none"> • Professional organizations <ul style="list-style-type: none"> ○ Legislative Day • Coalitions-JCPP, TPC, Pharmacy Practice Coalition ❖ Testimony <ul style="list-style-type: none"> • Legislative • Regulatory • Judicial (courts) • Grassroots ❖ PACs ❖ Grassroots <ul style="list-style-type: none"> • Getting to know legislators • Working on a campaign 	Mock encounters ➡ Videotape students
March 30 & April 6	Hot Topics for Discussion ❖ New COPs opening ❖ Patient Protection & Affordable Care Act ❖ Provider Status	Have students work in groups to research key issues and report to class ➡ Present issue/policy

	<ul style="list-style-type: none"> ❖ Compounding ❖ All Pharm D-Higher Ed Coordinating Bd. ❖ Drug shortages ❖ Counterfeit drugs 	<p>brief (written/oral_</p> <p>➡ In class & discussion board in Canvas</p>
April 13	<p>Successful Advocacy Stories</p> <ul style="list-style-type: none"> ❖ Medication management under protocol ❖ Hospital pharmacist on TSBP ❖ Pharmacy technician on TSBP ❖ Drug Shortages 	<p>➡ Write a reflection about your engagement in advocacy efforts. What is your “take away” from this course?</p>
April 20	<p>Patient Access to Pharmacist Care Coalition (PAPCC)</p> <ul style="list-style-type: none"> ❖ Tom Menighan, CEO – APhA (tentative) 	
April 27	<p>Lobbying and the Role of PACs</p> <ul style="list-style-type: none"> ❖ Brad Shields, TSHP Lobbyist (tentative) 	
May 4	Class Wrap up	