

## A Fresh Take: Learning from the 2020 PSW Educational Conference

by Tyler Albright, 2021 PharmD Candidate

In the shadow of the COVID-19 concerns, the Pharmacy Society of Wisconsin (PSW) staff and Board of Directors decided it was prudent to cancel the in-person offering of the PSW Education Conference and move all offerings online. With this decision came a number of opportunities and challenges for the PSW staff and Wisconsin pharmacy community.

Pharmacists, pharmacy residents, students and pharmacy technicians all gathered from their workplaces or homes to share ideas and learn from one another. Presenters recorded their sessions, uploaded them to YouTube, and attendees were invited to view via LecturePanda. With the new online format, attendees were welcome

to view every general session they were interested in and were not forced to select between different breakout presentations, as is the case during live conferences. As of April 3rd, there were 257 participants registered for the virtual Educational Conference.

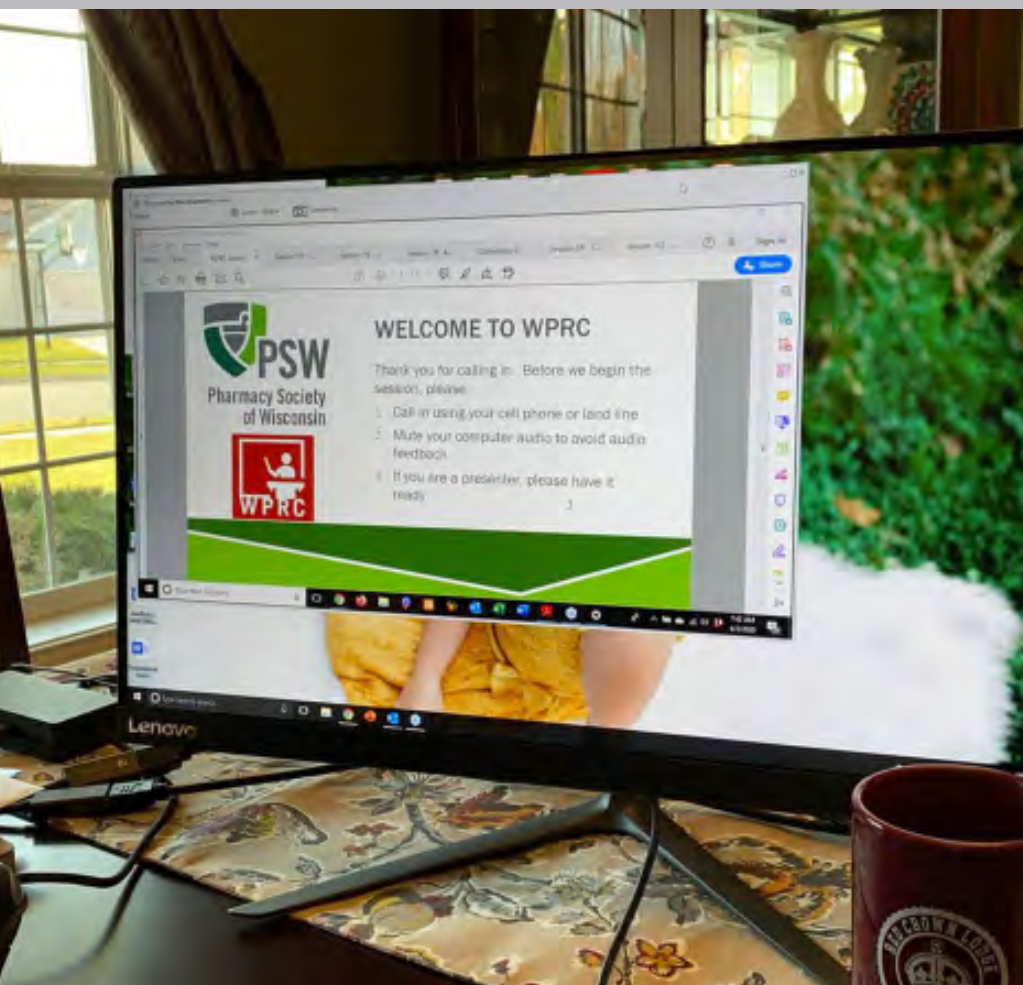
This year, the Wisconsin Pharmacy Residency Conference (WPRC) took place alongside the Educational Conference. WPRC presenters were able to give live presentations via GoToWebinar with questions and input from the audience. There were 130 resident presentations given during 42 sessions using this format. These presentations were from a wide variety of practice sites with an even wider range of project topics. After each live

presentation, viewers were invited to pose follow-up questions and have a discussion with the residents about their projects. An emerging leaders virtual networking session took place the evening of Thursday April 2nd where pharmacists, pharmacy residents, students, and others involved in the pharmacy community came together to discuss their networking strategies and goals. Regarding the virtual WPRC, Sarah Sorum, PSW CEO, shared: *“PSW would like to thank the resident presenters, their preceptors and program directors, our volunteer evaluators, and our Wisconsin Pharmacy Residency Conference Planning Committee for their adaptability and resilience which made our first ever Virtual WPRC successful. We have been the first state or regional residency conference to successfully make the transition to virtual and are now looking at supporting other regional programs by providing our lessons learned.”*

In addition to the live teleconferences from the WPRC, all general and breakout sessions were pre-recorded and made available virtually to conference registrants. In total, 18 presentations were made available online. You can still register for this content on the Online CE page of the PSW website where it will be available for 3 years; until April 2, 2023. Through viewing the presentations, pharmacists can earn up to 17 hours of CE and pharmacy technicians can earn up to 15 hours of CE over the next three years. As of this publication, 185 pharmacists and pharmacy technicians have viewed a session.

The first general session, “Trust in the Time of Twitter: Connecting with Patients and Public Health using Social Media and Digital Innovation,” was led by Wendy Sue Swanson, the official spokesperson for the American Academy of Pediatrics. Dr. Swanson explained and encouraged pharmacists to be on the cutting edge of innovation in our rapidly changing world. She described the importance of the pharmacy field adapting to changes as more

*Below: PSW Interim CEO, Sarah Sorum, moderating a Virtual WPRC Session on April 2, 2020.*





# CONTINUITY OF CARE

# 2020 PSW Educational Conference



**Registration for the Virtual Educational Conference is available at [www.pswi.org/Education/Online-CE](http://www.pswi.org/Education/Online-CE)**

and more patients are using technology to monitor to their health and interact with practitioners. In addition, she encouraged pharmacists to be leaders in online conversations and tackle misinformation (i.e. “fake news”).

The second general session was the PSW Membership Briefing, given by PSW president Mike Gillard. President Gillard reviewed the PSW Board of Directors’ efforts to expand transparent opportunities for member engagement, efforts underway to update the PSW website and its functionality, the CEO search, advocacy priorities, and innovation for pharmacy practice. PSW members are invited to check out the video update on the PSW YouTube channel.

The third general session available was given by Nikotris Perkins, a senior strategist at Ubuntu Research and Evaluation. Her talk was titled, “Cultivating Beloved Communities for Patients and Healthcare Teams in Practice,” and she described how pharmacists can create the sought after “beloved communities” within their own patient populations. By focusing on forgiveness, embracing conflict, reconciliation, seeing redeeming qualities and getting to know our patients, we can strive to develop a beloved community.

Michael Schulein, a health service psychologist from Marshfield Clinic, partnered with Sarah Sorum and Xin

Ruppel to give a talk titled, “Self-care in Healthcare: Focusing on Well-being for Providers.” This presentation focused on the fourth aim of the Quadruple Aim, care team well-being. Dr Schulein emphasized well-being in the context of COVID-19 compared to B.C. (i.e. “before COVID”). He also gave some strategies and tools for staff support as we need “exceptional teams in exceptional times.” One example was that we don’t need to social distance, we need to maintain physical distance. It is important to maintain our social connections. Finally, the presenters highlighted some apps to help with stress

and self-care as well as tips for many groups who are affected by this crisis.

Skye Boughman, Tanya Kraege and Mandy Suthers tackled the difficult topic of the opioid epidemic with their presentation titled, “Shining a Light on Lived Experience: Taking the Stigma Out of Addressing Opioid Stewardship.” This eye-opening talk focused on myths about addiction and the overlap of mental health and substance use. Additionally, the team suggested strategies for helping those with abuse disorders, specifically balancing compassion and accountability as well as how to help women who are pregnant and

**FIGURE 1. COPD, Geriatrics, and Healthy Recommendations for Adults Toolkits**





**FIGURE 2.** Pharm to Tables - Donate at [www.pharmtotables.org](http://www.pharmtotables.org)



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have substance use disorders.

To help provide direction on getting involved in pharmacy legislation, PSW Vice President of Public Affairs, Danielle Womack, gave a presentation titled, “Engaging in Advocacy for Your Profession.” Danielle described the process of how a bill becomes a law in Wisconsin state legislation. She also highlighted multiple ways that members of the pharmacy community can get involved to advocate for their profession. These include joining the Pharmacy Legislative Action Network (PLAN) or making donations through the Friends of Pharmacy Fund, a non-partisan Conduit.

→ **Join PLAN or make a Friends of Pharmacy Contribution here:** [www.pswi.org/advocacy](http://www.pswi.org/advocacy)

In addition, three toolkit presentations were given (Figure 1). One focused on older adult considerations, one focused on COPD, and the last centered around healthy recommendations for adults. All toolkits are available for continuing education credit through the Virtual PSW Educational Conference offering and hard

copies are available for purchase on the PSW website.

Unfortunately, the poster session was not able to occur in the virtual environment. Presenters were given the option of moving their poster presentation to Annual Meeting in the summer or publishing their abstracts in the Journal. See the *JPSW* Educational Conference Supplement for the poster and WPRC abstracts.

→ **JPSW Supplement 1 - 2020 Educational Conference Poster Abstracts can be found here:** [www.jpswi.org/jpsw-supplements](http://www.jpswi.org/jpsw-supplements)

For the previous three years, Pharm to Tables at the Education Conference has been a resounding success. Due to the circumstances of this year, donations to the organization were moved online. Pharm to Tables is a charitable organization that is utilizing pharmacy communities to combat hunger in local communities. We encourage you to continue donating to their cause! More details can be found in Figure 2.

It is wonderful to see how we as a Wisconsin pharmacy community can

come together and still be safe with so much going on in the world. This conference truly was a unique experience with opportunities for members to discuss recent advances in the field of pharmacy. The format was efficient and effective while also being in the best interest of all participants’ health and safety. As stated by Sarah Sorum, PSW CEO, “*The conference presenters who took extra time to record their presentations for on-demand viewing by virtual conference attendees really made the Virtual Educational Conference a reality. While we missed seeing everyone in person, we know that other patient care priorities always take precedence and the on-demand nature of this education will provide for more flexibility for conference attendees.*”

PSW invites you to mark your calendars and attend the upcoming 2020 PSW Annual Meeting! The conference will be making its return to the Wisconsin Dells from August 27th to 29th.

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