



Up Front: Looking Back & Moving Forward

by Mike Gillard, PharmD, BCPS

Happy summer everyone! It's June 11th as I write this and 2020 continues to be a year of incredulousness. I hope all of you have been keeping safe and healthy during the pandemic of COVID-19. I know also, that all of us, pharmacists and pharmacy technicians, are united to advocate and provide unbiased and just care for all patients. By now it's cliché, but we are truly living in unprecedented times.

While we continue to face various stages of lockdown and the overall canceling of life as we know it, PSW continues to move forward. During hibernation, the PSW Board was busy interviewing and ultimately hiring Sarah Sorum as our EVP/CEO. We then made the difficult but necessary decision to shift to a virtual Educational Conference. I have to admit, we were on a tight timeline, and all I can say is WOW!!!! Despite not having an in-person meeting, our educational programs were recorded, and are available even now to watch and claim for CE. The Wisconsin Pharmacy Residency Conference was successfully presented live and pharmacy residents throughout Wisconsin presented their year-long projects to a virtual audience. The PSW staff did an amazing job to scramble and pull this off! Send them a huge thank you for their hard work.

With the continued cancellations, the PSW Board has sadly decided to stay virtual for the Annual Meeting in the fall. While the biannual trip to the Kalahari is a family favorite for many, the

ability to host receptions and group dining was not possible. This eliminated the social networking that so many of us enjoy. Also, there would need to be required cleaning after each session resulting in an inability to make this conference logistically feasible.

If this sounds all doomy and gloomy, fear not. The silver lining is we now have more time for planning which will result in an even better virtual Annual Meeting. We will be utilizing enhanced technology to provide a combination of recorded and live events with virtual networking options such as poster sessions and the residency showcase.

Many of us have discussed how these changes have allowed us to rethink how we offer programming, particularly in terms of frequency. With virtual meetings we can offer short vignettes throughout the year to maximize learning in more digestible and accessible formats. It saves you from having to travel so you can spend more time baking bread or working on some other newfound quarantine skill.

I couldn't be prouder of how PSW has handled the challenges and opened new doors for the profession despite others closing. So, let's finish this crazy year stronger and more resilient than ever before!



- Mike Gillard, PharmD, BCPS
PSW President