

January/February 2022



The Journal

of the Pharmacy Society of Wisconsin



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The Journal is a published professional resource for pharmacists, residents, pharmacy students, and pharmacy technicians in Wisconsin and throughout the United States. There are six issues published each calendar year. Published content includes comprehensive evidence-based medicine reviews, patient-centered improvement initiatives, policy and legislative reviews, and professional development opportunities. There are several mechanisms in which readers are encouraged to publish in *The Journal*. They include but are not limited to: Letters to the Editor, Commentary, literature reviews, quality assurance projects, and practice model improvement efforts.



The Journal

of the Pharmacy Society of Wisconsin

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The Journal of the Pharmacy Society of Wisconsin is a professional publication for original research, review, experience, and opinion articles that link science with contemporary pharmacy practice to improve patient care. Together we can inspire each other to advance our profession with the single purpose of enhancing the lives of our patients.

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UpFront: A Book Called Opportunity

by Sarah Sorum, PharmD

I'm delighted to wish you a happy new year! Welcome to a new beginning, as we open the *Journal of the Pharmacy Society of Wisconsin* for 2022!

As PSW embarks on the new year's journey, this issue of *The Journal* serves to look back, to celebrate what we accomplished in 2021, and to set a vision for our upcoming year. This fall, the PSW Board of Directors engaged in an update to the PSW strategic plan. The plan—now called Plan 2026—is summarized below. We are excited to continue to lead Wisconsin pharmacy practice, and serve as a beacon of professionalism, innovation, and inspiration for this year's difference makers.

PSW Plan 2026: Strategic Plan

PSW Mission

Provide a unified voice, resources, and leadership to advance the pharmacy profession and improve the quality of medication use in Wisconsin.

PSW Vision

At PSW, we collaborate with healthcare teams to improve medication use and the health of Wisconsinites, and transform pharmacy practice.

Shared Values - What Brings Us Together

- We believe patients are our purpose—if it's right for the

“

"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is New Year's Day."

– Edith Lovejoy Pierce

patient; it's right for the profession.

- We value collaboration and mutual respect—if you want to go fast, go alone; if you want to go far, go together.
- We believe in innovation, and we believe we are difference makers.
- We value community—we inspire to be inspired, building lasting relationships along the way.
- We engage in advocacy for our patients and our profession—we believe every patient needs a pharmacist and every pharmacist needs an advocate.

Diversity, Equity, and Inclusion Statement

One voice, one vision for all. PSW supports diversity in our membership, equity in our opportunities, and inclusiveness in our organization. We embrace our differences, unifying efforts to enhance patient care while advancing our profession. Our patients are diverse, and so are we.

Plan 2026 – Breakthrough Initiatives

- Expand the recognition of pharmacists as healthcare providers,

medication experts, and patient care service providers.

- Impact pharmacy workforce challenges, emphasizing the ability to attract, develop, and retain a quality pharmacy technician workforce.
- Inspire pharmacists, pharmacy technicians, and student pharmacists to advance diversity, equity, and inclusion in their workplaces and provide culturally responsive care to patients.
- Advocate for patient access when addressing the impact that financial and supply-chain factors have on pharmacy practice.
- Foster opportunities for collaboration and connection between PSW pharmacist, pharmacy technician, and student

pharmacist members to foster a sense of belonging as PSW members.

Cheers to a year full of opportunity to serve our patients, together.



- Sarah Sorum, PharmD
Executive Vice President & CEO,
Pharmacy Society of Wisconsin



Educating the next generation of **PATIENT ADVOCATES**

At Concordia, we focus on training pharmacists dedicated to patient advocacy. We teach that patient-centered care improves the health of not just individual patients, but creates stronger communities. CUW strives for excellence in teaching, research, service, and practice.

INTERESTED IN LEARNING MORE? VISIT:
[CUW.EDU/PHARMACY](https://www.cuw.edu/pharmacy)



SCHOOL OF
PHARMACY



PSW MISSION

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SHARED VALUES – WHAT BRINGS US TOGETHER

- We believe patients are our purpose – if it's right for the patient; it's right for the profession
- We value collaboration and mutual respect – if you want to go fast, go alone; if you want to go far, go together
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- Foster opportunities for collaboration and connection between PSW pharmacist, pharmacy technician, and student pharmacist members to foster a sense of belonging as PSW members.

Pharmacy technicians, student pharmacists, and residents are vital to the profession of pharmacy and the furthering of the PSW strategic plan. Pharmacy technicians' roles are key to pharmacy practice advancement. Learners will be encouraged to be part of conversations and participate in PSW activities through learning, listening, commenting, and playing supportive roles.



PSW Network

Connect. Collaborate. Advance.

[Click here to Explore](#)

The COVID-19 pandemic has shown us that authentic and meaningful connection matters. PSW is invested in providing our members a place to connect wherever you are. We are pleased to introduce [PSW Network](#).

PSW Network is an online space where PSW members can come together to share ideas and find solutions to shared problems across practice areas. Whether you're a pharmacist, resident, student, technician, or retired member of PSW, you'll find community here.

As a PSW member, you've been automatically added to the PSW Open Forum Community.

Key points:

- **Single Sign On:** Your login to the PSW main site (pswi.org) and PSW Network (network.pswi.org) are one and the same.
- **Profile:** Your PSW Network profile is your place to show up and show off. Although your contact info will pull from our membership database, you can also customize with your accomplishments and experiences. There's even an option to link to other social networks. Tell us about yourself!
- **Communities:** These are shared spaces for discussion along a certain theme. Some communities are for pre-existing groups that conduct regular meetings, like the Medication Safety Collaborative or the Pain Stewardship Group. Some communities are just open forums based on popular topics. If you are a member of a committee, there's a space for that too – you'll hear more from your PSW Staff liaison.
- **Activities within a community:** Once you've joined a community, you can post a discussion thread, upload content, and direct message with your peers, old and new.
- **Community Rules & Etiquette and Privacy Guidelines:** The first time you sign on, you'll be asked to agree to our community standards.

*Looking for a community that doesn't exist? Let us know! Email info@pswi.org

Letter From The Editor: Welcome 2022 and Thank you Peer Reviewers!

by Amanda Margolis, PharmD, MS, BCACP

You may have noticed that this issue of *JPSW* looks a little different. We are missing our normal table of contents; there are no original works, spotlights, or continuing education. As Sarah Sorum described in her UpFront, we are now using the Jan/Feb issue to reflect on the past year as we look forward to the new one. You will also notice a few celebratory items previously included in other issues now compiled into the Jan/Feb issue; notably the PSW Presidential Address, the PSW Awards, and our annual thank you to *JPSW* peer reviewers.

This year *JPSW* conducted 47 peer reviews. This has been consistent with the past few years and it continues to amaze me that a state organization is supporting this level of peer review. In addition to the volume of peer reviews, they are high quality. Our peer reviewers see the value in offering feedback on manuscripts to ensure they are high quality prior to publication. This is especially true for new student and resident authors who are first trying to publish a manuscript! Without this volunteer effort, *JPSW* would not be the publication it is today. Please join me in thanking our 2021 peer reviewers.

In addition to peer reviewers, there are a number of volunteers who make *The Journal* run. This includes the Editorial Advisory Committee, peer review and series coordinators, and our managing and copy editor. This team is truly what makes *JPSW* a successful journal.

Please enjoy this yearly update from PSW and I wish you a happy 2022.

Amanda Margolis is the Pharmacist Editor of *The Journal of the Pharmacy Society of Wisconsin*.

2021 Peer Reviewers

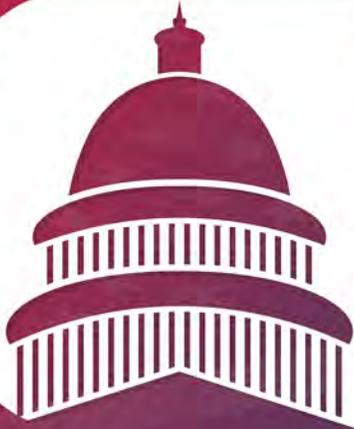
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Jennifer Larson
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Molly Lehmann
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Thank you!

47 Articles Peer Reviewed
4 PSW Meeting Recaps
2 Journal Supplements
10 COVID-19 Articles
111 Peer Reviewers
2 Journal Series
12 Spotlights
7 CE Articles



Wednesday, February 23, 2022

PSW LEGISLATIVE DAY



2022 PSW Educational Conference

Tuesday-Wednesday, April 5-6, 2022
Monona Terrace Convention Center
Madison, WI

Focused on patient care.



Wisconsin Pharmacy Residency Conference

April 5-6, 2022
Monona Terrace Convention
Center, Madison

Pharmacy Practice Innovations: PSW Staff Working for You: 2021 Updates

by Erica Martin, Kari Trapskin, PharmD, Helene McDowell, MS

PSW staff worked diligently throughout 2021 for PSW members on health disparities; opioid stewardship and naloxone education; pharmacy technician career ladders; point-of-care testing; WPQC medication therapy management; and vaccinations. The descriptions below are reflective of the innovative work that aligns with the PSW strategic plan and is led by PSW members and the entire PSW staff.

Vaccinations

ACIP-Recommended and COVID-19 Vaccinations

PSW has dedicated significant effort and time to assist pharmacists, pharmacy technicians, and student pharmacists in vaccinating their patients with COVID-19 and other vaccines. Despite the ability of vaccination to prevent disease and death,¹⁻⁵ Wisconsin is under-vaccinated.⁶ Further, there are vaccination disparities related to age, race, geography, and payer in Wisconsin.⁷⁻⁸ While Wisconsin pharmacies administered approximately one million vaccinations in 2020,⁹ there is significant opportunity to further raise vaccination rates. PSW staff has dedicated considerable resources toward addressing vaccination access limits and to removing barriers for PSW members, to allow them to vaccinate more often and with greater ease. In 2020 and 2021, PSW staff completed the following work for PSW members and, as of May 2021, helped make pharmacies the leading location of COVID-19 vaccination in Wisconsin.¹⁰ PSW staff:

- Met frequently with the Wisconsin Department of Health Services (DHS), the Wisconsin Immunization Program, long-term care facility (LTCF) associations, and other partners statewide to solve operational issues with the COVID-19 vaccination process on behalf of Wisconsin's pharmacies.
- Created and disseminated fully

remote, on-demand immunization training for pharmacists and technicians.

- Collaborated with national partners to alleviate barriers to usage of the US PREP Act Amendments, which temporarily permit pharmacists to order and administer vaccinations to people aged 3-5 years without a prescription during the public health emergency.
- Worked with the Wisconsin DHS to create a scheduling system for vaccination appointments (i.e., Wisconsin COVID-19 Vaccine Registry).
- Helped people get vaccinated by finding pharmacy vaccinators to host vaccination clinics for employers, LTCFs, etc.
- Advocated for the expansion of phases during the initial COVID-19 vaccination rollout (e.g., Phase 1A opening to Phase 1B).
- Lobbied successfully for expanded abilities for students to vaccinate.
- Lobbied successfully for the permanent ability of technicians to vaccinate in Wisconsin.
- Provided updates to members via webinars, Fast Facts and Special Alerts.
- Addressed individual questions sent to PSW via email.

Point-of-Care-Testing

Including COVID-19 Testing

In Wisconsin, a subset of community pharmacies began offering point-of-care testing (POCT) for COVID-19 through programs supported by the federal and state governments. Most notably, the Wisconsin DHS Community Testing Support Program (formerly known as the DHS Testing Pilot Program) was created through hundreds of hours of discussion and collaboration between PSW staff and DHS staff. The program provides pharmacies that enrolled during the enrollment period with free COVID-19 testing supplies, reimbursement

for each specimen collected, and assistance to transport the specimens to a lab for resulting. To move forward with point-of-care testing as a new pharmacy service, PSW staff completed the following work for PSW members:

- Collaborated on the creation and promotion of the DHS Testing Pilot Program (enrollment open August-November 2020) and advocated for reopening and promoting the DHS Community Testing Support Program. This included hundreds of hours of discussion between PSW and DHS staff, and a letter sent to the Secretary of DHS. Through the current program, pharmacies can participate through June 2022.
- Provided a "How to Test" webinar.
- Provided ad hoc updates in Fast Facts and Special Alerts.
- Addressed individual questions sent to PSW via email.

Opioid Stewardship & Naloxone Access Expansion

There is a critical need to address the opioid crisis in Wisconsin, given the above-average opioid overdose-related deaths in 2020 and 2021.¹¹ PSW worked with DHS on renewing the naloxone statewide standing order in August 2021¹² for another two-year period. The standing order provides anyone the opportunity to obtain naloxone for themselves or for a person they may help.

PSW also collaborated on a project that evaluates the implementation and effectiveness of the electronic health record-based clinical decision support toolkit related to opioid prescribing and naloxone co-prescribing. The project demonstrated that implementing the toolkit led to a decline in opioid, benzodiazepine, and concurrent opioid/benzodiazepine prescriptions, and an increase in the provision of naloxone.¹³

PSW is working with DHS to increase

opioid stewardship and naloxone access expansion. The goal is to increase the number of naloxone doses dispensed by using academic detailing, where pharmacist detailers meet with other pharmacists or prescribers to discuss naloxone. Additionally, pharmacy students are being trained on naloxone academic detailing and may ask you to discuss naloxone during their rotations.

PSW developed an online educational program, the “PSW’s Opioid Academy: A Limited CE Webinar Series.” The webinars are available to all PSW members on the PSW website and include presentations on the following: “The Low Down on Low-Dose Naltrexone;” “Is Buprenorphine Right for Everyone?;” “The Kitchen Sink: What to Try When You Run Out of Guidelines;”

“Building an Academic Detailing Program to Promote Naloxone Prescribing;” “Controlled Substance Disposal: The Devil’s in the Details;” and “Reducing Opioid Stigma and Improving Operations: Strategies from Community Pharmacies.”

Pharmacy Technician Career Ladders

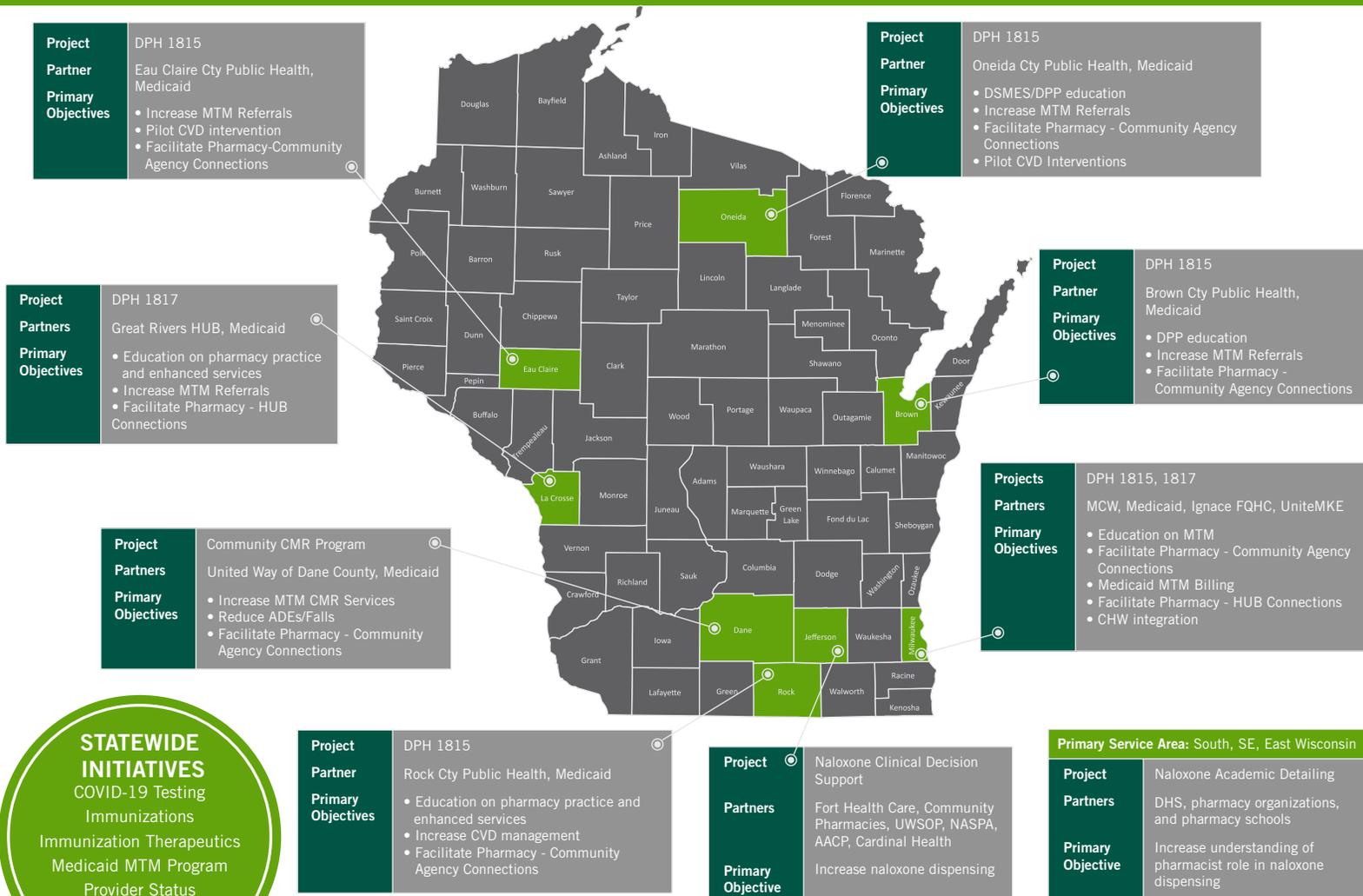
There was 32% growth in Wisconsin hospital pharmacy technician positions between 2009 and 2018. However, the number of vacant pharmacy technician positions also grew between 2016 and 2018.¹⁴ As one strategy toward having an adequate pharmacy technician workforce, some Wisconsin health systems and community pharmacies

implemented pharmacy technician career ladders as modes of increasing retention, improving recruitment, and trying to expand technician roles. In one study, the implementation of technician career ladders reduced turnover from 33% to 15% in three years.¹⁵

In Wisconsin, the pharmacy technician career ladders vary from organization to organization, and peer-to-peer sharing about the ladders has been limited. PSW members have anecdotally expressed regret over not speaking with their peers who implemented career ladders prior to building their own ladders. These members shared they could have improved their ladders, implementation, and outcomes for their employees had they had more insight.

Therefore, PSW recorded podcast

PSW Innovation Across the State



episodes, featuring members with career-ladder experience, to increase the knowledge and discussion about pharmacy technician career ladders in Wisconsin. The episodes are available on the PSW podcast channel, which can be accessed using your podcast service or online.

PSW is also sensitive to the workforce challenges that were exacerbated in 2020 and 2021. PSW is working with stakeholders to continue to advance pharmacy technician positions and ensure maintenance of an adequate pharmacy workforce.

Addressing Health Disparities Through Support, Targeted Outreach and Connection

The Wisconsin Pharmacy Quality Collaborative (WPQC) program and related work have been focused peripherally on impacting medication-related health disparities since the Wisconsin Forward Health program implemented the program for Medicaid members in 2012, and the United Way of Dane County implemented it for low-income older adults in 2011. Since 2011, by providing comprehensive medication review and assessment (CMR/A) services, pharmacists have been engaged in identifying and working with patients struggling with social determinants of health (SDoH) barriers that impact medication adherence and increase health disparities that typically result in poor health outcomes and quality of life. PSW aims to sustain and grow current initiatives in which pharmacists are referring patients to resources and organizations that can help address SDoHs. In 2021, PSW has strived to disseminate these successful initiatives into new areas, while continuing to ensure that incentives are aligned for patient and pharmacist participation in implementation projects. The following sections describe additional PSW work that has focused on impacting health disparities through support, targeted outreach and connection.

WPQC support: Medication therapy management has been a PSW focus for many years.¹⁶ Many PSW members have been involved in different phases of the Wisconsin Pharmacy Quality Collaborative (WPQC) Medication Therapy Management (MTM) program since 2008. During 2021, PSW staff members have continued to support the WPQC program's nearly

200 WPQC-accredited pharmacies, 300 pharmacists, 35 technicians and many, many pharmacy students by providing a fully revised WPQC homestudy and website material, outreach calls, webinars, 3 updated pocket toolkits (asthma, diabetes, tobacco cessation), and a brand-new pediatric toolkit. During 2021 alone, 1495 CMR/A services were provided to Medicaid members across the state through WPQC. PSW has regular contact with the Wisconsin ForwardHealth Medicaid program staff to troubleshoot reported concerns, provide accreditation lists, analyze utilization data, provide updates, and strategize ways to increase the number of CMR/A services provided. Support and growth of the program will continue to positively impact health disparities faced by Medicaid members.

One of the PSW staff's favorite ways to communicate and support WPQC-certified pharmacists and technicians has been through the WPQC CMR/A coaching workgroups. In 2021, we provided 6-week workgroup sessions to pharmacy technicians working at WPQC pharmacies. The workgroups were held via video conference, and followed a specific curriculum designed to help pharmacies implement the WPQC program and CMR/As into the pharmacy workflow. Small group education and engagement of pharmacy technicians has been shown to be as successful as small group engagement and education of pharmacists. This education will continue in early 2022, when both pharmacists and technicians will have the opportunity to participate concurrently in these workgroups.

Since March 2020, telehealth became a reimbursable method of delivering CMR/A services to Medicaid members. In 2021, PSW has continued to update and promote our toolkit for providing medication therapy management via telehealth. The toolkit provides Medicaid billing details in addition to useful communication tools and tips for providing services via video or phone appointment. Telehealth has provided WPQC pharmacies with the opportunity to reach Medicaid members throughout the pandemic, while providing another way to reach patients with limited transportation options. PSW has also provided advocacy to Wisconsin ForwardHealth in support of continued telehealth services. The toolkit

is available on the PSW website under the Resources tab (Toolkits-Manuals).

During 2021, the Community Pharmacy Enhanced Services Network (CPESN WI) has grown to over 80 pharmacies! All CPESN WI pharmacies are also required to be WPQC-accredited. A shared goal between PSW and CPESN WI is to train and encourage CPESN pharmacies to utilize the Medicaid MTM program to its fullest potential.^{17,18} PSW staff work closely with CPESN WI's lead luminary, Michelle Farrell, and Abbi Linde and Dimmy Sokhal, CPESN WI luminaries, to align CPESN WI and WPQC efforts in order to maximize the impact on Wisconsin patients.

Since 2019, PSW has worked with CPESN WI leaders to guide CPESN pharmacies through a program called Flip the Pharmacy, funded through the Community Pharmacy Foundation (CPF). CPESN WI and PSW were funded to support a group of over 40 CPESN pharmacies in the quest to move beyond filling prescriptions at a moment in time to caring for patients over time.¹⁹ The first cohort's experience was very successful, despite the onset of the COVID-19 pandemic, with pharmacies making great progress on implementation of eCare Plans focused on hypertension, diabetes, opioids, social determinants of health, and COVID-19 vaccinations. This past fall, CPESN WI and PSW were funded to support another Flip the Pharmacy cohort of 45 pharmacies, which began in October. Several CPESN WI pharmacists are serving as coaches for each of the participating pharmacies, and Cohort 1 pharmacies are invited to participate in the program again as well as to serve as mentors for the new cohort. PSW is proud to be participating in this exciting initiative, and will be providing continued support, toolkits, webinars, and administration of the funds through September 2023.

Targeted outreach: For several years, PSW has approached the WPQC program with the idea that targeted outreach to specific geographic areas will help to continue growth of the program and reach more Medicaid members. During 2021, staff continued that theme by partnering with the Wisconsin DHS Division of Public Health (DPH) priority public health regions of Oneida (Rhineland area) and



WISCONSIN PHARMACY QUALITY COLLABORATIVE

an initiative of the pharmacy society of wisconsin

Eau Claire counties, and three pharmacies in those counties. Medicaid members were invited to participate in a 6-month diabetes and cardiovascular disease intervention (3 CMR/A visits with the pharmacist) which ended in December 2021. Data analysis will occur in early 2022. Each patient received a blood pressure monitor and education on how to use it. Local public health partners administered the program with ongoing support and training from PSW staff. Public health staff helped to connect patients to community resources when needed. PSW will continue to support these pharmacies to sustain the implementation of the Medicaid CMR/A program during the first half of 2022. In 2022, PSW will also be launching a similar program in Brown County with one pharmacy.

Many groups funded by WI DPH are working on facilitating self-measurement of blood pressure (SMBP) statewide. The focus at PSW has been to educate pharmacists on the importance of and methods for providing SMBP education and billing opportunities for providing blood pressure monitors. During 2021, PSW has continued to update our SMBP toolkit to include methods for billing Wisconsin ForwardHealth managed care organizations (MCOs) as we learn which programs are open to pharmacies. The method for billing for fee for service Medicaid members is outlined in the guide, which is available on the PSW website under the Resources tab (Toolkits-Manuals). Please contact PSW if you have successfully billed a Medicaid MCO for a blood pressure monitor with or without administration fee so that we can update the toolkit.

Connection: Author Brené Brown defines connection as “the energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgment; and when they derive sustenance and strength from the relationship.” None of the work described above could have happened without

connection. The best example of this type of connection has been fostered through the Community CMR/A program that PSW has received support for from the United Way of Dane County for over ten years. Connections and strong relationships with community partners and pharmacies built over years have sustained the program. For more information, please read the accompanying article.

The connections developed with community agencies in underserved areas of Dane County have allowed PSW to embark upon new work during 2021 related to social determinants of health (SDoH). In June, PSW received an award from the Community Pharmacy Foundation (CPF) to develop and test a SDoH screening and bidirectional referral tool for community-based organizations and pharmacies to better meet the needs of patients with SDoH barriers. The tool is currently being used in one pharmacy that is receiving referrals from two community-based organizations with whom PSW has established relationships. Learnings about collaboration between the pharmacist and the community health worker or case manager at the community-based organization will be disseminated nationwide. Data collection will begin in late spring.

The American Public Health Association defines a community health worker (CHW) as “a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery. A community health worker also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal

counseling, social support and advocacy.”²⁰ A CHW can work in a community center, care-coordination HUB, health system, clinic, or even a pharmacy. During the past year, PSW has connected with the two care-coordination HUBs in the state (Great Rivers HUB - LaCrosse and UniteWI - Milwaukee) and has engaged several pharmacies in LaCrosse to participate in a bidirectional referral model for Medicaid members who need both CHW and pharmacist services.

PSW is proud of the work that we have been able to engage in and facilitate during 2021, despite the many challenges pharmacists are facing in the field. It is our hope that 2022 will bring continued opportunities to facilitate connections and collaboration between partner organizations and practitioners in order to help address health disparities one patient at a time. Thank you to all pharmacists, technicians, and students who have been involved throughout the journey.

Erica Martin is the Director of Practice & Population Health Initiatives, Kari Trapskin is the Vice President of Health Care Quality Initiatives, and Helene McDowell is the Senior Manager of Health Equity Programs & Outreach at the Pharmacy Society of Wisconsin in Madison, WI.

Disclosure: The Pharmacy Society of Wisconsin and the Wisconsin Pharmacy Foundation receive funding from the following groups to complete the work described above: Advancing a Health Wisconsin Endowment, Cardinal Health Foundation, Pharmacy Technician Certification Board, Wisconsin Department of Health Services, United Way – Dane County, and Community Pharmacy Foundation.

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Thursday-Saturday, August 4-6, 2022
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2022 PSW ANNUAL MEETING

Navigating the Changing Tides of Healthcare

Thursday-Saturday, August 25-27, 2022
Kalahari Resort & Convention Center, Wisconsin Dells



A Community Well Served: How a Ten-Year Partnership between PSW, United Way of Dane County, and Community Organizations has Built a Healthier Community

by Helene McDowell, MS, Kari Trapskin, PharmD

Vulnerable individuals often have difficulty accessing and managing the medications they need, due to a variety of barriers.

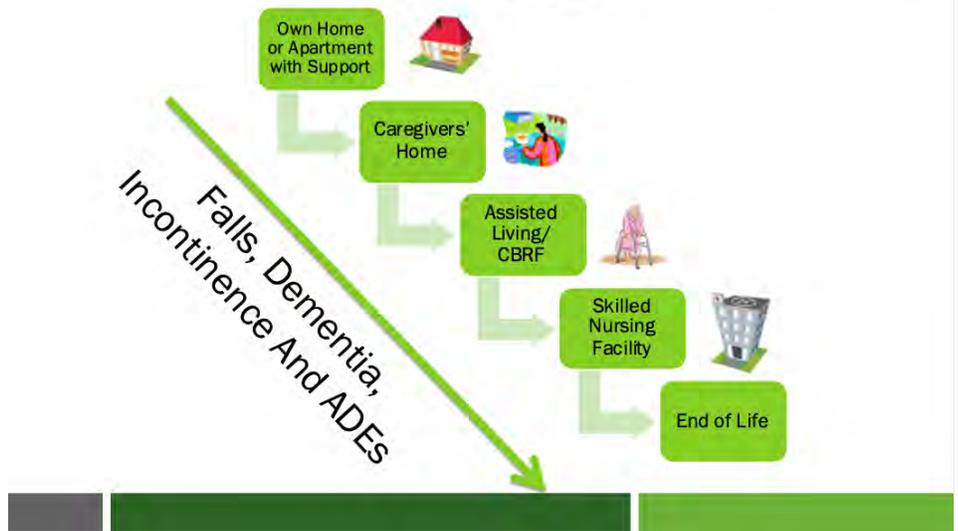
Together, community pharmacies and community-based organizations are well positioned to help by addressing issues related to affordability, provider beliefs, cultural sensitivity, health literacy, access, and navigating health care systems. The Pharmacy Society of Wisconsin's (PSW) comprehensive medication review (CMR) program has provided a community-based, clinical resource intended to reduce health disparities, increase health literacy, and increase medication adherence to improve the health of underserved communities. Ten years ago, PSW, Wisconsin Pharmacy Quality Collaborative (WPQC) pharmacists, community organizations, and United Way of Dane County (UWDC) began a partnership that would impact the health of Dane County's low-income and older adults for a decade.

Where We Began

In 2010, United Way of Dane County convened a Delegation on Safe and Healthy Aging to examine how they could focus their work to help keep older adults living safely, healthily, and independently in their homes. The delegation conducted a nine-month study and community engagement process that identified adverse drug events (ADEs) and falls as two of the most common yet preventable health triggers that cause high rates of emergency room visits, hospitalizations, and loss of independence for older adults. To help reduce these rates, in 2011, United Way of Dane County partnered with PSW and WPQC-certified pharmacists to launch an initiative to

Impact of Falls And Adverse Drug Events (ADEs)

Falls, dementia, incontinence, and adverse drug events are triggers for long-term disabilities



provide underserved older adults with comprehensive medication reviews (CMRs). PSW has supported the program since 2011 by serving as the liaison between UWDC and the WPQC program, whose pharmacists in Dane County provide the CMRs. The primary objective of the CMR program is to identify and provide CMRs to low-income and older adults in Dane County who have complex medication

regimens. The purpose of the CMR is to help these individuals manage their medications effectively, to improve health management, and reduce ADEs and falls. Since 2011, PSW has partnered with over 20 WPQC pharmacists, pharmacy students, and 20 community organizations to provide over 1,500 community-based CMRs to this population.

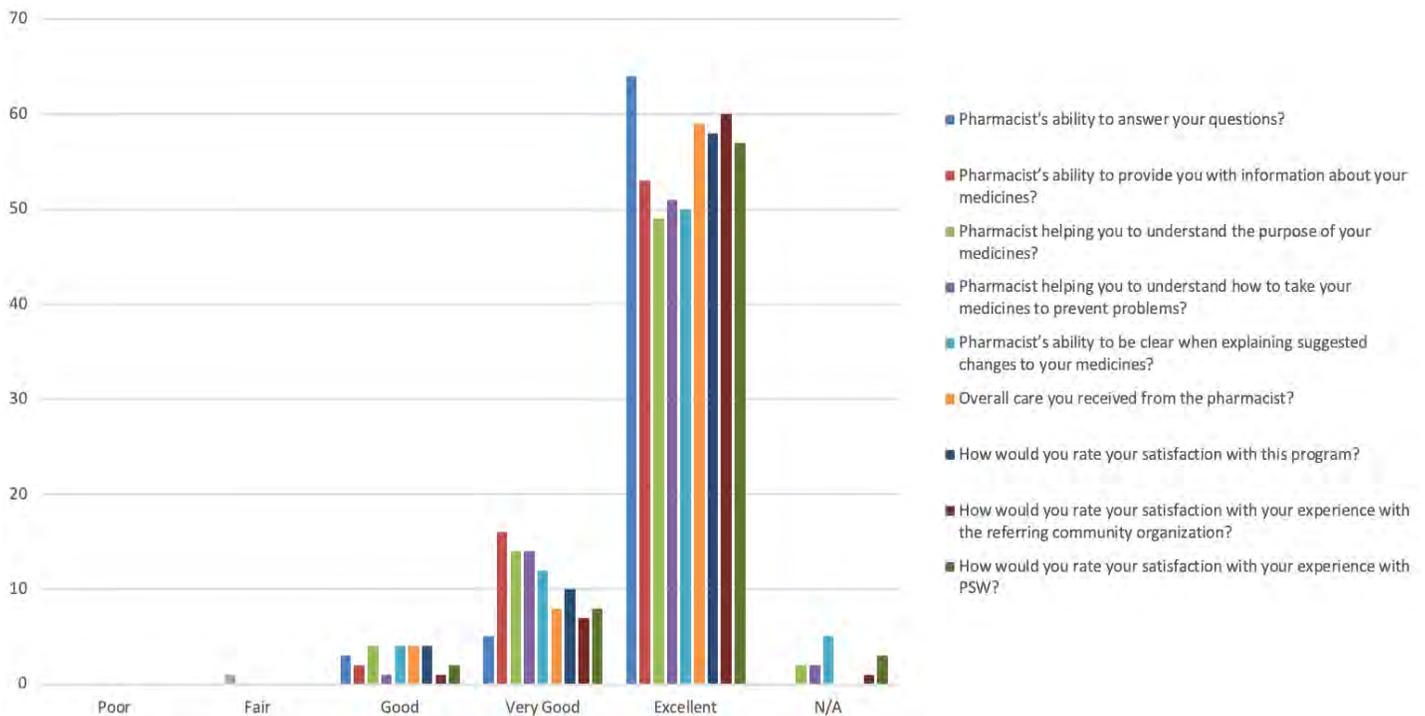
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"I have thoroughly enjoyed every opportunity I've had to work with PSW and United Way at their CMR events. Working one on one with patients and knowing you are making a difference to them is truly refreshing and is always the perfect reminder of why I became a pharmacist."

Participating Pharmacist – Holly A.

TABLE 1. Cumulative Satisfaction Scores

Question	Poor	Fair	Good	Very Good	Excellent	N/A	Total
Pharmacist's ability to answer your questions?	0	0	3	5	64	0	
Pharmacist's ability to provide you with information about your medicines?	0	0	2	16	53	0	
Pharmacist helping you to understand the purpose of your medicines?	0	1	4	14	49	2	
Pharmacist helping you to understand how to take your medicines to prevent problems?	0	0	1	14	51	2	
Pharmacist's ability to be clear when explaining suggested changes to your medicines?	0	0	4	12	50	5	
Overall care you received from the pharmacist?	0	0	4	8	59	0	
How would you rate your satisfaction with this program?	0	0	4	10	58	0	
How would you rate your satisfaction with your experience with the referring community organization?	0	0	1	7	60	1	
How would you rate your satisfaction with your experience with PSW?	0	0	2	8	57	3	
Total (n)	0	1	18	94	501	13	627
Total in %	0%	0%	3%	15%	80%	2%	



and language interpreters ensures that we provide culturally appropriate services that extend beyond the senior and community centers to engage those individuals harder to reach and with more SDOoH barriers. Those barriers, including health care access, poorly managed chronic health conditions, and low health literacy are primary factors that contribute to long-term poverty, and social and health disparity. The program leverages existing individual and community assets to improve health care access and health literacy, and reduce racial health disparities in Dane County.

The Comprehensive Medication Review

The need to understand medication is significant. Patients seen by pharmacists through this program have reported taking an average of 13 medications: 8 prescription and 5 over-the-counter, or more, each day. During the comprehensive medication review, the patient meets one-on-one with a pharmacist to review their medications, ask questions, and raise any concerns. The pharmacist details the purpose of each medication and evaluates it for efficacy, safety, and existing or potential side

effects. This information, accompanied by recommendations, such as discontinuing a medication due to an adverse drug event, is explained to the patient and communicated as a consideration to the patient's primary care provider (PCP) by the pharmacist. These recommendations are proposed to facilitate improved medication therapy management. After communicating with the PCP, the pharmacist calls the patient to inform them of the PCP's decision. If the recommendations are accepted by the PCP, the pharmacist further educates the patient on implementing the recommended change(s). This follow-up is essential,

“

“I have visited the BLW Center for several years now and have heard about the CMRs through their lovely staff. I was always hesitant to partake in a session since I have been comfortable with my current health provider. After speaking with BLW’s Center Director he convinced me to use this service and I was so happy he did so. The pharmacist was so kind and patient with me going through all my medications and health concerns. With the pharmacist guidance I have felt so much better. I had pancreatic and other muscle pain that with the suggestions of altering when I take certain medications has helped extremely. I now take certain medications in the evenings, others in the morning and making sure that some of the vitamins I take do not counter act my medications. Since this consultation I feel my awareness has heightened and a lot of the pain and inflammation has subsided. I am extremely happy that I took advantage of this service and will help spread the word with my family and friends about this.”

“This is my first time having an experience like this and I am very satisfied with it. I wish they had this all over the world.” (Translated from Spanish)

– 2021 Program Participants

both to promote coordinated, team-based care for patients, and to improve communication between the pharmacist, PCP, and patient. Underserved and older adult patients visit multiple providers, take many medications, and their regimens are becoming increasingly complex. This complexity increases the need for a CMR and the patient-centered care that results.

In addition to the medication education, pharmacists also educate patients on other health topics, including self-management of blood pressure, diabetes, effects of over-the-counter supplements, falls safety, nutrition, and healthy lifestyle. All of these efforts are intended to increase patient health literacy and self-management skills, and improve adherence and overall health.

Program Evaluation

Patients who participate in comprehensive medication reviews have an increased understanding of their health and medications, improved medication adherence, and reduced medication complexity. To ensure we provide the highest quality service, PSW uses patient, pharmacist, and community partner feedback to inform the development of program goals, evaluation methods, and ongoing quality improvement practices. We collect this feedback through program self-assessment. We also collect and evaluate the number and type of pharmacist recommendations made, the rate of acceptance of these recommendations, and the frequency of pharmacist coordination with the primary health care team. Types of pharmacist interventions include: therapeutic interchange, dose consolidation, dose/dosage/duration/time change, adherence, medication device instruction/education, medication addition, medication deletion, lab monitoring, and immunization assessment. On average, there are over 300 recommendations made by pharmacists over the course of a program year, with an approximate 74% prescriber acceptance rate.² Over the past 4 years, patients have been highly satisfied with pharmacist performance during CMRs, with 97.5% of patients rating their CMR

Success Story

At a telehealth comprehensive medication review (CMR) event, a pharmacist worked with a low income, African American man in his late 40s, taking 8 prescribed medications and 2 over the counter supplements to manage multiple comorbidities. This man had poorly managed diabetes, complicated by neuropathy and morbid obesity. His wife was involved in the CMR as she is his primary caregiver and manages his medications. He was adherent to his medication regimen because his wife administers his medications.

During the CMR, the pharmacist addressed questions regarding diabetes, ways to control blood sugar, and the side effects of specific medications. According to the wife, these things were never explained to them. Additionally, the pharmacist recommended several lifestyle changes including smoking cessation, some physical exercise and a diet plan that would help him lose weight and likely improve the management of his diabetes. Immediately after the visit, the wife completed the program satisfaction survey, rating her satisfaction with the experience as excellent. She stated that she now understood the reasons why her husband takes so many medications, what he is taking them for, and how to better control any side effects. The client was willing to try the lifestyle changes recommended.

Six months later, the community partner who organized the CMR visit for this family reported how satisfied the couple was with the experience and that they were doing well working to follow the pharmacist’s recommendations. Both have been losing weight and are feeling better.

satisfaction as “good,” “very good,” or “excellent.” Patients were most satisfied with the pharmacist’s ability to answer questions and clearly explain recommended interventions. These results include telehealth CMRs. 2020 program data indicate that the provision of a telehealth CMR versus in-person CMR did not diminish patient satisfaction. Cumulative 2020 program satisfaction was 98%, which was as high as in previous years. For 2021, patient satisfaction is at 98% to date. These data support a very promising indicator of the ability to disseminate this type of telehealth service delivery model without impacting patient care and service quality.

Going Forward

United Way of Dane County has been the primary funder of the community CMR program for 11 years. This is an extraordinarily long time to receive funding and certainly speaks to the importance it has had on community health in Dane

County. During this time, this program has had a permanent impact on Dane County by strengthening community-pharmacy connections, improving patient-pharmacist relationships, increasing patient health literacy and medication adherence, and increasing pharmacists’ roles in chronic disease management. After 11 years of support, UWDC is no longer able to provide programmatic funding. While this funding change means the current program ended in 2021, PSW remains committed to this work and aligning it with our other public health initiatives to be able to continue providing this important service to patients who need it. PSW continues to be focused on supporting our members through education and 1:1 support to become WPQC-certified to access the Wisconsin Medicaid MTM program to receive reimbursement for providing CMRs to eligible Medicaid patients. Our community relationships are continually fostered through all of our innovative public

health work and will remain a strong focus as we define the future of this program.

Helene McDowell is the Senior Manager of Health Equity Programs & Outreach and Kari Trapskin is the Vice President of Health Care Quality Initiatives at the Pharmacy Society of Wisconsin in Madison, WI.

Disclosure: The author(s) declare no real or potential conflicts or financial interest in any product or service mentioned in the manuscript, including grants, equipment, medications, employment, gifts, and honoraria.

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Immunization Training for Pediatric and Adult Vaccinations Available for Pharmacists and Technicians

Training for Pharmacists: [PSW's Immunization Delivery for Pharmacists](#) course is an ACPE accredited program that meets Wisconsin's training requirements for pharmacists interested in providing immunizations in an effort to improve public health. This training program also includes education on non-vaccine injections, enabling you to begin administering medications as a part of your pharmacy practice.

The course consists of several online modules that can be completed at your availability. Course content will include:

- Immunology & Vaccine Basics
- Operating & Expanding Your Immunization Program
- Patient Care for Immunizing Pharmacists
- Vaccines & Vaccine Preventable Diseases
- Special Populations
- Case Discussion
- Non-Vaccine Injections

Registration is \$325 for PSW members and \$425 for non-members.

If you're already completed the training, but just need training on pediatric vaccination administration in order to vaccinate below age 6, click [here](#). Registration is \$100.

Training for Technicians: The [PSW Technician Immunization Delivery for Pharmacy Technicians](#) course provides certified technicians with the concepts and terminology of immunization, vaccine administration techniques and safety procedures, as well as documentation requirements, proper product handling, and adverse reaction management to expand their support of pharmacy practices.

Each technician participant will complete three online modules (including a final exam) and a vaccine administration assessment at their home practice site. Participants must complete the online modules and assessment in their entirety and submit a current BLS/CPR certification (with documentation) before receiving immunization certification. Upon completing all components of the course, certified technicians are eligible to administer vaccines (under pharmacist supervision and to patients age 6 and older) in the state of Wisconsin.

The cost of the program is \$175 for members and \$275 for non-members.

For more Immunization continuing education credit, click [here](#). Please email info@pswi.org with any questions.



PASSED!

[2021 Wisconsin Act 3](#): Allows trained pharmacy technicians to administer vaccines and allows trained pharmacy students, regardless of year in school, to administer vaccines under the supervision of any vaccinating healthcare provider. Allows pharmacists, pharmacy students, and pharmacy technicians to administer injectable epinephrine or diphenhydramine in case of an adverse reaction to a vaccine.

[2021 Wisconsin Act 9](#): Comprehensive PBM reform, including requiring licensure of PBMs, giving oversight to the Wisconsin Commissioner of Insurance to enforce laws relating to PBMs, fair pharmacy audit practices, banning gag clauses, prohibiting retroactive recoupments in most situations, and requiring written notice of accreditation standards.

[2021 Wisconsin Act 98](#): Provider Status! Requires the Wisconsin Medicaid Program reimburse pharmacists for any clinical care service covered under the program that is within a pharmacist's scope of practice or delegated to a pharmacist by a physician.

[2021 Wisconsin Act 100](#): Requires pharmacy technicians in Wisconsin register with the state and gives the Pharmacy Examining Board oversight of the profession.

[2021 Wisconsin Act 101](#): Clarifies the Pharmacy Examining Board's oversight of remote dispensing sites by licensing these sites as pharmacies. The bill does not change the locations where these sites exist, but does provide more flexibilities for pharmacies to be supervised remotely by pharmacists.

Ongoing Legislative Priorities

2021 Assembly Bill 36: Allows pharmacists to independently prescribe oral and patch contraceptives for patients age 18+. This bill has passed the Wisconsin State Assembly and is awaiting final action by the Wisconsin State Senate.

2021 Assembly Bill 718: Prohibits payor-mandated white-bagging and brown-bagging of clinician-administered medications. Learn more about PSW and the Patients First Wisconsin coalition's efforts [here](#).

Regulatory Advocacy

Advocacy with the Pharmacy Examining Board during the complete revision of Phar 8

Advocacy with the Pharmacy Examining Board during their biannual review of outdated, conflicting, or superseded rules.

Advocacy for variances to statutes and rules throughout the COVID-19 pandemic, including relating to vaccine delivery, dispensing outside of a pharmacy, and re-use of PPE.

PSW Presidential Address: A Connected Breath

by Ellina Seckel, PharmD, BCPS



Editor's Note:

This presidential address was given at the 2021 PSW Annual Meeting on Saturday, September 18 at the KI Convention Center in Green Bay, Wisconsin.

You know, the most common question I've been getting about today is if I was going to get a new outfit. I did seriously think about getting a new outfit for this speech, but then I realized, no one would be able to see it behind this podium anyway.

I want to start our time together by acknowledging we've all been through a tremendous amount in the past year and a half, and however you might be feeling right now, those feelings are valid. And while this and last year's annual meetings have looked quite different than what we are accustomed to, and quite different from each other, I am truly grateful to each of you for being here, whether in person or virtually, in connection today.

I recently learned about Malala Yousafzai. Have others heard of Malala?

I learned about Malala through a children's book. My husband Cole and I do not have children, but our nephews (ages 5 and 9) came to visit us this June. For those of you that have children, I am so impressed with your ability to get through daily life! Those boys ate so much food, and quiet time was not a thing. They never once stopped making some sort of noise, from some part of their bodies. Of course, they were hilarious and there were many special moments, too. In particular I cherished our nighttime story reading. One of the books we read at night was about Malala Yousafzai's life.

When Malala was 10 years old, the Taliban took power in the region of Pakistan she called home. They set out new, strict rules, including a ban on dancing, television, and girls going to school. Even though she was afraid, Malala spoke out against the crime of denying girls an education on Pakistani TV and with the BBC. On a school bus ride home when Malala was 15 years old, a member of the Taliban entered the bus and shot Malala in the face. Unbelievably, she recovered and

got back to advocating for a girl's right to education. Malala is the youngest person ever to receive the Nobel Peace Prize and today continues to fight for a world where all girls can learn and lead. Malala's story, resilience, perseverance, courage, bravery, and steadfast resolve to use her voice and speak up for what is right affects me deeply and is inspiration for us all.

Serendipitously, in a podcast I was recently listening to called "We Are Supported By," Malala was asked how she gets people to listen to her message. She responded, "There is always that moment when the stage is yours, you have to accept it, and speak from the core of your heart." That is what I am here to do with all of you today.

The past year and a half has guided me in appreciating the concept of "both/and." Stated another way, I am learning that in life there are often two truths, even two truths that directly oppose each other, in existence at the same time. And despite how uncomfortable that can make me feel, I'm working on the capacity to sit with and hold these two opposing truths in my mind, and in my heart, alongside each other.

In further reflecting on both/and, I wonder if you can relate to the feeling that the world is moving faster than ever and at the same time, certain parts feel like living in slow motion. Very different perspectives from those I love (and especially from those I do not know) can come actually from the same core set of values underneath the surface. I am growing to appreciate and acknowledge the complexity, beauty, anguish, joy, distress, and magnificence of life—finding a new way towards acceptance of the things I cannot change—figuring out how to live in a world of both/and.

And as we are all trying to figure out how to live in this world of both/and, I am going to take us back, to March of 2020. I vividly remembering exactly where I was when I first heard that "coronavirus" was more than something happening in another



part of the world. We were two days away from jumping on a plane to Vietnam for a vacation. I remember being confident in our rationale; we were set to go. At the time, we figured coronavirus sounded similar to the flu, and being relatively young and healthy, we weren't too worried about getting sick. Two days before we were to step foot on the airplane, I came down with a cold. I don't think it was COVID, but at the time there was little known and testing had not yet been available. While it was a bummer to get sick, it is also likely what saved us from getting stuck for weeks to months on end in Vietnam as we decided to cancel the trip. It was the first of many moments of needing to pivot, as Melissa Theesfeld coined in her presidential address one year ago. I know you all have your "when I first realized COVID was a big deal" stories and experiences to recall upon as well.

It was not even a week after canceling our Vietnam trip that COVID began to grow in its impact to family, friends, workplaces, patients, and communities.

At that time in our workplaces, Wisconsin pharmacy teams set quickly into action, moving either closer towards danger in caring for the sickest patients, or moving as many team members as possible to

remote work and revamping workflows. As cases grew, PSW members helped set up the Alternate Care Facility in Milwaukee, and pharmacists were deployed there to assist. Pharmacists, pharmacy technicians, and students stepped up across the state, putting your own health at risk, to continue serving patients in our communities. When testing became available, you were there.

And in December 2020, the country turned towards us, leaned on us, the pharmacy profession, to swiftly and efficiently roll out lifesaving vaccines. I have been astonished by the quick and decisive actions taken by the pharmacy profession in setting up vaccine clinics, working nights/weekends, and traveling to take vaccine to where patients are. We also continue to play a major role in addressing vaccine hesitancy with the backdrop of the desperate need for global access of the vaccines. We have truly come together to overcome. Seeing the selfless efforts of so many in our profession has made me even more proud to be a pharmacist.

“Regular” difficulties in life also have not stopped because COVID is happening. Many have gone through heartache and loss during, but separate from, COVID. On this note, I am reminded of Mike Gillard’s presidential address, when he wisely guided us through the loss of our previous CEO

and leader, Chris Decker. Mike referenced a TED Talk of a woman who had lost her husband and both of her parents in a short time span. In her TED Talk, she teaches us that “we do not move on from people or grief; we move forward with them.”

And now we find ourselves here, experiencing yet another transition riddled with uncertainty and plans we did not choose to make. And how marvelous it is that We. Are. Still. Here. Together.

Victor Frenkl—and Austrian neurologist, psychiatrist, philosopher, author, and Holocaust survivor—provides us with guidance for these challenging times:

“Everything can be taken from a man but one thing: the last of the human freedoms—to choose one’s attitude in any given set of circumstances, to choose one’s own way.”

OOOF—that is a lot. And I need a moment to take a breath. When I am stressed out, my husband Cole will take my hand, and offer to take a deep breath together. I will now invite you to join me in taking a connected breath, together.

If you’d like, you can place one hand on your belly, the other on your heart. You may close your eyes, or keep them open, whatever you prefer. Together, we will now inhale and exhale.

Thank you; there is a healing power in the collective breath of a community, and know every new breath is a chance for us to have a new start.

And now, as we shift our focus from reflecting behind to seeing forward, there is so much to be hopeful and excited about!

PSW has always been, and continues to be, here for you! The resiliency of this organization, pivoting to exceptional virtual experiences for members and remaining financially strong despite difficult times, stands out when many other similar organizations have been struggling.

PSW has not only survived, it has thrived under Sarah’s leadership. We also have an exceptional group of colleagues on our Board of Directors to thank for helping successfully lead PSW through these once in a lifetime challenges. The PSW Board of Directors has developed a visionary strategic plan with five main areas of focus. This 5-year strategic plan also creates opportunity for an annual refresh to be flexible and agile to the change that we know and expect will occur. Here are the 5 breakthrough strategic plan initiatives for PSW (I sort of feel like I am about to announce Oscar nominees):

PSW Strategic priorities:

1. Provider Status: the ability for pharmacists to be paid equitably through the medical benefit



2. Advancing technician roles across the state
3. Putting the patient first in financial and supply chain management
4. Diversity, equity, and inclusion
5. Member belonging and engagement

As I have observed and appreciated many accomplished past Presidents making their indelible mark on PSW, I thought about how best to amplify and build upon the foundation set before me by so many difference makers. A note on what PSW does well with Presidential transitions: there are not drastic shifts in strategic direction or priorities from President to President. Rather, there is an intentional overarching movement forward that serves as an umbrella of progress for us all.

With that said, I am eager to put additional energy and focus on three Presidential Officer Priorities, two of which align directly with the strategic initiatives noted above: Provider Status; addressing our work-force issues for technicians, pharmacists, and students; and DEI.

Starting with Provider Status

You heard the update from PSW on our latest efforts this morning. I see Provider Status is like a team relay race. As we round the corner with nearly passing provider status for Medicaid, we are also looking ahead to passing the baton to each of you to implement systems needed to take full advantage of this new ability. As you put the systems in place to provide higher-level care to patients and have the ability to receive

reimbursement through Medicaid, we will also work in parallel to advance payment from private insurers.

I want to thank the members of the PSW Provider Status Core Team for their years of leadership: Nick Olson, Adam Gregg, Jordan Spillane, Julie Bartell, Dimmy Sokhol, and PSW Staff Danielle Womack, Kari Trapskin, Erica Martin, and Megan Grant.

I am thrilled for PSW to build off the work to date to keep advancing further to improve the lives of Wisconsin patients!

Moving to Addressing Workforce Issues

Critical to achieving advanced practice models is a workforce that is ready to serve our patients in all areas of pharmacy. Practice sites are feeling acute workforce issues with pharmacy technician turnover. Compensation, career ladders, leadership support, and further development of structures that attract and retain technician talent have long been recognized as a need. As pharmacist roles are evolving, technician roles, responsibilities, and compensation need to evolve as well.

I also believe in the need for pharmacists to be able to make meaningful career shifts. All areas of pharmacy practice should to be accessible to all pharmacists. How do talented pharmacists looking to make a career path change make that aspiration a reality? Residency training, along with non-traditional residency programs, could represent paths for some; on-the-job

training another path; board certification perhaps part of another, as well as paths not yet fully traveled – How can PSW support career changes at whatever point a pharmacist may be in their career? It is clear there is a need around career coaching, reskilling, and development of entrepreneurial skills to build new models of practice, and I am excited about bringing people smarter than me together to facilitate movement around it. We also have the advantage of having three tremendous pharmacy schools in Wisconsin that are thoughtfully instilling skills that our students need to lead us into the future.

And on Diversity, Equity, and Inclusion

We heard this morning about the concrete ways in which we can integrate and advance DEI in our workplaces. Among many intentional and transformational actions, PSW now has an official DEI Statement: PSW supports diversity in our membership, equity in our opportunities, and inclusiveness in our organization. We embrace our differences, unifying efforts to enhance patient care while advancing our profession. Our patients are diverse, and so are we.

I want to recognize the incredible leaders that are serving on the PSW Diversity, Equity, and Inclusion Team as they contributed directly to this statement as well as the comprehensive PSW DEI recommendations that you can access on the PSW website. They are:



COMING TOGETHER

In-person* & Virtually

2021 PSW Annual Meeting
September 17-18, 2021
Hyatt Regency, Green Bay, WI

- Sarah Sorum
- Jane Barton
- Megan Grant
- Xin Ruppel
- Goody Cacal
- SIRR Grice
- Lisa Imhoff
- George Mackinnon
- Birgitta Monson
- Jinhee Park
- Tabarius Smith
- Melissa Theesfeld
- Jenny Van Order

I encourage you to connect with these exceptional individuals.

Growth is uncomfortable. Challenging the status quo is uncomfortable. The ability to be with the discomfort is uncomfortable. And when I feel all of this discomfort and awkwardness, I turn inward to my why. I am going to share with you my “why” – the reason why I am invested in integrating and advancing DEI in PSW, in my workplace, in my personal life, and in my community. Thor Ringle, an incredibly talented poet who works at the Madison VA, wrote this poem for me after he and I spoke about my why.

It is called: The Uniform

The girl who wore this
was my size, my height, my shape
me
in everything but name,
her life erased
in a concentration camp
and nothing left
but this shroud of cloth
in a glass case
in the Holocaust Museum.

My great-grandparents also
wore the uniform.
They died in a camp in Belarus
because they were Jewish.
Their orphaned daughter lived,
but growing up, after the war
it was more of the same cold hate.

My family fled here
to escape oppression
to avoid discrimination
to never have to wear the uniform.
When I was a child
they wanted me to hide:
"Don't tell anyone you're ethnically Jewish."
Funny how it sticks though,
like a second skin, it hangs
off my back and shoulders.

Later that day

at the African American History Museum
I recognize the uniform,
the shackles of slaves.
Everything my family ran from
happened here
is happening here
in a country I call home.

If I'm not doing right
by them,
if I don't speak up
for them,
I kill myself, my family, my people
all the people of the world.
This is how it feels
to wear the uniform.

Thank you for the space to share my
“why” with you.

We all come packaged with our
histories, our ancestries, our traumas, our
accomplishments, our love, and so many
more human facets. Some of our deepest
human needs are to be heard, understood,
to be loved, to feel safe, and to be accepted.
PSW strives to be a place of acceptance and
belonging for all, and the PSW DEI team
has led the way to make that a reality. It is
now up to us, I am calling upon each of
you, to ensure every person in the pharmacy
profession feels they belong here too.

And despite all that we have been
through, despite all that we are going
through, I have such immense gratitude
and elation for being alive in this moment
with you. PSW is more than a pharmacy
organization; it is a place of connection.
Native American Chief Seattle said, “We do
not weave the web of life, we are merely a
strand in it. Whatever we do to the web, we
do to ourselves. All things are connected like
the blood that unites us.”

I am so lucky to have so many families
in my web, my husband Cole—without
Cole I would not be here today and I also,
would not have random rented construction
equipment in my backyard—story for
another time. My biological family—my
dad, mom, and my sister who drove nearly
9 hours to be here today! And an extra
shout out to my parents and grandparents
for immigrating to this country to give me
a better life. My mom said to me recently,
“Who said you need to be born in the
United States to be president?” Thank you
for sacrificing so much and for making your
dream that I could achieve mine. Karina,
my little, big sister. Thanks for always being
here for me, and for teaching me how to
be a good dog mom. Donnie the Yorkie

officially comes home tomorrow!

My work family (Andrew, my boss, who
has always supported me and is constantly
working to grow my influence tentacles, and
his wife Lisa who came here just for this!
Thank you so much for being here! Anita,
Erica, Maria, Carla, Theresa, Diane, Katie,
Stephanie, Dominic, Jinhee, our whole
management team and pharmacy service,
Berook, Ellen, our residents, our students);
my amazing friends including my Book
Club Besties, Todd and Matt (yes they're
twins), Michelle, my neighbor family, PSW
exec team Melissa, Ryan, Janet, Mike, Sarah,
and all of you, my PSW family.

In our world of both/and, let us bring
each other ease, connection, kindness,
empathy, vulnerability, and space to breath
and to be together. I'll leave you with this
quote from Brene Brown: “To live with
courage, purpose, connection—to be the
person we long to be—we must again be
vulnerable. We must take off the armor,
put down the weapons, show up, and let
ourselves be seen.”

I look forward to connecting with, and
truly seeing, each of you as we move the
profession forward together. Thank you.

Ellina Seckel is the President of the Pharmacy
Society of Wisconsin in Madison, WI.

2021 PSW Award Recipients



PHARMACIST OF THE YEAR
Jordan Dow, PharmD, MS, FACHE
Mayo Clinic Health System
Eau Claire



DISTINGUISHED SERVICE AWARD
Terry Audley, RPh, FASHP
Froedtert Health
Menomonee Falls Hospital
Menomonee Falls



**PSW INTERDISCIPLINARY
CARE PARTNER AWARD**
Maria Brenny-Fitzpatrick, DNP, FNP, GNP
Retired - UW Health
Madison



BOWL OF HYGEIA
Hashim Zaibak, PharmD
Hayat Pharmacy
Milwaukee



EXCELLENCE IN INNOVATION
Trisha Seys Ranola, PharmD
William S. Middleton Memorial
Veterans Hospital
Madison



**YOUNG PHARMACIST
OF THE YEAR**
Tiaha McGettigan, PharmD
Reedsburg Area Medical Center
Reedsburg



CURTIS A. JOHNSON AWARD
Patricia Thornewell, PharmD
Exact Sciences
Madison



TECHNICIAN OF THE YEAR
Karla Smith
Aspirus Wausau Hospital Pharmacy
Wausau

PSW STUDENT ACHIEVEMENT
Apiew Ojulu
Concordia University Wisconsin School
of Pharmacy
Amy Duong
Medical College of Wisconsin

Katie Sherman
UW-Madison School of Pharmacy

PSW Diversity, Equity, and Inclusion Committee

by Sarah LeMay, PharmD Candidate 2022, Jinhee Park, PharmD, BCPS

While the nation widely reckoned with the issues of race and inclusivity in the past few years, the conversation of engaging diverse representation within PSW started in 2018-2019. Previously, diversity was understood to represent the multitude and variety of practice site types, geographic areas, and gender. When recognizing this limited definition, a broader scope was developed and is now described as “respectfully representing diversity in race, color, ethnicity, culture, national origin, sexual orientation, age, gender, gender identity, social class, physical ability/attributes, religious or ethnic value systems, language, pharmacy practice area, geographic location, and other perspective shaping backgrounds.”

From fall 2019 through March 2020, the PSW Diversity, Equity, and Inclusion (DEI) committee planning formally began. Through proactive, intentional outreach across the state, PSW engaged a diverse group of leaders. The DEI committee first met in May 2020, about the same time the COVID-19 pandemic was surfacing systemic inequities in healthcare. To deepen understanding of baseline inclusion and

diversity within PSW, a Baseline Association Inclusion Index was completed with the intention of measuring and improving our organization’s current philosophies, policies, and practices regarding diversity, equity, and inclusion.¹ Results informed recommendations and identified opportunities to improve DEI efforts. Since the first DEI meeting, the group has finalized its charter, developed a PSW DEI statement, performed a gap analysis, and generated recommendations for the PSW Board of Directors. Most recently, in April 2021, the board gave full support and concurrence of recommendations, and adopted them into the strategic plan for 2021-2025. Plan 2025 includes the initial steps and action plan that was developed from the goals and objectives of the DEI committee.

Member and Organization Focus

Diversity in Membership

The first area of focus includes engaging and promoting diverse, inclusive membership to ensure all voices and backgrounds have a platform within PSW to share ideas. On the membership level,

optional demographic questions will be collected from pharmacists, pharmacy technicians, and pharmacy students during enrollment and renewal. Data will be utilized longitudinally to measure the impact of PSW engagement and inclusiveness efforts. To support a culture of inclusivity, diverse JPSW authors, volunteers, and conference speakers will be tasked with exploring DEI topics to deepen members’ understanding of systemic racism and creating an inclusive environment.

Inclusiveness in Organization

PSW envisions an inclusive and diverse representation both in membership and leadership positions. Volunteer member contributions are greatly valued. To continually improve volunteer engagement, modalities for gathering feedback will be developed with the goal to eliminate barriers to engagement and ensure accessibility of involvement for all members. A key goal would be for volunteers to have equal leverage in decision making in issues directly impacting PSW members. PSW scholarships, awards, and grants would be supported to advance DEI in pharmacy practice and education, giving members a platform to translate education received to



Pharmacy Society
of Wisconsin

DIVERSITY, EQUITY, AND INCLUSION

Organization Recommendations

PSW will support diversity in our membership, equity in opportunities, and inclusiveness in our organization, empowering pharmacists, technicians, and student pharmacists to address systemic racism, and have broader cultural humility in the care of patients.

pharmacy practice. PSW will encourage participation in and implementation of innovation efforts to address social determinants of health. Another key component of maintaining DEI initiatives will be to increase visibility of DEI updates and progress to members in a timely and relevant manner. Members will have access to modalities such as a DEI home on the PSW website to locate resources and updates.

Engaging new members as well as supporting leadership roles are both key focuses to promote inclusivity at each level within PSW. Steps for leadership advancement will be visible to encourage diverse representation. To align promotion opportunities to best support inclusivity, the Board of Directors will implement a scoring tool to assess applicants for board nominations and simultaneously reduce unconscious bias. Within various PSW committees, diverse representation is encouraged and the hiring committee members will engage in bias training to promote fair selection. Elected and appointed leaders within PSW will be held accountable to understand, support, and advocate for advancement of DEI within PSW. Leadership training will be provided including topics of bias and DEI initiatives.

Patient and Community Focus

PSW would like to empower members to advocate for optimal patient care through achieving health equity. Education, training, and resources will be available to all members. Support through training, mentoring, and coaching opportunities will provide a space for collaboration. Wisconsin communities would greatly benefit from stakeholder partnerships on DEI efforts to optimize potential impact. For example, community health workers could yield fruitful future collaborations.

As stated in the strategic plan, “We believe patients are our purpose,” “We value collaboration and mutual respect,” “We value community and building lasting relationships.” PSW has advanced greatly in DEI over the past three years since discussions began. As we celebrate accomplishments thus far, we also recognize DEI work is a continually learning process. With the support and inclusion of our valued members, we have the opportunity for impactful change as leaders in

healthcare.

PSW Diversity, Equity, and Inclusion Statement

One Voice. One Vision For All

“The Pharmacy Society of Wisconsin supports diversity in our membership, equity in opportunities, and inclusiveness in our organization. We embrace our differences and unify efforts to enhance patient care while advancing our profession. Our patients are diverse, and so are we.”

DEI Definitions

Equity: Creating opportunities for equal access and success for historically marginalized underrepresented populations, in three main areas: representational equity, the proportional participation at all levels of an organization; resource equity, the distribution of resources in order to close equity gaps; and equity-mindedness, the demonstration of an awareness of and willingness to address equity issues among organizational leaders and staff.

Inclusion: Inclusion is the act of establishing philosophies, policies, practices, and procedures to ensure equal access to opportunities and resources to support individuals in contributing to the organization’s success. Inclusion creates infrastructure for allowing the diversity within the organization to exist and thrive in a manner that can enhance innovation and problem solving. Inclusive organizations are by definition diverse at all levels.

Diversity: Diversity refers to the composition of a groups of people from any number of demographic backgrounds, identities (innate and selected), and the collective strength of their experiences, beliefs, values, skills, and perspectives. The variability in a diverse group is apparent in the characteristics that we see and hear as well as through behaviors and expressions that we encounter and experience in our workplaces and organizations. Diverse organizations are not by definition inclusive.

Leadership Position Application Statement

“PSW welcomes applications from or nominations of those who represent diversity in race, color, ethnicity, culture, national origin, sexual orientation, age,

gender, gender identity, social class, physical ability/attributes, religious or ethical value systems, language, pharmacy practice area, geographic location, and other perspective shaping backgrounds.”

Sarah LeMay is a 4th Year Doctor of Pharmacy Candidate at the University of Wisconsin-Madison School of Pharmacy in Madison, WI. Jinhee Park is an Inpatient Pharmacy Manager at the William S. Middleton VA in Madison, WI.

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References

1. American Society of Association Executives. Association inclusion index. Accessed December 14, 2021. <https://www.asaecenter.org/about-us/diversity-and-inclusion/association-inclusion-index>



DIVERSITY, EQUITY, AND INCLUSION

Organization Recommendations

PSW will support diversity in our membership, equity in opportunities, and inclusiveness in our organization, empowering pharmacists, technicians, and student pharmacists to address systemic racism, and have broader cultural humility in the care of patients.

MEMBERSHIP & ORGANIZATION

Collect **membership demographics** during enrollment and renewal.

Support a **PSW culture** where it safe for all to have their voice heard by engaging in speakers, *JPSW* authors, and volunteers who have not historically been represented.

Develop mechanisms to gather role specific **feedback** from general members, volunteer members, and members in leadership roles regarding their DEI experiences within PSW.

Evaluate the opportunity to create PSW **scholarships, awards, and grants** that members could apply for to advance DEI in their practice(s) and professional pipeline.

Cultivate **engagement and mentorship** of new members to the WI pharmacy community.

Develop and implement intentional, proactive processes to identify and encourage **diverse representation** for general membership and informal and formal leadership roles.

Ensure leadership **accountability** to the commitment of understanding, support, and advocate for advancement of DEI within PSW.

PSW will encourage members to engage in **DEI initiatives and training** within their practices.

Develop **accountability metrics** for ensuring equitable opportunities across all demographic groups.

Provide **DEI updates, communications, and progress** to membership in a timely and relevant manner.

Review, assess, and update PSW employment policies and procedures to further incorporate DEI as appropriate by CEO/EVP in consultation with HR professional.

Incorporate the following statement in **application and recruitment materials** (membership, committee, leadership, RFPs, etc):

“PSW welcomes applications from or nominations of those who represent diversity in race, color, ethnicity, culture, national origin, sexual orientation, age, gender, gender identity, social class, physical ability/attributes, religious or ethical value systems, language, pharmacy practice area, geographic location, and other perspective shaping backgrounds.”

PATIENTS & COMMUNITY

Provide focused **education, training and resources** to empower PSW members to address systemic racism and advance DEI with intentional efforts to combine delivery modalities for optimal impact on patient care and achieving health equity.

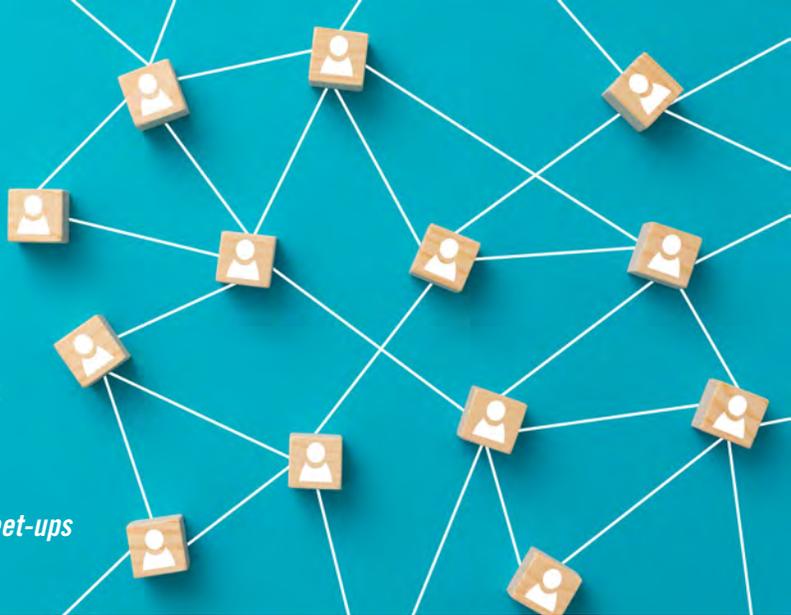
Providing support, mentoring, networking, and coaching opportunities amongst members on DEI topics to **improve patient care** and health of WI communities.

Partner with other community stakeholders on DEI efforts and share progress with membership.

PSW Member Meet-Ups

Building community and connecting with one another through PSW
PSW members have the following opportunities to connect with one another virtually.

Learn more at: www.pswi.org/Get-Involved/About-PSW/Member-Meet-ups



Medication Safety Forum

The focus of this collaborative networking group is to enhance the effectiveness of medication safety efforts in health-system environments across the state of Wisconsin by creating an interactive community of committed pharmacy professionals who:

- Share expertise, best practices, and strategies aimed at reducing medication-related harm
- Work together to design innovative safeguards and impactful approaches to address medication safety challenges of common interest
- Identify opportunities to collaborate on broader medication safety initiatives and, when appropriate, promote standardization

Join the Medication Safety Forum on PSWN to access the zoom call-in information! Zoom calls are held on the third Thursday of every month from 3:00 – 4:00 pm.

Pain Stewardship Group

The focus of this collaborative networking group is to enhance the effectiveness of pain management efforts in health-system environments (ambulatory, inpatient, etc.) across the state of Wisconsin by creating an interactive community of committed pharmacy professionals who:

- Share expertise, best practices, and strategies aimed at optimizing pain stewardship
- Work together to design innovative safeguards and impactful approaches to address pain management challenges of common interest
- Identify opportunities to collaborate on broader pain stewardship initiatives and, when appropriate, promote standardization

Join the Pain Stewardship Forum on PSWN to access the zoom call-in information! Zoom calls are held on the second Tuesday of every month from 3:00 – 4:00 pm.

Independent Pharmacy Forum

Please stop in virtually to informally share best practices around vaccination implementation, COVID-19 testing, or whatever your independent pharmacy is implementing or struggling with.

Join the Independent Pharmacy Forum on PSWN to access the zoom call-in information! Zoom calls are held on the third Tuesday of every month from 6:30 – 7:00 pm.

Wisconsin Health-System Leaders Group

Each call begins with a few timely updates from PSW staff and a topic for discussion. The monthly topic will be announced in Fast Facts. The remaining time is spent on open networking specific to issues impacting health-system pharmacy leaders.

Monthly Zoom calls are held on the second Thursday of the month from 2:00 – 3:00 pm.

Residency Program Director Group Quarterly Forum

Join the Pharmacy Residency Programs Forum on PSWN to access the zoom call-in information! Zoom calls are held on the first Wednesday of every third month from 1:00 – 2:00 pm.

Have a question? Contact info@pswi.org for more information or assistance.

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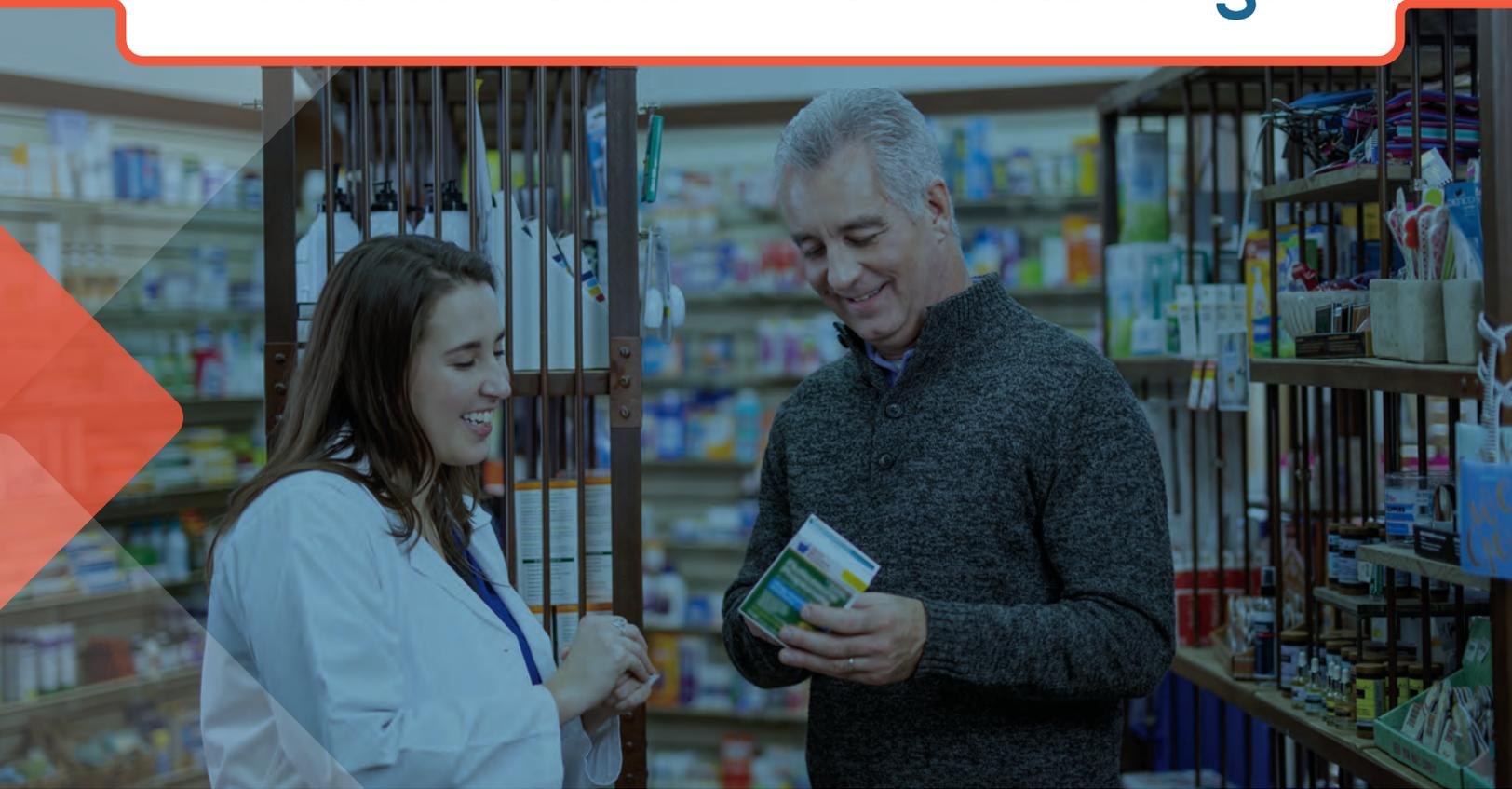
PSW Leadership Interest Form

[This form](#) is for all PSW membership to enter their interest in current PSW committees and groups; and/or interest in creating new group(s) of shared interest. Members are encouraged to use this form for self-nominations or to nominate other PSW members.

PSW welcomes nominations of leaders who represent diversity in race, color, ethnicity, culture, national origin, sexual orientation, age, gender, gender identity, social class, physical ability/attributes, religious or ethical value systems, language, pharmacy practice area, geographic location, and other perspective shaping backgrounds.

PSW cannot guarantee all applicants a position in desired interest committee and/or group but will keep individuals on file for future opportunities. Any questions or concerns please contact info@pswi.org.

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