

2021 PSW Annual Meeting Recap

by Amber Patt, 2022 PharmD Candidate, Kaitlin Ledvina, 2023 PharmD Candidate

Just as life has adapted to the progression of the COVID-19 pandemic, so too did the 2021 PSW Annual Meeting. Unlike last year's virtual-only platform, the 2021 meeting (which was held September 17-18) offered attendees the option to join virtually or in person. More than 280 students, technicians, and pharmacists gathered in person at the Hyatt Regency in Green Bay, honoring social distancing and mask policies. Forty-seven participants joined virtually from the comfort of their own homes and offices, making this year's conference a truly hybrid experience. Upon registering for the event, members had access to the conference content through the PSW app. On the app, members could access on-demand virtual content, the schedule of events, speaker biographies, and more. They could even post photos and comments on the 2021 PSW annual meeting activity stream. Echoing the 2020 PSW virtual meeting, topics for this year's meeting addressed the fluidity of the pharmacy landscape due to the COVID-19 pandemic, but also focused on recognizing leadership qualities both within oneself and within the team.

The PSW app's on-demand content gave

members access to 10 pre-recorded sessions on a variety of pharmacy topics, from the impact of ambulatory care pharmacists on medication adherence to assessing beta-lactam allergies. Pharmacists and technicians could also collect CE credits while learning how to improve patient care and the patient experience, and how to maximize performance.

Friday afternoon kicked off the conference with four forums: Ambulatory Care, Community Pharmacy, Health-System Pharmacy, and Leadership Development. Each forum covered topics unique to its respective practice area during the three-hour session, and all included a speaker-led discussion, networking opportunities, and an update on PSW work toward provider status. Attendees at the ambulatory care practice and community practice forums received PSW clinical toolkits, which included updated information on various disease states and special patient populations.

The toolkits covered topics like tobacco cessation, asthma, diabetes management, hypertension, heart failure, healthy lifestyle, collaborative practice agreements, and pharmacogenomics, as well as a new toolkit on pediatrics.

The Ambulatory Care Practice forum, led by Dr. Julie Bartell and Dr. Maria Wopat, gave attendees a chance to deliver feedback about resources from the Ambulatory Care Advisory Committee. Those resources include podcasts, toolkits, residency worksheets, and rotation/residency preceptor manuals. These items help guide pharmacy students during residency and support pharmacy care providers in making the best patient-care decisions in the clinic setting. Additionally, Dr. Eric Mately of Mayo Clinic in Rochester, MN, spoke on

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Very few organizations are willing to take on the challenge of delivering a 'hybrid' conference to provide an in-person and virtual experience. PSW rose to the challenge and provided a great experience for members wherever they joined us from.” David Hager, UW Health



COMING TOGETHER

In-person* & Virtually



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

*A final decision regarding in-person attendance will be made by mid-June. Check the PSW Annual Meeting webpage for more information.

The New Era of Medication Prescribing: What Clinicians Need to Know- The Role of Pharmacogenomics. Dr. Matey provided information to the audience on how to practice at the top of their profession through utilizing pharmacogenomic testing, when to consider testing and how to identify resources to support pharmacogenomics in practice.

Dr. Dimmy Sokhal and Dr. Nicole Shreiner led the Community Pharmacy Practice forum and provided a platform for attendees to discuss and share ideas surrounding best practices and difficulties seen in the community pharmacy. Topics included hypertension and blood pressure monitoring; influenza and COVID-19 vaccine administration and billing; and technician vaccination training. Dr. Dave Mott of the UW-Madison School of Pharmacy presented "Community Pharmacist Access to Health-System EHS," where he addressed barriers and facilitators to EHR access, best practices, and strategies that could be implemented to facilitate future access to health system EHRs by community pharmacists.

The Health-System Pharmacy forum discussed two major topics in current pharmacy practice: labor and pharmacy technician shortages, and practice advancement initiatives. The Student and PSW Outreach PALT subgroup (Dr. Moataz Ali, Dr. Robert Lolcoma, and Dr. Matt Wong) discussed the current shortages in the healthcare workforce, specifically pharmacy technicians. They offered possible solutions to this dilemma and held a question and answer (Q&A) session to hear from attendees about shortages at their practice sites. The practice advancement initiative topic, presented by Dr. Kofi Andoh, Dr. Drew Dretske, and Dr. Shannel Gallard, gave audience members recommendations and resources for adapting to the ever-changing pharmacy practice models and meeting the demands of patient care needs.

"Cultivating Your Career" was the topic of the Leadership Development forum, presented by Dr. Brook DesRivieres of Vizient. Dr. DesRivieres spoke about creating a personal brand and using social

media, like LinkedIn, for creating original content. She described the personal brand's four elements: personal appearance, personality, competencies, and unique values that differentiate you from others. She then offered LinkedIn and networking tips.

Friday evening concluded with a welcome dinner and reception, held at the Johnsonville Tailgate Village at Lambeau Field. Attendees had the unique opportunity to tour Lambeau Field and visit the field through the players' tunnel.

After a memorable evening of networking at the reception, Saturday was full of the PSW general sessions. Dr. Melissa Theesfeld, former PSW President, welcomed guests to the conference and introduced Dr. Brandon Jennings, Founder, President, and CEO of Abilyn Consulting, LLC. Dr. Jennings presented "Become a Leader Worth Following: Discover Your Leadership Voice." Jennings spoke about identifying your foundational leadership voice through the Leadership Voice Quiz, and how to be a "liberating leader" while understanding your team's dynamic, and everyone's dominant voice. Deborah Biddle, Founder



"Thank you so much for a great conference. I really enjoyed the weekend. You put together meaningful programming in a very challenging year. I appreciate all you do for PSW and all that you did for me and others to make the weekend great!!" Janet Fritsch, Hometown Pharmacy

and Chief Consultant with The People Company, presented "Inclusive Leadership: Unconscious Bias, Trust and Decision-Making." She encouraged the audience to be aware of their own biases, and prevent those biases from interfering with their behaviors, opinions, and decisions.

Following the general sessions, Dr. Sarah Sorum, Vice President and CEO of PSW, and Danielle Womack, Vice President of Public Affairs for PSW, gave an update on PSW advocacy efforts. They focused on the push for provider status; contraceptive access expansion; pharmacy technician registration; and the passing of the PBM reform and pharmacy immunization laws.

Dr. Theesfeld delivered her presidential remarks and thanked the PSW members who were transitioning from office. The newest board members were inducted, and Dr. Ellina Seckel was installed as the 2021-2022 PSW President and gave her presidential remarks.

The afternoon featured the Exhibit Showcase, with 40 exhibitors who shared pharmacy knowledge and expertise with attendees. At the Poster Session, 17 posters lined the central hallway of the conference rooms as pharmacy students and pharmacists presented their work. Throughout the conference there were several exhibit theaters, including AstraZeneca, describing therapy for stroke or transient ischemic attack and management of uncontrolled asthma; Incyte, describing Monjuvi in combination with lenalidomide; and DrFirst, describing AI improvements for medication history.

The afternoon featured the Residency Showcase, where 19 residency programs met one-on-one with students and spent time answering questions, discussing program specifics, and making personal connections. Other afternoon programming included

"Medication Management Standards Compliance," "Preventing your Immature Leadership Voice from Undermining Your Influence," "Application of a Hypertension Management Program," and "When You've Exhausted First Line Therapies for Chronic Pain Management," as well as a COVID response panel.

The PSW Annual Meeting 2021 was a tremendous success, despite challenges surrounding the COVID-19 pandemic. The meeting's hybrid approach delivered substantial content to both online and in-person attendees and demonstrated that the pharmacy community is dedicated to improving the lives of patients in the state of Wisconsin and beyond.

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