



2022 PSW ANNUAL MEETING RECAP



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Navigating the Changing Tides of Healthcare

CONFERENCE RECAP

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



**55
EXHIBITORS**

**11
SPONSORS**

**200
PHARMACISTS**

**358
ATTENDEES**
10 VIRTUAL

**119
STUDENTS**

**29
TECHNICIANS**

26 TOTAL SESSIONS

14 RECORDED CE SESSIONS
AVAILABLE FOR HOMESTUDY
AND 3 ON DEMAND SESSIONS

**16
POSTERS**

20 HOURS OF PHARMACIST CE
15 HOURS OF TECHNICIAN CE

**59,200
APP GAME
POINTS!**



2022 PSW Annual Meeting Recap

by Miguel Mailig, 2023 PharmD Candidate

More than 350 pharmacists, technicians, and students gathered at the Kalahari Resort & Convention Center in Wisconsin Dells for the Pharmacy Society of Wisconsin (PSW) Annual Meeting in August, a testament to the strength of the profession and the dedication of its professionals. The attendees engaged in a three-day program August 25-27, centered around the theme “Navigating the Changing Tides of Healthcare.” The 2022 meeting was conducted mostly in person, although a virtual-only option was available. Through the virtual option, attendees could view on-demand content and any in-person sessions that were recorded throughout the meeting (also available to in-person attendees) for continuing education credit. Topics included sepsis and renal dosing. Participation in the meeting was enhanced by the PSW app, which featured the program schedule, complete with speaker biographies and the slide deck for each presentation. A polling option in the app facilitated increased interaction between the speakers and their audiences in the form of check-in questions. The app also functioned as a social networking site, with functionality that let users connect with friends and colleagues and post on a public wall.

A welcome reception opened the conference on Thursday, allowing attendees to acquaint themselves with each other, as well as reconnect with old colleagues and friends. The program officially began on Friday morning with opening remarks from PSW’s outgoing president, Ellina Seckel. Afterwards, Rima Afifi challenged existing definitions of the word “rural” and encouraged the audience to reflect on the socioeconomic disparities faced by residents in these areas that affect both their access to and outcomes in healthcare. She then offered actionable solutions that can be taken to help bridge this gap and how pharmacists can participate. Issues in rural healthcare were further discussed by a panel featuring Ed Portillo, Michelle Farrell, and

Scott Larson. Farrell and Larson reflected on their experiences as practitioners within rural communities, while Portillo drew from his experience as an educator to highlight how the next generation of pharmacists can tailor their practices to meet the increasingly recognized needs of rural patients. They also posited that the heightened importance of establishing pharmacist presence in the rural communities of Wisconsin is underscored by data showing that many Wisconsinites live in an area classified as rural, with community pharmacists being the most accessible healthcare professionals.

The forums were followed by an Exhibit Showcase, wherein more than 50 exhibitors shared information on their products, projects, and practices in keeping with the theme of the annual meeting. Simultaneously, a poster session was held that featured 17 projects completed by student pharmacists and practitioners in the advancement of pharmacy practice.

The rest of the afternoon was filled with forums and panels dealing with changing

practices in both pharmacy and healthcare. Nicole Green led a discussion detailing her team’s efforts to establish and legitimize an ambulatory care program at their practice site. They offered examples of patient cases that demonstrate the benefits of their program. Afterwards, Green participated in another ambulatory panel, “Billing/ Revenue & Expanding to New Patient Care Options,” with Julie Bartell and Kate Hartkopf. Throughout the panel, the three practitioners described their experiences in leading an ambulatory care program, as well as the metrics they used, and challenges they faced to provide clinical and financial justification for their existence. Time was allotted for audience members to ask questions, which led to a fruitful exchange about the increasing recognition of pharmacists as crucial members of the care team across different practice sites, with one audience member even soliciting advice on how to handle increased demand for pharmacist services. Likewise, a session on “The Crucial Role of Pharmacists

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I had the opportunity to interact with a first-time conference attendee during the Annual Meeting Welcome Reception. She had been encouraged by a colleague to attend and was intrigued by the rural perspectives we were presenting. But she was nervous. COVID staffing had kept her away from other professional conferences and she wasn’t sure what to expect. I appreciated the chance to introduce her to a few people.



She recently reached out to me on LinkedIn and shared that the opportunity to be part of our PSW gathering had made an impact on her. She had visited with PSW staff and PSW President Janet Fritsch during a morning New Member Meet-up, getting a rundown of bite-sized engagement opportunities and how to use the PSW app. From there, she was able to use the connections she’d made to catalyze further connection. She now looks forward to future conferences and virtual member meet-ups where she will see some familiar faces.

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

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in Chronic Disease State Management: Lessons from the Field” highlighted the positive results in patient outcomes following pharmacist collaboration in the management of chronic diseases.

Other programming included a presentation by Jordan Wulz on the merits of using harm reduction strategies, instead of stigmatization, to handle the opioid crisis. Barry Gidal discussed the clinical uses and risks of cannabinoids, and student pharmacist Grace Nixon and pharmacist Magdalena Siodlak provided an update on the PSW’s heart failure toolkit and demonstrated its use through a patient case. Sessions on “Improving the Patient Experience in Pediatric and Family-Oriented Vaccination Clinics” and “Getting on Board with the New ISMP Medication Safety Best Practices” rounded out the afternoon’s programming. A night of festivities at the Kalahari Theme Park followed, where attendees were able to socialize.

Saturday morning began with a discussion on “Destination Workplaces: Finding Meaning in Your Work and Contributing to a Team that is on Fire for Patient Care.” Carl Selvick and Andy Hillig described how a toxic workplace culture can lead to burnout and how individuals can take charge of finding meaning in their work, as well as contribute to a positive work culture. Jenny Arnold from the Washington State Pharmacy Association then provided insight on what practitioners in Wisconsin can expect as pharmacists are accorded provider status, with PSW Public Affairs Vice President Danielle Womack providing updates on where Wisconsin and PSW are in the process. It was then time for the PSW Membership Briefing & Presidential Remarks, during which PSW Executive Vice President and CEO Sarah Sorum shared some breakthrough initiatives PSW has been working on for its Plan 2026. These included technician licensing, and scope expansion for student pharmacists and pharmacy technicians. She also highlighted efforts undertaken by PSW in the area of diversity, equity, and inclusion (DE&I), the most notable of which was a \$50,000 grant that recipients can use (a maximum of \$20,000 can be granted per site) to invest in speakers, toolkits, and gap analyses, among other resources, to provide more equitable care for their patients. This was followed by Janet Frisch’s installation as the new PSW



PSW Award Recipients

The 2022 PSW Award recipients were recognized at the 2022 PSW Annual Meeting Awards Banquet on Saturday, August 27, 2022.

president. In her first speech as president, Frisch reflected on her own journey and how she plans to use her lived experiences to provide service in her new position.

After a luncheon period where representatives of different schools of pharmacy in attendance shared a meal and reflected on their own experiences, the programming continued into the afternoon and covered topics ranging from culturally competent transgender patient care to pneumococcal vaccine updates and how to strengthen pharmacist-provider relationships. Drug literature was put in the spotlight as Amanda Margolis reviewed the uses and interpretations of non-inferiority trials, which she followed with a session on how to “Transform a Project into a Publishable Manuscript” with Michael Nagy. Equally important to interpreting and relaying information in the field of pharmacy is the management of misinformation. Jeffrey Fish spoke about how pharmacy professionals can equip themselves to handle misinformation in medicine, especially in the wake of the Covid-19 pandemic. Additional sessions that completed the afternoon’s agenda included “Motivational Interviewing” and “Community Health Worker 101: Promotion of Future CHW Trainings.” The last activity of the afternoon was the residency showcase, which allowed students to explore and introduce themselves to 24 different residency sites from across Wisconsin. The PSW Annual Meeting concluded with the President’s Reception and Annual Banquet later that evening.

The 2022 PSW Annual Meeting built on the momentum created by last year’s first in-person meeting following the Covid-19 pandemic. Its success has shown that pharmacists are not only able to navigate through the changing tides of healthcare, but are also well placed to play a leading role in facilitating this change.

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Distinguished Service
Terry Maves, RPh
Retired Pharmacist



Pharmacist of the Year
Julie Thiel, PharmD
Winnebago Mental Health
Institute and Wisconsin Resource
Center, Winnebago



Bowl of Hygeia
Jeanine Krueger, RPh
Streu's Pharmacy
Green Bay



Young Pharmacist of the Year
Anita Kashyap, PharmD, BCACP
William S. Middleton Memorial
VA Hospital, Madison



Excellence in Innovation
Thad Schumacher, PharmD
Fitchburg Family Pharmacy,
Fitchburg



Curtis A. Johnson Award
Michael Nagy, PharmD
Assistant Professor, Medical
College of Wisconsin School of
Pharmacy, Milwaukee



Interdisciplinary Care Partner
Ann Lewandowski
The Janssen Pharmaceutical
Companies of Johnson & Johnson



Pharmacy Technician of the Year
Staci Rush
Algoma Hometown Pharmacy, Algoma

Student Achievement Awards

Karina Rauenhorst (Concordia University Wisconsin)
Rawan Oudeh (Medical College of Wisconsin)
Tuyet Nguyen (University of Wisconsin-Madison)

WPQC Award Recipients

The 2022 WPQC Award recipients were recognized at the 2022 PSW Annual Meeting Awards Banquet on Saturday, August 27, 2022.



WPQC Engagement Award
Center Pharmacy



WPQC Innovation Award
Nicole Schreiner, Rachel Whitesitt, & Gabrielle M. Gaura
Streu's Pharmacy



WPQC Engagement Award
Altscripts Specialty Pharmacy

WPQC Innovation Award
David Schiek
Rhineland Hometown Pharmacy

2022 PSW Fellowship Recipients

The PSW Fellowship Program (FPSW) exists to formally recognize PSW members who have demonstrated engagement with and sustained and substantive contribution to PSW. Candidates achieve this recognition through formal and informal leadership in PSW and advancing patient care and the practice of pharmacy in the state of Wisconsin in any practice setting. Fellows will be recognized annually at the PSW Annual Meeting.

Julie Bartel, PharmD
SSM Monroe Clinic, Monroe

Julie Dagam
Advocate Aurora Health

Inaugural Year: Past recipients of the PSW Distinguished Service Award

Below (left to right): 2022 PSW Fellowship Recipients Julie Dagam and Julie Bartel. Past recipients of the PSW Distinguished Service Award, Susan Kleppin, Dave Zilz, and Jay Rice.

