

UpFront: One Voice. One Vision. Our PSW.

by Sarah Sorum, PharmD, CAE



As we kicked off the Pharmacy Society of Wisconsin Annual Meeting last week, we convened more than 70 of our 150 active PSW committee volunteers in an assembly. That gathering had me reflecting on where “Our PSW” is today, built upon the servant leadership of years past and leveraging today’s contributions of pharmacists, technicians, residents, and students across Wisconsin in all types of practice settings.

Sixteen years ago, I attended my first PSW Annual Meeting as a staff member. I had been on the job for five weeks, having just moved from Iowa to take a position on Chris Decker’s staff as Director of Professional & Educational Affairs. I was Sarah Boyce then—I wouldn’t get engaged to my now-husband Matt for another couple of months, and my now-11-year-old daughter, Emily (who just started middle school!), wasn’t even a twinkle in our eyes yet...

I had a phone that could very slowly text, not the iPhone that I now often use

for Teams calls. I listened to CDs in my car on the way to the conference, not the PSW podcast. Conference attendees mostly found out about the conference through a mailed brochure, not my LinkedIn posts.

Pharmacies were just two years in to helping patients navigate Part D. Vaccination in pharmacies was a specialized service provided by leading innovators. The Wisconsin Pharmacy Quality Collaborative (WPQC) was just kicking off. Specialty pharmacy, PBM regulation, and pharmacists’ right to refuse dispensing were hot topics discussed at the PSW Board Retreat.

Sixteen years ago, PSW was just starting its first advisory committee made up of hospital pharmacy leaders from individual institutions; we didn’t have the robust opportunities to [get involved](#) in PSW as we do today!

The PSW of today has a [vibrant committee structure](#) that advances the PSW [strategic plan](#) and engages hundreds of members. It’s members sharing their individual and collective contributions

at their practice sites and within PSW engagement opportunities that builds the value we have to offer as an association.

In bringing together PSW leaders of the past, present, and future, PSW serves as a catalyst that inspires and connects individuals around our common professional passion. At PSW, we believe we are difference makers. All of you are difference makers.

Many issues remain the same, but—WOW—we’ve come a long way as a profession and as an organization! We’ve built “Our PSW” from the vision of those who led before us. I believe that there is no greater way to inspire the future of PSW than to build upon the success of our past, moving from great to greater. We are doing that together through moments that matter and dreaming big for the future: a future that we will work towards together.

Sarah Sorum is the Executive Vice President & CEO at the Pharmacy Society of Wisconsin in Madison, WI.

SAVE THE DATE - 2024 PSW CONFERENCES

PSW Legislative Day

Wednesday, February 21, 2024
Monona Terrace Convention Center, Madison

PSW Educational Conference

Tuesday-Wednesday, April 16-17, 2024
Monona Terrace Convention Center, Madison

Wisconsin Pharmacy Residency Conference

Tuesday-Wednesday, April 16-17, 2024
Monona Terrace Convention Center, Madison

Christopher Decker Scholarship Golf Outing

Thursday, June 13, 2024
Wild Rock Golf Club, Wisconsin Dells

Leadership Conference

Thursday-Saturday, August 1-3, 2024
Eagle Ridge Inn & Resort, Galena, IL

PSW Annual Meeting

Thursday-Saturday, August 22-24, 2024
Kalahari Resort & Convention Center, Wisconsin Dells