Educating
PROFESSIONAL STAFF
on the Pharmacy Industry.

Pharmacy Marketing &Sales Summit 2018

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Introduction

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Preceptor
RIPA Membership
AMCP Diplomat

Why CORE?

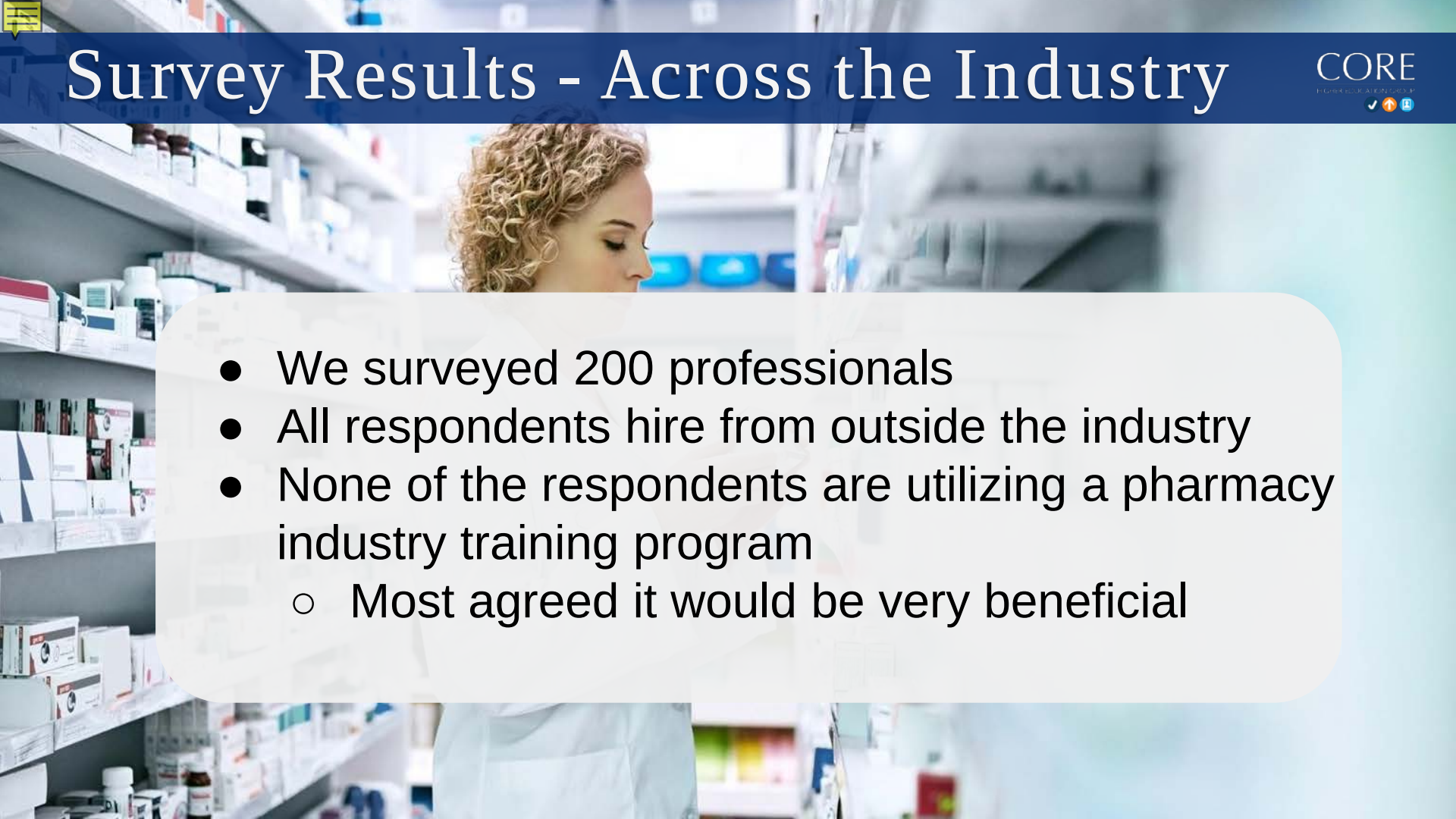
- Leading Externship Software
- ~70 Pharmacy Schools

- 15+ years in the pharmacy industry
- Pharmacist-led

Internal Experience at CORE

- New staff have great role-specific experience
  - Limited/no pharmacy industry experience
- 1-on-1 training (cumbersome)
- Overwhelming (sheer amount)
- May be glossed over

Survey Results - Across the Industry



- We surveyed 200 professionals
- All respondents hire from outside the industry
- None of the respondents are utilizing a pharmacy industry training program
  - Most agreed it would be very beneficial

Why industry-specific training?

- Pharmacy is a large, complex industry
- Support staff
- Increase confidence
- Improve performance

What subjects need to be covered?

- Pharmacy Practice Settings
- Typical workflow
- Market topics
- Pharmacy Associations
- Roles in a Pharmacy
- Specific Technologies
- Specific Services

WIIFM?

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7 ways to educate staff on the pharmacy industry.

#1

Utilize **YouTube videos.**

- Have students do the research!
- Create a GoogleDoc of helpful video links

#2

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Attend Tradeshow **Sessions.**

- Learn to a deeper extent about specific topics

#3

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Encourage **Association Membership.**

- State pharmacy associations encourage non-pharmacist members to join and attend their meetings.

#4

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Set-up a **Field Trip.**

- Visit a Client's Pharmacy
- Work in the Pharmacy for the day

#5

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Sponsor **CPhT Credentialing.**

- Many online programs available
- Opens doors for sales personnel

#6

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Collect helpful **Articles/ Readings.**

- Instruct staff to collect helpful self-directed readings with the team.

#7

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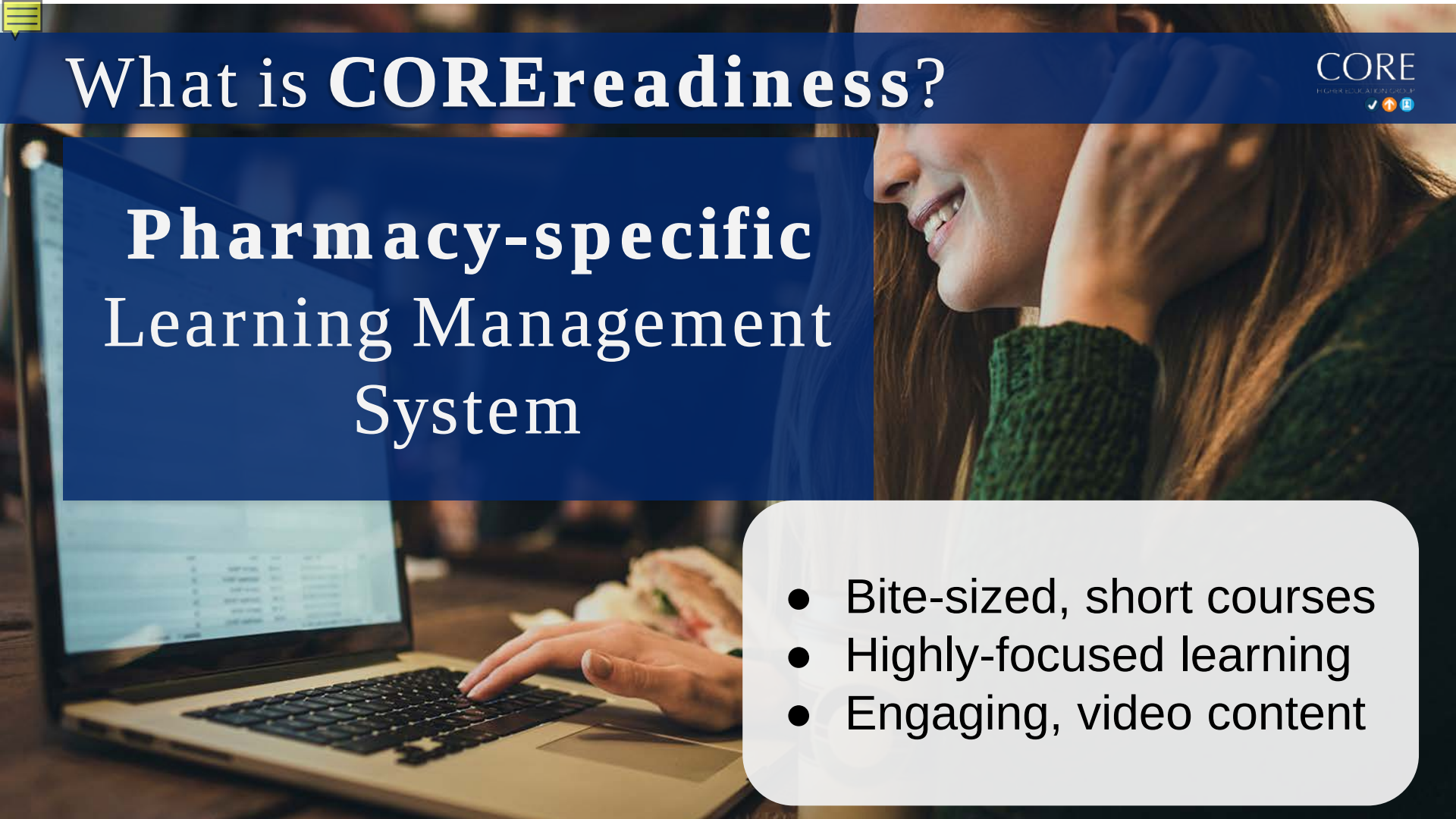
Implement **COREreadiness.**

- Began as a GoogleDoc
- Full blown LMS

What is **COREreadiness**?

Pharmacy-specific Learning Management System



- Bite-sized, short courses
- Highly-focused learning
- Engaging, video content

Pharmacy Experience

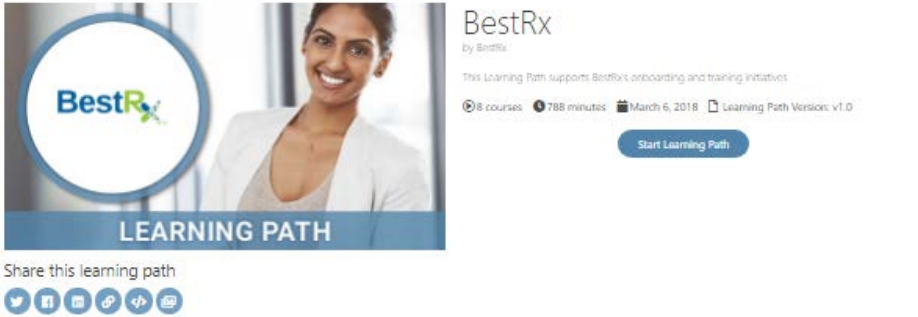
"Super Course"
Covers most topics

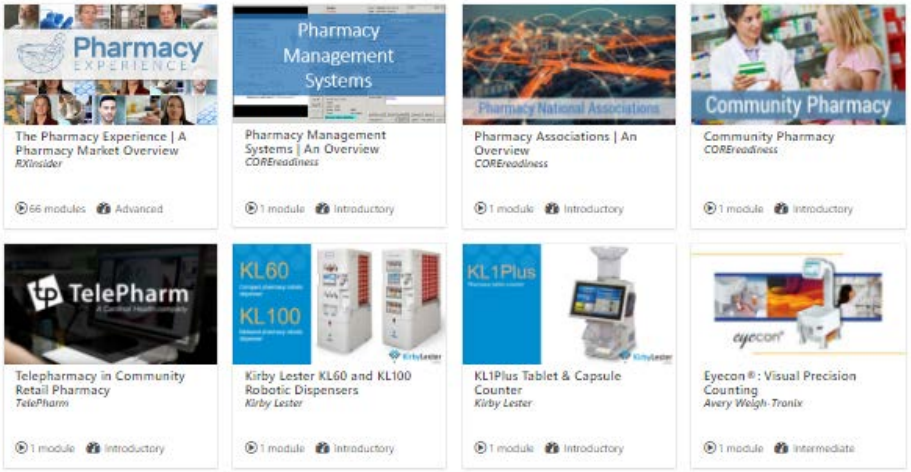
- Example topics: 340B, CMS 5 Star, 503B, Long-Term Care Pharmacy, What does a DoP do?

Learning Paths

Customizable Learning based off the client organization's needs.

Example Learning Path





BestRx Learning Path for new staff

Example Learning Path

Pharmacy Students & New Staff

by Phipps Pharmacy

A learning path for pharmacy students, cross-trained staff, and new pharmacy staff.

11 courses | 305 minutes | January 18, 2018 | Learning Path Version: v1.0

Start Learning Path

Share this learning path

Professionalism for Pharmacy Students, Tech Students & Professionals
COREreadiness
1 module | Introductory

TechPrimer | Pharmacy Technician Primer
COREreadiness
4 modules | Intermediate

Drug Diversion | The Personal Consequences
COREreadiness
1 module | Introductory

Phone Etiquette for Pharmacy Professionals
COREreadiness
1 module | Introductory

KL1Plus Tablet & Capsule Counter
Kirby Lester
1 module | Introductory

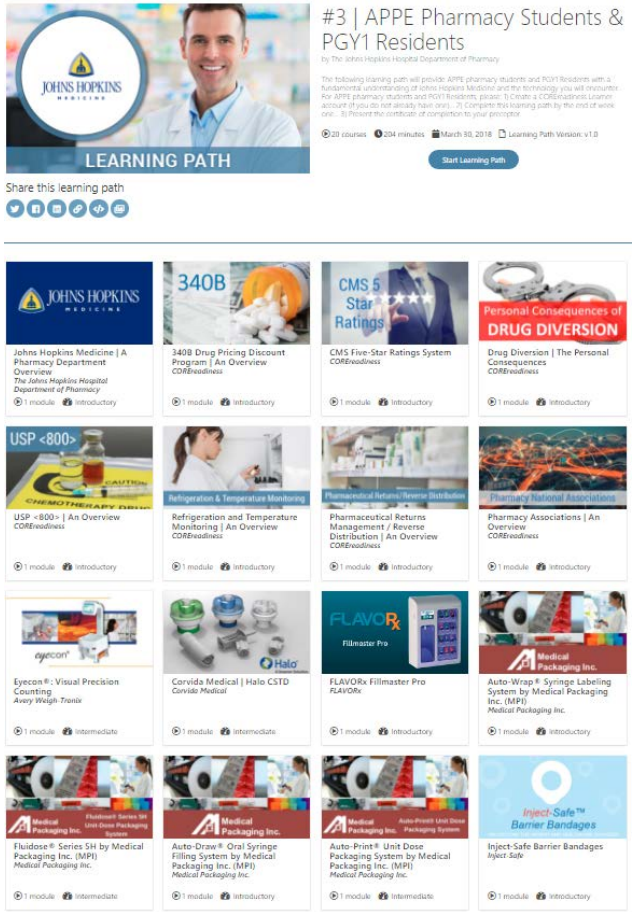
MedsOnCue by VUCA Health
VUCA Health
1 module | Introductory

FLAVORx Fillmaster Auto
FLAVORx
1 module | Introductory

FLAVORx Pill Glide
FLAVORx
1 module | Intermediate

Phipps Pharmacy Learning Path for new staff and student interns

Example Learning Path



Johns Hopkins Pharmacy Department Learning Path for pharmacy students and residents

Recap

- Utilize YouTube videos
- Attend tradeshow sessions
- Encourage association membership
- Set-up a field trip
- Sponsor CPhT credentialing
- Collect helpful articles/readings
- Implement COREreadiness

Questions?

References

CORE Higher Education Group: https://corehighered.com/
COREreadiness Courses: https://corereadiness.com/
YouTube: https://youtube.com
RXinsider: http://www.rxinsider.com/
LinkedIn: https://www.linkedin.com/
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