

# Educating **PROFESSIONAL STAFF** on the Pharmacy Industry.

Pharmacy Marketing & Sales Summit 2018  
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# Introduction



**Dr. Shannon Staton, PharmD, MBA**  
Registered Pharmacist in RI  
Director of CORE readiness team  
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?



## 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

# Attend Tradeshows Sessions.

- Learn to a deeper extent about specific topics





# Encourage Association Membership.

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

# Set-up a **Field Trip.**

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



# Sponsor CPhT Credentialing.

- Many online programs available
- Opens doors for sales personnel

## Collect helpful **Articles/ Readings.**

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



# Implement CORE readiness.

- 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

by BestRx

This Learning Path supports BestRx's onboarding and training initiatives.









8 courses 788 minutes March 6, 2018 Learning Path Version: v1.0

Start Learning Path

Share this learning path



BestRx Learning Path  
for new staff

 <p>The Pharmacy Experience   A Pharmacy Market Overview <i>RXInsider</i></p> <p>66 modules Advanced</p>	 <p>Pharmacy Management Systems   An Overview <i>COREadiness</i></p> <p>1 module Introductory</p>	 <p>Pharmacy Associations   An Overview <i>COREadiness</i></p> <p>1 module Introductory</p>	 <p>Community Pharmacy <i>COREadiness</i></p> <p>1 module Introductory</p>
 <p>Telepharmacy in Community Retail Pharmacy <i>TelePharm</i></p> <p>1 module Introductory</p>	 <p>Kirby Lester KL60 and KL100 Robotic Dispensers <i>Kirby Lester</i></p> <p>1 module Introductory</p>	 <p>KL1Plus Tablet &amp; Capsule Counter <i>Kirby Lester</i></p> <p>1 module Introductory</p>	 <p>Eyecon®: Visual Precision Counting <i>Avery Weigh-Tronix</i></p> <p>1 module Intermediate</p>



# Example Learning Path



## Pharmacy Students & New Staff

by Phipps Pharmacy

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

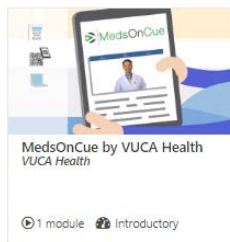
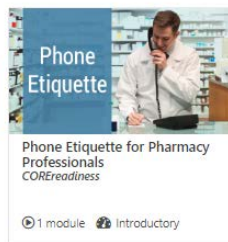
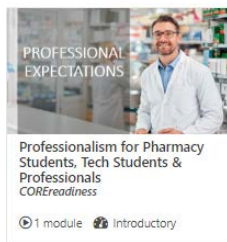
11 courses 305 minutes January 18, 2018 Learning Path Version: v1.0

Start Learning Path

Share this learning path



Phipps Pharmacy  
Learning Path for new  
staff and student  
interns



# Example Learning Path



## #3 | APPE Pharmacy Students & PGY1 Residents

by The Johns Hopkins Hospital Department of Pharmacy

This following learning path will provide APPE pharmacy students and PGY1 Residents with a fundamental understanding of ethics, hospital medicine and the technology you will encounter. For APPE pharmacy students and PGY1 Residents, please: 1) Create a CORE readiness Learning account if you do not already have one; 2) Complete this learning path by the end of week one; 3) Preserve the screenshot of completion to your preceptor.

23 courses 234 minutes March 30, 2018 Learning Path Version: v1.0

[Start Learning Path](#)

Share this learning path



 <b>Johns Hopkins Medicine   A Pharmacy Department Overview</b> The Johns Hopkins Hospital Department of Pharmacy 1 module 1 Introductory	 <b>340B Drug Pricing Discount Program   An Overview</b> CfBreathless 1 module 1 Introductory	 <b>CMS Five-Star Ratings System</b> CfBreathless 1 module 1 Introductory	 <b>Personal Consequences of DRUG DIVERSION</b> Drug Diversion   The Personal Consequences CfBreathless 1 module 1 Introductory
 <b>USP &lt;800&gt; USP &lt;600&gt;   An Overview</b> CfBreathless 1 module 1 Introductory	 <b>Refrigeration &amp; Temperature Monitoring   An Overview</b> CfBreathless 1 module 1 Introductory	 <b>Pharmaceutical Returns: Reverse Distribution   An Overview</b> CfBreathless 1 module 1 Introductory	 <b>Pharmacy National Associations   An Overview</b> CfBreathless 1 module 1 Introductory
 <b>Leycon® Visual Precision Counting</b> Avery Weigh Tronic 1 module 1 Intermediate	 <b>Corvida Medical   Halo CSTD</b> Corvida Medical 1 module 1 Intermediate	 <b>FLAVORx Fillmaster Pro</b> FLAVORx 1 module 1 Introductory	 <b>Auto-Wrap® Syringe Labeling System</b> Medical Packaging Inc. (MPI) 1 module 1 Introductory
 <b>Fluidose® Series SH</b> Medical Packaging Inc. (MPI) 1 module 1 Intermediate	 <b>Auto-Draw® Oral Syringe Filling System</b> Medical Packaging Inc. (MPI) 1 module 1 Introductory	 <b>Auto-Print® Unit Dose Packaging System</b> Medical Packaging Inc. (MPI) 1 module 1 Intermediate	 <b>Inject-Safe™ Barrier Bandages</b> Inject-Safe 1 module 1 Introductory

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/>

CORE readiness Courses: <https://core readiness.com/>

YouTube: <https://youtube.com>

RXinsider: <http://www.rxinsider.com/>

LinkedIn: <https://www.linkedin.com/>

MyCred ePortfolios: <https://mycred.com/>

CE Search Engine: <https://cesearchengine.com/>

Shannon Staton MyCred <https://mycred.com/p/9843105783>