Happy Holidays

The Wyoming Pharmacy Association Board of Directors would like to wish you all a very Happy Holiday. This year has brought some firsts for the association. On June 26th during the Annual Convention there were two technicians that were elected to board positions that have historically been held by pharmacists.

Christina Andrade, AS, CPhT was voted in as the President-Elect. She is the first technician voted into a presidential position within the organization. Ms. Andrade has been a WPhA Board Member since 2007 serving in the capacity as one of the two technician representatives. It was during this time that she has played an active role in the association. She has been a presenter at the Technician Conferences as well as the WPhA Annual Convention. She is currently the Lead Supervisory Pharmacy Technician for CHAMPVA Meds by Mail in Cheyenne, Wyoming.

Roseann Burke, CPhT of Wheatland was elected Treasurer for the Association. She has worked in both retail and institutional settings. She has over 20 years of experience as a pharmacy technician. Ms. Burke is currently a technician for Platte County Memorial Hospital in Wheatland, Wyoming.

The last “first” for the association was the creation of the WPhA Facebook page. This has allowed the association to connect with many individual members and non-members who we hope will become members soon. Through Facebook, the association has posted information about upcoming events, legislation, and informational material including links back to the official website at www.wpha.net.

As we look forward to 2011, the Board will be focusing on ways to improve leadership throughout the state of Wyoming by assessing the professional development and educational needs of our state’s pharmacists. Members of the Board will be working in collaboration with the Wyoming Board of Pharmacy and University of Wyoming School of Pharmacy to develop a leadership education program. We need your assistance at the Winter CE in Sheridan on January 29, 2011, to help us develop this program. A stakeholders’ roundtable brainstorming session to assess need, identify critical components of a leadership program, and propose ways to work through logistical challenges are on the agenda. Your participation is crucial in ensuring that the Board is doing its best to assist in the professional growth of pharmacists in our state!
Is a QA Program Missing From Your Checklist?

Pharmacy Quality Commitment™ (PQC™) is what you need!

Reduction of medication errors and implementation of a QA program are no longer options. A growing number of pharmacy network contracts require a process in place and no matter what it is called, QA, CQI, safe medication practices, or medication error identification and reduction program – PQC™ is the answer.

The PQC™ Program:

- Legally protects reported data through a federally listed Patient Safety Organization (PSO)
- Helps increase efficiency and improve patient safety through a continuous quality improvement (CQI) process
- Provides easy-to-use tools to collect and analyze medication near miss and error data
- Presents a turnkey program to help you meet obligations for QA and CQI requirements
- Includes simple method to verify compliance
- Offers excellent training, customer service and ongoing support

Not all programs are the same, make sure your pharmacy and your data is protected. Pharmacies that license PQC™ and report patient safety events are provided federal legal protection to information that is reported through the Alliance for Patient Medication Safety (APMS) – a federally listed PSO. To learn more about PSOs, visit www.pso.ahrq.gov/psos/fastfacts.htm.

Call toll free (866) 365-7472 or go to www.pqc.net for more information.

PQC is brought to you by your state pharmacy association.
WPhA Announces Partnership with MatchRx

WPhA is proud to announce our new affiliation with MatchRX.com. MatchRX is a web-based marketplace developed exclusively for independent pharmacists to buy and sell overstocked prescription drugs to another. Their mission, is to connect independent pharmacists through the US to help manage inventory more efficiently. They operate in 27 states and have conducted thousands of trades.

By developing MatchRX, they've helped independent pharmacists even the playing field with the large national chains. The chains have been moving overstocked items between stores for years using their intra-store inventory management system and have approximately 50% greater turns by keeping inventory to a minimum. Whether you own one or fifty pharmacies, MatchRX is a tool to help you increase your turns and save thousands of dollars every month in each location. There are multiple reasons to incorporate MatchRX into your everyday routine from becoming more efficient by increasing your turns, reducing carrying costs, reducing waste in landfills and waterways, to saving money when purchasing (Average Savings of 22% off WAC) and selling on the site. Members who use the site regularly save $2,000-$5,000 per month. It's free to join, free to post, and you'll only incur a fee when someone purchases an order from you. In other words, you have nothing to lose by joining.

I've viewed the site with Shane Peer, VP of National Group Sales for MatchRx, and found it to be easy to use. They have customer service available weekdays from 9AM-6PM EST to answer any questions and walk you through the site. MatchRX has agreed to provide webinars to members to introduce you to the marketplace.

Visit the site at www.MatchRX.com. When you register make sure to put in WPhA in the "referred by" field on the registration page. If you need any assistance in the meantime, feel free to contact them at 877-590-0808.

Schedule of Events

- January 29, 2011—Winter CE at the Historic Sheridan Inn
- March 23-24, 2011—Wyoming Board of Pharmacy Meeting in Cheyenne
- June 23-24, 2011—Wyoming Board of Pharmacy Meeting in Casper
- June 24-26, 2011—WPhA/WSHP 94th Annual Convention in Casper
- September 7-8, 2011—Wyoming Board of Pharmacy Meeting in Cheyenne
- October 1, 2011—WPhA Annual Technician Conference in Casper

To register for WPhA sponsored events, visit the website at www.wpha.net/calendar.cfm
For the past century, Pharmacists Mutual Insurance Company has been committed to providing quality products and service with this mission: To help our customers attain financial peace of mind. Our true mutual spirit of putting policyowners first remains steadfast.

Pharmacists Mutual is dedicated to supporting the pharmacy profession. In the last decade, we have contributed over $1 million toward pharmacy initiatives and support. Our knowledge of the industry and our commitment to the pharmacy profession has earned us the endorsement of many state and national associations.*

Join the thousands of policyholders who trust Pharmacists Mutual, the leader in providing insurance and financial services designed specifically for the pharmacy profession.

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Pharmacists remain among most trusted professionals

Annual Gallup survey finds most Americans consider pharmacists to have very high honesty and ethical standards.

Pharmacists are among the most honest and ethical professionals in the country, according to the findings of Gallup’s annual Honesty and Ethics Survey. Pharmacists were rated as having “very high” or “high” honesty and ethical standards by 71% of respondents; more than all other professions except nurses and military officers.

An additional 25% of respondents rated pharmacists’ honesty and ethical standards as “average.” Only 4% of respondents answered “low” or “very low.” The very high/high percentage for pharmacists increased from 66% in 2009 to 71% in 2010, a return to the 2008 level of 70%.

Pharmacists have been ranked among the most trusted professionals in the country for more than two decades. From 1988 to 1998, pharmacists topped the survey; in 1999, nurses were added. Military officers, the only other group that surpassed pharmacists in 2010, are tested only every third year. Rounding out the 2010 top five after nurses, military officers, and pharmacists were grade school teachers and medical doctors at 67% and 66% very high/high, respectively.

The Gallup survey was conducted by telephone with more than 1,000 adults living in the continental United States. More information and full results are available on Gallup’s website.

Written by Alex Egerváry (aegervary@aphanet.org)

We invite you to take an active role in working to better pharmacy in Wyoming. JOIN the Wyoming Pharmacy Association TODAY!

Wyoming Pharmacy Association Membership Application

Name___________________________________________
Address____________________________________________
City_________________________ State_______ Zip________
Phone (h)_________________________ (w)________________
Email______________________________________________
Place of Business____________________________________
Circle all that apply:                                        Type of Membership
Academia                                          ❑ Active Pharmacist Member __________________________ $140
Retail Pharmacy
Health-Systems Pharmacy  ❑ Retired or Out-of-State Member ______________________ $ 50
Home Health Care Pharmacy    ❑ Certified Pharmacy Technician ______________________ $ 25
Other: (please specify)______________________  ❑ UW Pharmacy Student ______________________________ $ 10
❑ Donation to Scholarship Fund (tax deductible)_________ $________
Total Amount Enclosed __________________________________ $ ______
• Make checks payable to: Wyoming Pharmacy Association
• Mail this form and payment to:  Wyoming Pharmacy Association
                                           PO Box 228
                                           Byron, WY 82412
Steve was busy at work in his pharmacy. He was filling a prescription for one of his patient’s HRT orders. Steve was very annoyed at the stack of leaflets provided with the stock bottle. He decided to simplify his life and threw the leaflets away.

Joan was at work across town in her pharmacy. Joan had ordered a motorized wheelchair for one of her patients. The chair had arrived with a multi-page instruction booklet prominently marked – “Give This Instruction Booklet to the Ultimate User”. Joan decided that she could tell Mr. Jones everything that he would need to know to operate the chair and threw the booklet away.

Later that year, Steve was served with a lawsuit by Ms. Smith alleging that he didn’t warn her about the dangers of HRT. Joan was also served with a lawsuit. Mr. Jones was injured when he tumbled out of the chair while maneuvering on an incline. He alleged that he was not properly instructed on the use of the chair.

When interviewed by their defense attorneys, both Steve and Joan had the same response, “Nobody ever reads those things, so I don’t bother providing them.” While this may be true for some patients, it is a poor risk management decision. It is a poor decision for two reasons.

First, the provision of these information leaflets may be required by law (as in the case of estrogens and other products) or by the manufacturer (as in the case of the motorized wheelchair). It can be difficult to present a credible defense to these allegations when it is clear that the information wasn’t provided. Failure to follow these requirements and provide this information can be seen as a breach of duty and lead to a finding of negligence or negligence per se.

In legal terms, negligence is defined as the failure to use the degree of care that would have been used by a reasonable, prudent person in the same or similar circumstances. For Steve and Joan, this means measuring their actions against what a reasonable pharmacist would have done in their situations. The plaintiff-patient will prevail if they can prove that the pharmacist failed to meet the standard of care and that they were injured as a result of the pharmacist’s actions.

Continued on page 7
However, in the case of negligence *per se*, the failure to follow the requirements of a statute or regulation is taken as proof of negligence. In the majority of states, the plaintiff-patient has only to prove that their injury resulted from this violation. This makes the likelihood of a plaintiff’s verdict much higher.

The second reason that this kind of behavior is not good risk management is that it deprives some patients of needed information. Even if most patients won’t read the booklets, the remaining patients don’t even get the opportunity to read them. Think about the owner’s manual for a new automobile. They can be hundreds of pages long and most people haven’t read theirs from cover to cover. But, if they have a question, the manual is there for them to consult. The same thing applies to our patients. Maybe they won’t go home and read it right away, but it is there to consult.

In a practical sense, it is much easier to defend a case where the patient was fully informed, but chose to ignore the information, rather than a case where the patient never received the information. We will never know which of those patients would be able to say, “I would have read it if they had given it to me.” Steve or Joan’s response to their defense attorneys doesn’t sound very persuasive when contrasted with this statement. It is better for you and your patients to let them decide whether they will read this type of information.

© Don McGuire, R.Ph., J.D., is Assistant General Counsel at Pharmacists Mutual Insurance Company.

This article discusses general principles of law and risk management. It is not intended as legal advice. Pharmacists should consult their own attorneys and insurance companies for specific advice. Pharmacists should be familiar with policies and procedures of their employers and insurance companies, and act accordingly.

**MISSION STATEMENT:**

The mission of the Wyoming Pharmacy Association is to advance the practice and profession of pharmacy through education, understanding, and promotion.

**VISION STATEMENT:**

Wyoming pharmacists and technicians are recognized for their significant contributions to the health care field. They are caring and competent individuals who improve the use of medications, assure the safety of drug therapy, and enhance health-related quality of life.
Attention: Pharmacists

The Wyoming Business Coalition on Health (WyBCH) is currently offering a Chronic Condition Health Management Program to its members. Several Employers have already signed up and we need care managers/coaches in locations across the state.

WyBCH will be using the “Asheville Model” that uses pharmacists, diabetes educators, nurse educators and asthma educators as health coaches in scheduled face-to-face patient coaching.

WyBCH is partnering with American Health Care who has worked with the Asheville Project and is currently helping employers in more than a dozen states provide similar programs. Originators of the Asheville Model, Dan Garrett and Dr. Barry Bunting now work for American Health Care and have helped develop technology for streamlining the care process and documentation.

We are inviting you to participate in this program by making your pharmacy/clinic available to provide these services. These face to face sessions take place at your store/clinic and generally take about 30 minutes every 1-3 months depending on individual patient needs. There may also be opportunities to see patients at worksites. Diabetes, High Blood Pressure, High Cholesterol, Asthma, COPD and GERD are the initial conditions to be covered. Patients will be incentivized through waived or reduced co-pays for medication.

Requirements:
- Specialized training and or willingness to receive training for the conditions to be covered
- Private counseling area
- Schedule appointments/dedicated time with patients
- Document in an virtual electronic medical record (web-based, secure, easy to use, provides evidenced based guidelines for care)

Benefits:
- Payment for service competitive with care manager hourly rate
- Improve store/clinic traffic
- Improve customer/patient loyalty
- Innovative participation in WyBCH effort to improve patient outcomes and lower costs of health care in Wyoming
- Connection with nationally recognized Asheville Project® and work with two of the originators/program directors

If interested please contact:

Rama Nair, PharmD, rnairl@uwyo.edu or Ph: (307)742-3591, Fax: (307)222-0422
Wyoming Pharmacy Association Winter CE
Saturday, January 29, 2011
Historic Sheridan Inn

12:00 pm - Registration and Buffet Lunch
12:30 pm – Wyoming Board of Pharmacy Update - Mary Walker, RPh
2:30 pm – Leadership in Pharmacy—More than just PIC - Jaime Hornecker, PharmD
4:00 pm – How to Navigate Pharmacy Information System Changes - Nyle Morgan
6:30 pm – Dinner and networking

THINGS TO DO: While in Sheridan
    King’s Museum
    Trails End State Historic Site
    Sheridan County Museum
    Shopping
    T Rex Natural History Museum

CONTINUING EDUCATION CREDIT: 5 hours of ACPE accredited continuing education for pharmacists provided and 5 hours of WPhA CE for technicians.

Registration Form for Winter CE Program January 29, 2011 Sheridan, WY

PLEASE NOTE: Full payment must accompany registration. Register one person per form. Form may be duplicated.

Name:______________________________________________________________
Address:___________________________________________________________City/State/Zip:________________________
Phone: (_________ ) ___________________________ E-mail:______________________________

REGISTRATION FEE:
    ❑ Pharmacist ❑ Health Care Provider
       Member Full Conference............................$ 95 x ______ $ __________
       Non-Member Full Conference ..................$125 x ______ $ __________

    ❑ Pharmacy Technician
       Member Full Conference.........................$ 45 x ______ $ __________
       Non-Member Full Conference .................$ 65 x ______ $ __________

    ❑ Student Attendee: . . . . . . . . . . . . . . . . . . . . . . . . . . FREE
       TOTAL AMOUNT ENCLOSED................$__________________________
       * Evening meal at not included in meeting registration fees.

Make checks payable to WPhA Winter CE and Mail payment and registration form to:
Wyoming Pharmacy Association, PO Box 228, Byron, WY 82412
To register on-line go to www.wpha.net/calendar.cfm
To register by FAX dial (307) 548-6259 You must use a VISA or MasterCard.

Card #________________________________________ Exp. Date_____________________

Cancellation/Refund Policy: Written cancellations received on or before 1/15/11 will receive a full refund. After 1/15/11 a $25 administrative processing charge will be assessed. No refunds for no shows.
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