

TTUHSC SOP COMMITTEE CHAIR'S ANNUAL REPORT

(Report Due June 1 following year of service)

COMMITTEE: Continuing Education Committee YEAR: 2005-2006

CHAIR: Krystal L Edwards CHAIR ELECT: April Allen

MEMBERS AS APPOINTED BY THE DEAN OR ELECTED BY THE FACULTY:

Brad Stanford, Majid Moridani, Anitra MacLaughlin, Tim Purser, Judy Newsom

NUMBER OF MEETINGS HELD DURING MAY 1-APRIL 30: 8

MAJOR INITIATIVES UNDERTAKEN DURING THE YEAR AND A DESCRIPTION OF ACCOMPLISHMENTS, BARRIERS TO FURTHER PERFORMANCE, AND WORK REMAINING FOR NEXT YEAR'S COMMITTEE TO COMPLETE:

1. Develop a faculty incentive plan to encourage faculty involvement in school sponsored continuing education programs
  - Reviewed the current policy for reimbursement for faculty provided CE programs as a committee and discussed the need to increase faculty driven programs due to the loss of potentially drug company sponsored programs.
  - The committee brought forth ideas for incentives and decided to survey the faculty for further ideas.
  - Surveyed the faculty to determine what would motivate them to provide CE programs for the school, including if they had any programs previously used outside the school that they would resubmit with the school for accreditation.
  - Reviewed survey and as a committee created a list of possible incentives.
  - Narrowed down the list to 2 topics which were then assigned to two subcommittees to finalize complete rough draft proposals.
    1. Devise a type of royalty to faculty who prepare and present programs
    2. Faculty given registration for a professional meeting if they developed and /or provided x number of CE programs per year.
  - The full committee then made the decision to further develop an honorarium policy to increase faculty motivation.
  - The honorarium policy will be presented for approval at the Full Faculty meeting in May 2006 for approval.
2. Develop a multi-faceted CE department website
  - The CE department was currently working with the school to set up a WebCT type website for the department; it was determined to be not feasible through WebCT and a separate website would be needed.
  - The committee decided to look at development of a separate website with the ability to manage multi-faceted programs for the CE department.
  - Developed criteria for the CE department website:

1. Must be password and firewall protect
  2. Must be able to store and printout CE certificates
  3. Must be interactive and handle several different formats to deliver the programs (ex. powerpoint, video tapped, written, etc.)
  4. Must be able to pay online via credit card
  5. Be able to administer quizzes online with feedback for participants
- A decision was made based upon research by the CE director to look into use of the Mindflash program (an external website host server).
  - The committee reviewed the Mindflash program (including current TTUHSC SOP IT employees) and met with a Mindflash employee to determine if this program met all our criteria.
  - Decision made to set up a contract with Mindflash and set up a website server for the CE department after approval was received.
  - Development of the website in progress and programs currently being uploaded to server.
  - Committee discussed potential programs to be revised and uploaded to website for use as CE programs.
3. Develop a marketing plan for the CE department
    - Discussed as a committee the need for a multi-faceted program to keep up with competitors in order to market the CE department.
    - Subcommittee formed to generate ideas for possible marketing of the new Mindflash program website for the CE department. Ideas generated included:
      - Contacting with ACCP and WPTA (and other local & state organizations)
      - Investigating access outside of Texas (ex. ACCP via the PRNs and putting advertisements in national journals)
      - Researching ways for free marketing via potential sponsors (ex. CE pass for annual fee)
    - Ideas generated by the committee at large included:
      - Keeping the faculty and adjunct preceptors updated each rotation on upcoming programs offered by the TTUHSC SOP CE department. Will also look at the ability to do this for all registered users of the Mindflash program.
      - 10 year Anniversary: Offer a CE program
      - Convocation - 2006 class: Will give out information only about the Mindflash website and available CE programs to graduates at convocation with their immunization certificate.
      - Provide preceptors with Mindflash program's CE department website to obtain their preceptor CE hours via a voucher system.
  4. Preceptor continuing education program development
    - Reviewed ideas developed by previous year's CE committee.
    - Discussed need to have programs available through the new Mindflash program CE department website for preceptors. Working on setting up a

way for free CE for adjunct faculty that currently precept students via a voucher system developed by the Office for Experiential Programs.

- The new proposed honorarium policy will also be used for faculty developed preceptor CE programs.
  - Assisted with soliciting faculty for volunteers to provide a list of programs developed by the Office for Experiential Programs.
5. Evaluation of the results of web based survey completed by previous year's CE Committee
    - Discussed that only 48 total surveys had been completed (14 online and 34 from WTPA) and the committee needed to find a targeted group to evaluate the needs of the community/state to target the TTUHSC CE department's future programs.
    - Reviewed that the assessment is an ACPE mandated process for the CE department.
    - Discussed sending out survey to United pharmacies as a focus group.
    - After setting up Mindflash program, it was decided to review and edit the survey to be posted for first time users of the Mindflash program.
  6. Sent a letter on behalf of the School of Pharmacy to ACPE with recommendations from the CE Committee on the ACPE definition of continuing education for the profession of Pharmacy
    - Per request of the Associate Dean, reviewed the new ACPE definition for continuing education. Decided upon by the committee the definition to be lacking the following: professional behavior & ethics; preceptor training; drug information skills; common medication errors; education of pharmacists; social administrative & maintaining your practice; and medical technology. Overall the definition is very narrow and does not include all of practice of pharmacy. Reviewed the "applicable to the practice of pharmacy" section and discussed it is too specific and should include more sections/examples as it is currently following the medical school example. Also discussed needs to include more topic designators and be less generic as it is missing several basic pharmacy topics (ex. preceptor, social & administrative, etc.).
    - Dr. Luedtke along with Dr. Edwards prepared a response and sent it to ACPE on behalf of the school.
  7. Review expired continuing education program and made recommendations to the CE department
    - A subcommittee was developed to review an expired CE program, "Evaluating Students in a Pharmacy Internship Program", per the request of the CE department.
    - The subcommittee recommended not renewing the CE program to the CE department.
  8. Initiation of continuing education program on New Drug Updates
    - Per the CE director, discussed the need to organize a committee to put together the new drug update CE program.

- Decision made for the incoming CE Chair to be the chair of this committee and discussed possible committee members to solicit to be on the committee.

#### DUTIES AND RESPONSIBILITIES ASSIGNED BY SCHOOL BYLAWS:

1. The Continuing Education Committee shall serve as the standing faculty committee to advance the quality and relevancy of the pharmaceutical education programs offered by the School's Office of Continuing Education. Activities of the committee shall include but are not limited to:
  - a. propose topics and delivery formats for future continuing education programming,
  - b. evaluate topics and subject matter pertinent to the contemporary practice of pharmacy, as identified through an appropriate needs assessment process for use in guiding the content of future continuing education programs.
  - c. review marketing techniques to improve the availability and attendance at CE seminars,
  - d. help facilitate live CE programs held during the academic year,
  - e. review policies and procedures regarding operation of the CE program and propose changes to the director, who shall be responsible for executing those changes within the accreditation guidelines as established by ACPE,
  - f. assist the director of continuing education to compile an annual report of the prior years continuing education activities presented to the full faculty meeting held in May.
2. The minutes of the Continuing Education Committee will be reported to the faculty.

#### DUTIES AND RESPONSIBILITIES ASSIGNED BY DEAN'S CHARGE:

1. Develop a faculty incentive plan for faculty developed CE programs
2. Develop a multi-faceted approach (live, WEB-based, etc.) to providing preceptor CE.
3. Devise strategies for engaging faculty in the provision of preceptor CE.
4. Implement the evaluation review process to assure quality of CE programs being offered.
5. Devise strategies/recommendations for the CE department to promote current CE offerings.
6. Develop a marketing plan to expand industry supported CE since they can no longer be ACPE CE providers.

#### WORK REMAINING FOR SUBSEQUENT COMMITTEE:

1. Continue marketing of the new online multi-faceted CE department website and programs.

2. Continue working with the Office of Experiential Programs on Preceptor Training.
3. Evaluate the results of the CE department website survey as deemed necessary.
4. Continue working with the CE department on creation of New Drug Update CE program.
5. Implement the evaluation review process to assure quality of CE programs being offered.

Submitted Electronically by Committee Chair  
Chair's Signature

5/8/06  
Date Submitted