



Perspectives on the 2004 Annual Meeting

Green Bay hosted the 2004 PSW Annual Meeting, Sept. 16-18. Nearly 570 pharmacists, technicians, students, exhibitors and friends gathered to celebrate PSW's accomplishments, obtain important continuing education and discuss the plans for our organization's future.

THURSDAY

Events began on Thursday, Sept. 16. A pre-conference workshop on pharmacy compounding practice attracted 12 participants who have a special interest in this particular aspect of pharmacy. Gary Schneider, of Gallipot, Inc., led the workshop. The program identified areas of opportunity in current compounding practice, addressed changes in standards and regulations regarding compounding and discussed basic market strategies for pharmacies to promote this specialized service. The alternative attraction for many PSW members and friends was participation in the PSW scramble golf outing at Thornberry Creek Country Club.

On Thursday evening, meeting attendees had an opportunity to meet one another at the welcome reception.

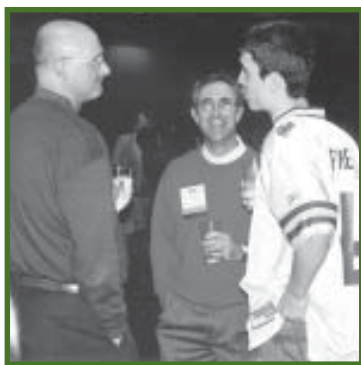
FRIDAY

The formal educational program began on Friday morning. Adult CPR recertification was offered as one educational track. The opening general session began with a presentation by Allen Vaida, PharmD, FASHP, executive director of the Institute for Safe Medication Practices. He addressed how system failures lead to medication errors, identified high risk error-prone situations, described principles of error reduction and identified enhancements to help prevent medication errors. Following Vaida's presentation, Elizabeth Flynn, PhD from The Center for Pharmacy Operations & Designs (CPOD) in the Harrison School of Pharmacy at Auburn University, spoke on the effects of pharmacy operations and facilities design on medication errors. Flynn presented several examples of how the CPOD can be of assistance in the design

of pharmacy facilities to minimize medication/dispensing errors.

During the mid-day break, meeting participants had the opportunity to visit exhibits, view posters, attend informal round table presentations and mingle over lunch.

Friday afternoon offered concurrent educational program opportunities. The first track included a presentation by Lieutenant Tom Molitor and Narcotics Investigator Todd Delain of the Brown County Drug Task Force, who described the current situation regarding illicit and legal drugs "on the streets" in Brown County. This presentation was followed by Liz Cepero from the Chicago office of CMS who presented an update on the Medicare Discount Card Program and the upcoming Medicare Part D benefit. In a second concurrent session, Daniel Streetman, PharmD, MS with the University of Michigan College of Pharmacy discussed the cytochrome P450 system and its implications in drug interactions. Following Streetman was registered dietitian



Marion Franz of Nutrition Concepts by Franz, Inc. of Minneapolis. Franz addressed the role of lifestyle in insulin resistance. The final concurrent session of the day was a 2 ½ hour presentation by Todd Fisher, General Manager of JAS-CORP in Germantown. Fisher presented an overview of the regulations pertaining to HIPAA security.

SATURDAY

Headline speakers for Saturday morning's general session included Lester Crawford, PhD, acting FDA commissioner; Craig Fuller, CEO of NACDS; and Chris Decker, RPh, CEO of PSW. Each speaker addressed the general session topic of health policy challenges and opportunities facing pharmacy today. Crawford's address is published separately in this issue of *JPSW*. Fuller offered some introductory remarks and then walked throughout the audience addressing questions from meeting attendees. Decker discussed how PSW has collaborated with other organizations, including NACDS and the FDA, in addressing the issues of greatest interest and concern to Wisconsin's pharmacists. Most notewor-

thy were the issues of prescription drug importation and the emerging Medicare prescription drug program.

Following this general session, the traditional PSW Town Hall Meeting was held to give the membership an opportunity to hear from PSW officers and to ask questions regarding PSW priorities and activities. This "business meeting" is held in conjunction with each Annual Meeting and spring Educational Conference.

Concurrent educational programs were once again the feature during Saturday afternoon's educational meeting. Participants could choose to hear Brian Jensen, RPh, owner of The Medicine Shoppe in Two Rivers present an update on the Lakeshore Diabetes Project. Another choice was offered by Darryl Rich, PharmD, MBA, FASHP from JCAHO who outlined the JCAHO 2005 National Patient Safety Goals. The third choice for the first portion of the afternoon was a presentation by Jeff Ramirez, PharmD, chief of management and clinical information systems for the Department of Veterans Affairs in Washington, D.C. Ramirez discussed electronic prescriptions for controlled substances.

A simultaneous offering to these three educational programs was the inaugural pharmacy student track. WSPS officers and PSW staff developed a program on career paths for the students. Eight PSW members representing eight unique practice settings volunteered to speak about their practice and participate on an open forum panel to answer student questions about career planning.

The afternoon concluded with three additional educational choices. UW School of Pharmacy Dean Jeanette Roberts, PhD and Mary Rice, PharmD, RPh of Columbia-St. Mary's Hospital in Milwaukee, offered a presentation entitled "Herbal Medicines: Help, Hype, or Hoax?" Glenn Huth, MD, FACP of Appleton Cardiology Associates, spoke to the importance of aggressively treating atherosclerosis by getting LDL to goal. Darryl Rich spoke a second time, answering questions pertaining to preparation for a JCAHO accreditation visit, JCAHO standards and the resources required to prepare for a visit.

There was also ample opportunity for celebrating Wisconsin pharmacy, interacting with friends and colleagues, and just



plain having fun. The Lambeau Field atrium was the scene of the Friday night family event. Attendees were offered a buffet meal, games and a chance to view the not yet frozen tundra. Saturday evening was a bit more formal, with the traditional Awards Banquet, installation of new PSW officers and recognition of the 2004 PSW award recipients. The First Annual PSW Silent Auction concluded the conference. Fifty-two items were auctioned, raising over \$8,000 for the Wisconsin Pharmacy Foundation. ●

Highlights from the Legislative Breakfast

Congressman Mark Green from Wisconsin's 8th Congressional District was the featured speaker at the annual Legislative breakfast. A native of Green Bay, Green was introduced by Green Bay pharmacist and PSW member, Jeff Kirchner. Congressman Green began his address with

comments regarding the rising cost of health care in Wisconsin. He noted that Wisconsin historically has been a leader among the states in reform legislation and hoped that our state will now lead the nation in health care reform. Green suggested that health care reform must lead to greater affordability, a component of which relates to the cost of prescription drugs.

Green offered his thoughts regarding how this country can begin to address the issue of health care affordability. He advocated the pursuit of health care litigation reform which, in his opinion, had led to increased insurance premiums. Green called for class action reform as one of many methods to affect the health care legal climate. He also expressed his support of legislation that will protect pharmaceutical innovation.

The congressman then addressed what he considers to be inequities in health care spending within the states. He noted that Wisconsin health care providers receive disproportionately less Medicare money than those in many other states, causing a cost shifting to private pay systems.

In his remarks that dealt specifically

with the affordability of prescription drugs, Green affirmed his belief that Medicare must provide a prescription drug benefit to beneficiaries. He clearly stated his belief that drug importation is not the solution, expressing a concern that medication safety cannot be guaranteed.

According to Green, solutions to address health care costs require bold and innovative ideas offered by those who are willing to make difficult long-term decisions without regard to short-term political fallout. Lawmakers must look beyond the next election cycle. He also expressed his view that the future of health care in the United States is directly related to our ability to address the undeniable link between lifestyle and consequences to health.

In conclusion, Green stated that all of us have a lot of work to do to develop solutions to the health care problems in our state and country. He encouraged the attendees to get involved in the political process.

PSW members wishing to use the PSW Friends of Pharmacy Fund as one means of political involvement can obtain more information about the Fund from Tom Engels at the PSW office. ●

CORPORATE SPONSORS



AmerisourceBergen Corporation
Amgen Inc.
AstraZeneca LP
Aventis Pharmaceuticals, Inc.
Independent Pharmacy Cooperative
McKesson
Merck & Co., Inc.
Novo Nordisk A/S
Ortho Biotech Products, LP
Pfizer Inc.
The F. Dohmen Company
Wyeth Pharmaceuticals



The Corporate Sponsorship Program recognizes those companies that provide unrestricted funding to our

educational programming for the 2004 calendar year. Sponsors who contribute at least \$10,000 toward our educational conferences are readily identified by the Corporate Sponsor logo. When you see this blue ribbon, it tells you that this company supports educational programming in Wisconsin for all pharmacists, pharmacy technicians, pharmacy students and pharmacy associates. Please take time and say thank you to the company representatives who display this logo and let them know how much you appreciate their support.

Corporate Patrons (Corporate Patrons contribute \$5,000 to \$9,999)

GlaxoSmithKline
MGI Pharma
Novartis Pharmaceuticals
Roche Laboratories

Corporate Donors (Corporate Donors contribute \$1,000 to \$4,999)

Axcan Scandipharm
Baxter Healthcare Corporation
D&K Healthcare
Cardinal
QS/1
Takeda Pharmaceuticals America, Inc.

2004 Pharmacy Award Winners



SHARON BELDING was awarded the Pharmacy Technician of the Year award during Saturday night's Awards Banquet. Belding led the way toward technician certification and is very active in her profession and her community. ■ **Young Pharmacist of the Year MICHELLE FARRELL** (pictured with Jerry Laridaen II of Pharmacists Mutual) has distinguished herself as a knowledgeable, innovative and caring practitioner. She is an employee/owner of Bohlman Drugstore and Infusion Services. ■ **ED HECKMAN** received the 2004 Innovative Pharmacy Practice Award. Heckman has 35 years of diversified retail experience encompassing all aspects of management, marketing and operations.

Pharmacy Technician of the Year

Sharon Belding, CPhT, is a pharmacy technician at Cub Pharmacy in Beloit. She has worked in pharmacy for the last 30 years, in both the community and long term care settings. Belding was a leading force behind technician certification and was instrumental in making certification a reality in 1995. She was also among the first technicians certified in Wisconsin.

Belding has been a PSW member since its inception and was also active in WPhA. She has been an active promoter and organizer of technicians here in Wisconsin and nationally through APhA. She is a frequent attendee at the APhA Annual Meeting as well as many of the PSW educational meetings. Belding has championed the role of pharmacy technicians in written pieces for newspapers, *JPSW* and APhA publications.

Belding also enjoys assisting the elderly. She has served as a leader for a local senior group, organizing special monthly programs.

Belding is truly a leader of her peers. She is a motivator, promoter and true professional. As one nominator stated, "Sharon adds class to our pharmacy." ●

Young Pharmacist of the Year

Michelle Farrell, PharmD, RPh is a 2000 graduate of the UW School of Pharmacy and a clinical pharmacist and employee/owner of Bohlman Drugstore and Infusion Services in Boscobel. She is certified in primary compounding, injectable medication administration, immunization and Lunar Achilles osteoporosis screening.

Farrell's practice is multi-faceted and includes responsibilities in community ambulatory care; interdisciplinary home infusion therapy; oxygen and respiratory therapy services; durable medical equipment management; specialty prescription compounding, including hospice, long term care and veterinary; disease state specialty services like osteoporosis and blood pressure screening, diabetic teaching and seasonal vaccinations; and home infusion medication management. She is also a pharmacy preceptor for PharmD students from Iowa, Wisconsin and Butler University and gives regular in-service presentations to local nursing agencies.

Farrell also coaches fifth and sixth grade girls basketball and plans to participate in a future medical mission outside the United States. ●

Innovative Pharmacy Practice

H. Edward (Ed) Heckman, RPh is the President of PAAS National, Inc., providing pharmacy clients with audit services, contract review and negotiation services, and educational services on third party programs. In addition, he is the president of Heckman and Associates, Inc., a retail consulting practice that focuses on management, marketing and operations.

Heckman began his career with the Perry Drug Store Chain, working his way up to executive vice-president and later as a pharmacy owner. In 1993, he developed the Pharmacy Audit Assistance Program (PAAS) for the Illinois Pharmacist Association. Later, he founded Great Lakes Pharmacies, LLC, a member-owned compliant purchasing cooperative. In 1996, he incorporated the PAAS program as PAAS National and began marketing the business on a national basis. Today, he also manages and directs the Compliant Pharmacy Alliance, a buying group that assists independent pharmacies in maintaining their competitive purchasing power.

Heckman serves on the PSW Board as a 2004-2006 Director At Large. ●



PSW's 2004 Pharmacist of the Year, **LYNNAE M. MAHANEY** has shown a unique talent to maximize the resources and skills of her staff to improve the quality of the products and services her patients receive. ■ As president of Lakeshore Apothacare, Inc., **BRIAN JENSEN'S** dedication and enthusiasm for his profession have been evident. His work in asthma and diabetes care, among others, has distinguished him in Medicine Shoppe International and with other national pharmacy groups. ■ **JOHN SUTTER** (pictured with David Moody, a representative from Wyeth) was awarded this year's Bowl of Hygeia for his unending dedication to his community, his church and his profession.

Pharmacist of the Year

Lynnae M. Mahaney, BS, MBA, RPh graduated Cum Laude with a Bachelor's degree from the UW School of Pharmacy and earned her MBA from the UW School of Business, Milwaukee, in 1990. She is the 1995 recipient of the WSHP President's Award and received fellowship status from ASHP in 2000.

Mahaney has spent most of her career in the health system environment, working in several pharmacist and director roles at Methodist Hospital, Meriter Hospital, Bellin Hospital and UW Health-Physician's Plus. Currently, she is the Chief of Pharmacy Services for the VA Hospital in Madison.

Since 1992, Mahaney has served Wisconsin as a delegate to the ASHP House of Delegates. She was recently elected to the ASHP Board of Directors.

Mahaney currently serves on the Pharmacy Technician Advisory Board for Madison Area Technical College and has been a preceptor for the UW School of Pharmacy since 1992. She is also a former PSW Board member and was selected to serve on the Health Care Advisory Group for U.S. Senator Russ Feingold. ●

Distinguished Service

Brian C. Jensen, BS, RPh, FACA is the President of Lakeshore Apothacare, Inc., operating two Medicine Shoppe pharmacies in the Two Rivers area. Jensen has successfully implemented AsthmaCare, DiabetesCare, MedAssess, Take Charge, Healthy Heart, hypertension monitoring and immunization services into his pharmacies. The Two Rivers Medicine Shoppe was one of the first community pharmacy practice residency sites in Wisconsin. Medicine Shoppe International recognized the two operations as the fastest growing in corporate history and they rank in the top 2% of all franchises in gross sales. In addition, Medicine Shoppe International honored Jensen with their 2002 Innovative Practitioner of the Year Award. His work has also been distinguished by NCPA, Merck and BMS.

Jensen is currently Project Coordinator of the APhA Foundation PSM:D Manitowoc Pilot Site. He is also a clinical instructor for the UW School of Pharmacy. From 1999 through 2002, he served PSW in the role of President-Elect, President and Chairman. He has also been very active in APhA in the promotion of pharmaceutical care. ●

Bowl of Hygeia

As the owner of Marshland Pharmacy in Horicon and Mayville, John Sutter's community service extends throughout Dodge County. He has served as a member and treasurer of the Board of Directors of Dodge County's Church Health Services and has instituted a program in his pharmacies that offers discounted prescription medication to low-income patients.

Sutter is actively involved in Sacred Heart Catholic Church of Horicon. He has co-chaired the Stewardship Appeal program and serves as a youth ministry teacher and lector.

Sutter is a member of the Chamber of Commerce for both Horicon and Mayville and led the Horicon Chamber as President from 1987-1988. He has served on the Horicon Planning Commission and is a member of the Lions Club of Horicon.

Sutter is as driven in his professional life as he is in his community. He is a past-president of WPhA and served two terms on its Board of Directors. He has also been a delegate for NCPA and APhA and a member of the NCPA Steering Committee on Public Affairs. ●



RICK SMITH (Crivitz Pharmacy), **SYLVIA THOMLEY** and **SUSAN KLEPPIN** (both from UW Hospital & Clinics) enjoyed the first Green Bay Packer home game of the season on Sunday, Sept. 19. Thomley and Kleppin were the high bidders on the Silent Auction prize of two tickets to the game and a deluxe tailgate party hosted by Smith. Smith donated the package which sold for \$400.

PSW's First Silent Auction Was Enormous Success

Immediately following the Awards Banquet on Saturday night, Annual Meeting registrants were invited to participate in PSW's first ever Silent Auction to benefit the Wisconsin Pharmacy Foundation. Over 50 one-of-a-kind items, memorabilia pieces, vacations and entertainment packages were bid on and sold while participants enjoyed an after-dinner dessert buffet. All total, over \$8,000 was raised to provide unique educational programs for Wisconsin pharmacists and pharmacy students and to pursue pharmacy practice research projects.

PSW wishes to thank all the generous members and partners who donated items and services to this worthy cause (see list below). Plans are already in the works for next year's silent auction. To contribute, please contact Maria Davis at the PSW office, 608-827-9200.

Rick Smith
 Tix to September 19 Packers game + tailgate

Russ Jensen
 Olympia Village Golf Package

Chris Witzany
 Odyssey Putter

PSW
 Round of Golf for 3 with Chris Decker

Lynne Dittman
 Golf for 2 at Broadlands Golf Club

Mike Dow
 Stout Lodge Gift Package

Jane Jones
 1 Week Time Share in the Cayman Islands

Hilton Madison
 Hilton Madison/Capitol Chophouse package

Eagle Ridge
 Eagle Ridge Resort lodging and golf for 4

Country Inn Hotel
 Room Water Park package, Country Inn Hotel

ASHP
 ASHP Leadership Conference Registration

AACP
 AACP Annual Meeting Registration

APhA
 APhA Annual Meeting Registration

ASCP
 ASCP Annual Meeting Registration

NCPA
 NCPA Annual Meeting Registration

UW SOP, Ext Services
 2005 Clinical Conference Registration (2)

AMCP
 AMCP 17th Annual Meeting Registration

Paul Pisarzewicz
 Light Yellow Crocheted Afghan

Trent & Jessica Zeitler
 Framed Brett Favre Photos

Steve Ebert
 Magnum of 1988 Marchesi di Barolo

Brian Jensen
 3 bottles of wine from Simon Creek Winery

Russ Jensen
 Wine & Cheese Basket

NACDS
 Tiffany & Co. Silver Bracelet and Earrings

Trent & Jessica Zeitler
 14 Karat Yellow Gold Pearl Pendant

Trent & Jessica Zeitler
 14 Karat Yellow Gold Pearl Earrings

Alan Lukazewski
 8 Hr Fishing Trip on Castle Rock Lake

Ralph Kalies
 RW Ranch Hummer Adventure Package

Ralph Kalies
 RW Ranch Fish & Hunt Package

Art & Susan McCourt
 \$100 Gift Certificate to Kerry Hills Farm

Curt Johnson
 2 Tickets to Madison Symphony Orchestra

WSPS
 Bucky Cooler, Hockey Tickets, T-Shirts, Mugs

Jerry & Carole Huehn
 Unframed Nature, Duck Print

Jerry & Carole Huehn
 Log Cabin, Patch Quilt Design Table Runner

Mike Bettiga
 Football Signed by Tony Fisher

Mike Bettiga
 Football Signed by Marco Rivera

Tom & Judi Engels
 Football Signed by Mark Tauscher

GB Packers
 Football Signed by Packers & Coaches

Tom & Judi Engels
 Football Signed by Barry Alvarez

PSW
 Basketball Signed by Bo Ryan

Chris Decker
 PGA Basket

Donna Lotzer
 2 Tickets to UW Hockey Game, October 23

Donna Lotzer
 2 Tickets to UW Hockey Game, November 27

Paul Pisarzewicz
 2 Ticket to UW Football Game-October 23

Trent & Jessica Zeitler
 2 Ticket to UW Football Game-October 23

Tom Thielke
 2 Tickets to UW Football Game, September 25

PAA/Mara Keiser
 Legacy Brick & 2 Tickets to UW Football Game

Joe Gwidt
 2 Tickets to Packer Game, November 29

Ed Heckman
 1Yr Membership to PAAS National

PSW
 PSW Education Package

PSW
 LTC Education Package

PSW
 Technician Education Package

Trent & Jessica Zeitler
 5 UW Football Tickets, September 25

Regency Suites
 Regency Suites One-night Stay

What a Year it Was

Activities show there is no state in the country quite like Wisconsin

Remarks by Paul Piszczewicz, 2003-2004 President of the Pharmacy Society of Wisconsin at the PSW Annual Meeting in Green Bay, September 17, 2004

Well, what a year it has been since we were together at our last annual meeting. It is my privilege to welcome you to this premier PSW event and to spend a little bit of time talking about PSW's activities over the past year. I would not have imagined that we would have dealt with the kind of issues that we've worked through over a 12-month period since we were last together. But it has been an exciting journey and I wanted to leave some thoughts with you today.

Our theme for this year's meeting is *One Field, Many Perspectives*. It is a dual message, certainly built upon the famous Lambeau Field here in Green Bay, but also the field we play on in pharmacy, and the many important and varied perspectives in pharmacy today. We have worked hard to create a culture within PSW that supports the combination of these diverse perspectives and experiences in order to have a strong and broad basis for the pharmacy profession in Wisconsin. Likewise, this year's Annual Meeting has been structured to appeal to those various interests and perspectives within the profession.

That's one of the remarkable things about PSW — it really does bring together so many different pieces of what really makes a great profession. There are still some people, mostly outside of Wisconsin, who would prefer the old "divide and conquer" approach in pharmacy, but we know all too well that if divided, we are already conquered.

I am pleased to report to you on the accomplishments we have been able to achieve over the past year, due in large part to the way we are structured as an organization, and because of the commitment we have made to one another. I am

very proud of how we conduct ourselves and how we conduct our business.

Twice this year, Chris Decker has told me that he has been reminded of how unique and fortunate we are in Wisconsin pharmacy. The first time occurred at the PSW Educational Conference when Chris, ASHP's CEO Henri Manasse and I spoke together during a conference session. While I was reviewing some of our activities from earlier in the year, Henri leaned over to Chris and remarked, "You guys really are unique here in Wisconsin." I'll assume he meant it as a compliment.

And just last month, Aurora Pharmacy's President Jim Moore invited Chris to speak to a group of regional chain pharmacy executives. Chris shared with me that after he spoke about pharmacy's activities here in Wisconsin and the priorities of PSW, Len Demino, a senior and long time staff member with the National Association of Chain Drug Stores approached him. He complimented him on his talk, and then said "there is nowhere in the country quite like Wisconsin" (although Chris did confide that Len also said, "maybe Iowa.").

Sometimes we need to be reminded by sources outside our normal circles about how we are doing. I feel PSW is doing

well, but having people of experience and influence acknowledge the unique and positive nature of our accomplishments is a reassuring message. And, it's a message I wanted to share with you because you are part of that unique, successful formula we have created together . . . our formula of *One Voice-One Vision*.



I am pleased to report to you on the accomplishments we have achieved over the past year. I am very proud of how we conduct ourselves and how we conduct our business.

SETTING OUR PRIORITIES

So, let me tell you about a few of the things that we have worked on, advanced or reacted to over the past year beginning with our Annual Board Retreat last October. Each year, the PSW Board of Directors meets for a day and a half shortly following the Annual Meeting. During that time, the board evaluates our organizational activities, usually matching those against an environmental scan, and then outlines a set of organizational priorities for the coming year.

As I mentioned in my address last year, we decided to enhance our discussion and broaden our evaluation by including each of the individuals who have served on the PSW Board of Directors since its creation in 1997, through the combination of WSHP and WPhA. We hired a facilitator to help us evaluate whether we had been successful in pursuit of the goals we created for the organization, and whether what we believed

to be true in fact was still true seven years later. The answers to those questions were yes and yes. Yes, we were achieving what the early leaders of PSW hoped we would achieve, and yes, what we expected is what we are experiencing. The proceedings of the meeting and the findings of the board members were published in the January issue of *JPSW*. Copies of our strategic planning objectives are available at this meeting, and I encourage you to review them. It is a dynamic document

 STRATEGIC PLANNING OBJECTIVES ARE LOCATED ONLINE AT WWW.PSWI.ORG/ABOUT/MISSION.PDF

that will change as our challenges change, or as you, the membership would like it to change.

Now that's not to say it's been a walk in the park. It hasn't been, and it probably never will be again in health care. The challenges that we have faced are only surmounted by the challenges we will face in the coming years. That's reality. And, that's why it is so very important that we put ourselves in a position of solidarity and strength.

Newt Gingrich is now heading up a consulting group that has a focus on leadership development and change transformation. I learned about his work from one of the presenters at the Young Pharmacist Leadership Conference PSW conducted for the eleventh straight year with the Iowa Pharmacy Association just last month. Gingrich's work has discovered that a successful organization invests about 2/3 of its resources and focus in defense of what is (or a variant thereof) and 1/3 of its resources toward creating the future it desires. Whether it was good luck, successful planning or just serendipity, PSW spent its time, attention and resources over this past year in the approximate ratios that Gingrich referenced as necessary for organizations to be successful both today and tomorrow.

CANADIAN RX IMPORTATION

It's easy to define the challenges to which PSW responded this year. The promotion of bypassing the state's pharmacists and pharmacy practices in order to import prescription drugs from Canada was foremost on the list. Last year, I promised that we would monitor this issue. While many states have addressed this issue, Wisconsin, whether we liked it or not, was at the top of the activity list. Governor Doyle made it one of his administration's priorities, and PSW has responded on behalf of its members and the patients we serve. Time does not permit me to review the many political and practical facets of this issue that have unfolded, or have been pursued by both the proponents and opponents involved in the importation debate. However, we will spend

more time during the PSW business session tomorrow discussing some of those details. For now I want to reinforce with you the position of PSW's Board of Directors and the message that we have attempted to advance in that regard. Our position is grounded on the critical issue of having a safe and secure system of prescription drug distribution in this state. A system that involves Wisconsin's pharmacists, not one that bypasses them. A position that demands adherence to a legal standard applied equally to all, and regulation that provides assurance that those standards are adhered to by manufacturers, distributors and pharmacies alike. Unregulated and illegal importation is wrong and shouldn't be advocated, but so is the system of international pricing of prescription drugs. It doesn't make sense for the same drug to be priced at different levels because of imaginary borders. We live in a global marketplace today, and that marketplace includes pharmaceuticals. Some may not agree, but a global marketplace does exist, and we must strive to create a system that protects both patents and patients. That's what PSW has been saying at every opportunity. If you have kept up with state and national articles and references on this subject, PSW's efforts have often been mentioned. With your help, we will see this issue through to a conclusion that serves each of us and enables our communities to look to us both for the products they need, and the counsel we provide.

LEGISLATIVE ACTION

Another challenge, and some would say opportunity, that engaged PSW over the past year was the federal legislative activity that resulted in the passage of the Medicare Modernization Act late last fall. Now the implementation begins. PSW was an active participant in the debate through the national *Pharmacy Benefits All Coalition*. Our Executive Director Chris Decker served on the coalition's steering group providing the important perspective of state pharmacy associations. I know we did not get all that we wanted in this benefit. Some would argue that we got precious little, but I am confident that we would have accomplished less had the national coalition not have been

created and had pharmacy's many organizations not worked together. Tomorrow's General Session will feature a discussion of this new massive federal program and the threats and opportunities for pharmacy practitioners in its regard. We have NACDS CEO Craig Fuller and FDA Commissioner Lester Crawford as presenters. Each of these individuals is an accomplished policy maker and health care executive, both of whom were in the middle of the Medicare debate from beginning to end. We are fortunate to have them both here in Wisconsin to share firsthand the behind the scenes story of what happened and, more importantly, the work underway now to implement the single greatest change to the world's single largest health care program. You won't want to miss the session tomorrow morning.

There have been additional challenges. As is the case any year, the state legislative session brought with it challenges for the state's pharmacists. Due to the combination of sound capitol lobbying and grassroots membership involvement, I am pleased to say that no legislation passed that will prove damaging to Wisconsin pharmacy practices. But, that doesn't mean well-intentioned legislators and groups with agendas different than ours didn't try. In all, PSW worked on over one dozen different legislative proposals that either will or would have impacted pharmacists in virtually every area of pharmacy practice.

ENHANCEMENTS TO MEMBERSHIP

We have invested in some new organizational areas as well. Perhaps most visible is the new *Journal*. Doesn't it look great? PSW receives journals from every other state association in the country, and we distribute ours too. I have had several opportunities to glance at the other state publications while I've been at the PSW office, or at various leadership programs. Let me tell you, there really are none in our peer group. We had a good journal before this year, but with the addition of Curt Johnson as editor, and through the continued work of our other contributing staff, *JPSW* has become a showpiece. It is published every other month and it contains relevant information on clinical subjects and Wisconsin activities. It showcas-

es successful Wisconsin pharmacy practices and it provides an opportunity for our members to be published.

PSW has also continued to pursue the development of an effort we launched a little over a year ago called the Pharmacy Business Support program. This venture enables PSW to match business resources with PSW business services and advocacy. We are appreciative of the support pharmacy leaders have extended to this program, and we are on our way to meeting the goals we have established. There are some groups that we would still like to see participate and we will continue to reach out to those organizations. We were also successful in expanding the PSW staff with the addition of Greg Zisser, as director of marketing and communications. If you are not familiar with this program, please see Greg or any member of the PSW staff or the PSW board. The success of this program is directly tied to PSW's ability to serve the varied interests of the state's pharmacy practices.

ADDITIONAL NEWS

Last year, I mentioned that the UW SOP had selected a new dean, Jeanette Roberts, who is nearing the end of her first year. Her support of student activities and her interest in outreach and collaboration with PSW is highly valued. You will get to meet and listen to Dean Roberts firsthand when she discusses herbal medications at one of the Saturday breakout sessions.

At the beginning of this year, we were all confronted with a professional practice issue: the major rewrite of USP Chapter 797 on sterile compounding. This caught many of us off guard, and the standards have raised many concerns and questions around the physical environment, sterility, stability, quality control and competency assessment requirements. PSW provided a session that focused on this very subject at the spring Educational Conference. Positive comments were received from many attendees who said it was one of the best sessions anywhere on the subject. We will continue to monitor practice issues like this, and invest in resources that will help to educate and inform our membership.

Over the past year, PSW has also dedicated resources toward establishing phar-

macists as health care providers eligible for payment for the services they provide. This advocacy has been multi-faceted and will continue to be a priority for our organization. As third-party payors continue to reduce payment for prescription drug dispensing, and as hospitals and medical clinics continue to forego uncompensated care provided by pharmacists, the need for a standardized system of payment for pharmacist services is essential. I don't think the advent of this payment has been as quick or as robust as any of us would like, but I see that we are making progress. We will continue to work hard on your behalf in this area, and we hope to ultimately create a universal standard that all health benefit plans

adopt and adhere to in the future.

I could go on but I shouldn't. I've already taken a little time away from our first general session speaker and he has important information to share. I invite you to attend the PSW business session tomorrow to hear more about PSW's activities and address the issues that concern you.

This has been a meaningful and rewarding year for me, serving as your president. I have been humbled to know that I was elected to serve such a well-respected organization and I hope I have been able to add a little bit to the process. Thank you for your support over the past year, and thank you for your attention this morning. ●

Retreat Lays Foundation for New Year

The 2004-2005 PSW Board of Directors met for two days in October at the Blue Harbor Resort in Sheboygan for the annual PSW Board Retreat. The retreat gives the board a chance to brainstorm and plan for PSW activities for the coming year.

The retreat began with an orientation session for the new board members, fol-

lowed by several planning and strategy sessions. The board focused on getting to know one another better, reviewing PSW's current activities and board priorities, and determining priority areas for the coming year.

Representative John Gard (R-Peshtigo), assembly speaker, addressed the retreat attendees at an evening reception. Speaker Gard thanked PSW for its support and for its advocacy efforts on behalf of Wisconsin's health care system. He acknowledged the difficult position in which pharmacy finds itself amid the current state budget and urged pharmacists to educate their legislators on the importance of the profession by inviting their legislators to tour their pharmacies. He said his own eyes were opened when he visited PSW member Rick Smith's pharmacy several years ago.

Wisconsin Hospital Association (WHA) President Steve Brenton also attended the retreat and discussed opportunities for collaboration with PSW that would best serve Wisconsin pharmacists practicing in hospitals and health systems. Topics addressed included Medicaid, Medicare, SeniorCare and public reporting of health care services. The meeting was an important first step toward working closely with WHA to effect positive change in Wisconsin hospitals and health care systems.



PSW Board members talked one-on-one with Assembly Speaker John Gard (far right) during a two-day planning retreat in October.



Leadership, Collaboration and Change

New PSW president encourages visibility and patient engagement

Remarks by Mark Zwaska, 2004-2005 President, Pharmacy Society of Wisconsin at the PSW Annual Meeting in Green Bay, September 18, 2004

I would like to thank you all for being here this morning. I am truly honored to be chosen as the 2004-05 president of PSW and I look forward to the opportunities and challenges that lie before me. With the help of the Board, the staff and the membership of PSW, I think we are poised to move ahead on many professional fronts.

For those of you who do not know me, I was born and raised in Madison. I was a pharmacy technician for six years with Fred Schlapper's Medical Health Pharmacy and with UW Hospital Pharmacy. I graduated from the UW School of Pharmacy in 1980. Then I skipped town for a two-year residency/masters program in Kansas City. I spent 12 years as Director of Pharmacy at a community hospital in South Dakota. I was active in the state organizations and went through the Board and officer chairs in the state hospital society. I came back to Wisconsin as Barry Alvarez and Brett Favre were getting on track about ten years ago. That's right. I missed many of those

rough Badger and Packer years.

Currently, I manage an inpatient hospital pharmacy and an outpatient lobby pharmacy in Oconomowoc. I serve about 15 pharmacists and 15 technicians in these areas. My job is to remove obstacles, develop safe systems and go to boring meetings so my staff doesn't have to. The fun that I have at work is directly related to seeing our staff handle operational and patient care problems correctly and tactfully. My most recent push has been to facilitate more "talk to the patient" time in decentral areas.

Recently, APhA surveyed 2000 consumers and guess how many knew their family pharmacist's name. 30%! Ladies and gentlemen, we need to walk the talk. Much of what I am about to say over the next few minutes really comes down to – BE VISIBLE – ENGAGE YOUR PATIENTS – LET THEM ASSESS VALUE. This is true whether it is an inpatient or outpatient setting.

I have enjoyed working with PSW over the years. While the Kansas and South Dakota associations were both effective,

from my perspective, PSW is in a separate class. Our ability in this state to gather resources and to effect change is exciting. We see it year after year. Membership responds, through PSW or independently, to issues — be it reimbursement rates, vaccination programs, collaborative practice initiatives, etc. The School of Pharmacy is involved and students and technicians are involved. Other disciplines are working with PSW on specific projects. That is the main difference that I see coming back to Wisconsin: leadership, collaboration and change. I hope to be a bigger part of this process in the coming year.

Twenty young pharmacy leaders from Wisconsin and Iowa met in Galena a few weeks ago as participants in the 11th annual Young Pharmacist Leadership Conference sponsored by PSW and the Iowa Pharmacy Association. This is always a refreshing weekend conference with outstanding speakers. I would certainly encourage participation if you are in your first ten years of practice. Some general observations/notes from this year's meeting: 1) we have a strong organizational bond with Iowa; and 2) we have an incredible pool of young leadership talent in this state (year to year).

These ten Wisconsin leaders voted on issues of importance for 2004-05. My remarks today will coincide with these issues. I was impressed with the depth of knowledge that this group of leaders displayed, and I learned from them throughout the weekend.

As you may know, CMS is reviewing comments on implementation of prescription drug benefits for Medicare pa-

Top Issues of Importance

identified by Young Leadership Conference participants

Medicare prescription coverage

Reimportation of prescription drugs

Reimbursement for pharmaceutical care

Decline in third party reimbursement

Promotion of pharmacist services

tients. For years, we complained about not getting paid to bring our clinical knowledge to our patients. That time is gone. Medicare, Medicaid, Senior Care and many managed care organizations ARE offering reimbursement for cognitive services. We need to get on board. In hospitals and nursing homes, we do not get paid directly for interventions, but in community practice we can. This year, I want to see our participation numbers go up. In 2003, less than 1% of claims for Medicaid and Senior Care were for pharmaceutical care in Wisconsin. Our job as practitioners and managers is to operationalize and streamline these opportunities into our business. Work flow and documentation must be reinvented. We are at the crossroads; payers are looking at this experiment to see if it works. "If we pay pharmacists, can they really help keep our employees or customers out of those expensive hospitals?"

This is a big job, but we have business models to look at here in Wisconsin. We have leaders and pioneers who are doing it. We have communication forums like this meeting and an outstanding PSW journal to bring the information to us, and we have a quality work force in this state to make it happen. I will concede, reimbursement is not optimal right now but this is truly the time to take control of our patient care role. Yesterday [during the Legislative Breakfast], Congressman Green stressed that 2005 is going to be a critical year in the health care arena. I have a feeling much of my time will be spent on the legislative front.

A *Milwaukee Journal Sentinel* front page article on July 28 read: "Study says medical mistakes are U.S. Third Biggest Killer." The subtitle was "The equivalent of 390 jumbo jets full of people are dying each year due to preventable in-hospital medical errors..."

Let's talk about patient safety. Health care systems, payers and managed care organizations are all over this. The Leapfrog Group (a group of Fortune 500 companies focused on improving health care safety and quality) and JCAHO just published expanded lists of compliance standards for implementation over the next few years. Just when we thought bar coding and computer physician order en-

try were our main safety targets, eight more safe practices have just hit our radar screen. The government and corporate America expect safe delivery of medications for their employees. PSW has had an active role at the state level helping to define best practices in the medication safety arena but there is still a long way to go. Each of us as pharmacists has a safety role. We evaluate one patient at a time. "Is this a safe drug for this patient based on dose, frequency and concurrent therapies?" As managers, we evaluate, "Do I have the systems in place to safely dispense drugs to my patients?" As an organization, we also need to ask "What tools or support can we offer to help our state's pharmacists, techs and students to provide safe care?" One of my goals this year will be to seek out and to communicate information on specific patient safety initiatives and solutions.

Our patients want safe drug therapy but do you know what else they want? Cheap drugs! Drugs cost too much money! Our customers have been telling us this for years, and sure enough, they found their own solution with the help of their elected officials. I think, frankly, we were surprised . . . who woulda thought?

PSW and the Pharmacy Examining Board have been vigilant over the last year in documenting potential and real risks of drug importation. State regulation, as predicted, has been a model of inconsistency and non-enforcement. Violations of the state agreement have been well-documented and cited in national importation forums. As monthly state reports are published, we continue to meet with DHFS officials to review Web site violations and express our concern as a profession. PSW will continue to monitor, analyze and report on this state program and, more importantly, look for a longer range solution to this "cost of drugs" dilemma. The current situation is not good for patients and it's not good for the pharmacy profession. In fact, it makes us look bad. We must address head on the international pricing disparity that exists or this issue will linger forever. We need more action from pharmacy's national associations. We need a solution, and PSW will be working to help devise it.

I mentioned bar coding and CPOE

earlier, and there are certainly major technological hurdles that we in health care systems are struggling with as we approach implementation, but technology in general is offering us some amazing opportunities and challenges in all practice (and academic) settings. I would love to see a technology department in our *Journal* highlighting how practitioners around the state are applying new solutions to emerging needs. We are in such a primitive stage of technology (if there is such a thing) that sharing specific stories would be helpful. We just went live with CPOE at our hospital in Oconomowoc one month ago. The lessons learned need to be published in some easy-to-read format in some easy-to-access forum. Maybe *JPSW* can help.

We have an active membership committee that has been working hard to target younger pharmacists to become PSW members. My goal this year is to work to gain members from the Milwaukee area as well. I would also like to see more interactive group meetings. These may include small hospital directors, large hospital directors, community store owners, etc. This is another way to facilitate information flow and social networking.

The Technician Section continues to grow. Their annual educational program is one of the best in the country. Nancy Maliborski has done a wonderful job leading this group over the past year, and I look forward to working with Annette Eternick and the entire Technician Board on the coming year's projects.

On the long term care side, further collaboration with the state medical directors group offers some interesting opportunities. I look forward to working with Gary Melis and our LTC Section members as the year progresses.

There is a lot going on in PSW. These are exciting times. I would like to close with a quote from our second PSW President, Robert Breslow six years ago:

"Today I accept a challenge on behalf of PSW, and I level a challenge on each of us to be the best, to do our best, to set our sights on continuous professional growth and to reaffirm our commitment to patient care."

Vince Lombardi could not have said it better. ●

People Making the Difference

The 2004 Treasurer's Report

by Russ Jensen, RPh, MS

A healthy and financially sound organization is fundamental for our members. The results I am about to convey were not achieved easily or single-handedly. Since PSW's fiscal year follows the calendar year, I will report on the results of 2003 as well as the financial position for part of 2004. The financial statements for 2004 through August are provided.

The year 2003 was a defining time for PSW as we turned a crucial corner, working to lay the groundwork for the future. Partnering with pharmacies through the Business Support Program filled a critical need to represent Wisconsin pharmacy. PSW's investments rallied. Operational efficiencies were achieved. New programming was developed to meet the high demand for information related to HIPAA. These few examples in addition to the recurring activities returned our financial position to where revenues exceeded expenses. Individual membership dues amounted to approximately 22% of the total annual income of over \$1.4 million. The 2003 financial statements were audited by independent auditors and continue to receive the highest of opinions, representing the fair presentation of PSW's financial position.

We were out of the red and back in the black for 2003 and for the first six months of 2004. It is my pleasure to report that we continue to maintain a solid level of reserves with no long-term liabilities. In 2004, membership has increased and we are following in alignment with our annual budget. We have expanded our staff, enhanced communications and worked to build and further develop the

continued on page 36

PSW STATEMENT OF INCOME AND EXPENSE for the eight months ending August 31, 2004

REVENUES	Year to Date 2004	Year to Date Budget	Annual Budget
Dues	328,825.00	330,500.00	330,500.00
Member Contributions	127,960.02	134,000.00	175,000.00
Advertising/Products & Pubs	45,269.75	40,916.64	61,500.00
Investment & Management	34,380.15	38,800.00	77,200.00
Programs & Services	489,727.76	586,300.00	682,500.00
Miscellaneous Income	3,024.34	3,333.36	5,000.00
TOTAL REVENUES	\$1,029,187.02	\$1,133,850.00	\$1,331,700.00
EXPENSES	Year to Date 2004	Year to Date Budget	Annual Budget
Operations	474,064.06	539,086.72	840,000.00
Publications/Communications	53,919.48	51,000.00	71,000.00
Outside Services	4,409.27	8,166.64	8,500.00
Programs & Services	156,061.07	144,050.00	327,300.00
Miscellaneous Expense	1,994.17	1,666.64	7,500.00
TOTAL EXPENSES	\$690,448.05	\$743,970.00	\$1,254,300.00
NET INCOME (LOSS)	\$338,738.97	\$389,880.00	\$77,400.00

PSW BALANCE SHEET as of August 31, 2004

ASSETS	
ASSETS	
Current Assets	1,525,869.63
Property and Equipment	559,445.05
Other Assets	16,176.00
TOTAL ASSETS	\$ 2,101,490.68
LIABILITIES AND EQUITY	
LIABILITIES	
Current Liabilities	76,061.23
TOTAL LIABILITIES	76,061.23
EQUITY	
Unrestricted Equity	1,544,700.88
Net income (loss)	338,738.97
Designated - LTC Section	128,528.00
Designated - Tech Section	13,461.60
TOTAL EQUITY	2,025,429.45
TOTAL LIABILITIES & EQUITY	\$ 2,101,490.68