AACP REPORTS

Three Simple Words

Report of the Executive Vice President to the House of Delegates

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Good morning, delegates, and thank you for your commitment to AACP and the work of the House. I acknowledge that you have received many reports in your work as delegates; written reports of our committees and task forces, as well as verbal reports from your elected leaders. This Report of the EVP, the all important report of the Bylaws and Policy Development committee, a few votes and a simple but vitally important election are all that separate you from home. . .and me from some much anticipated vacation! Let's get started!

Three simple words; my report to you today will attempt to summarize all that is current and important for our future in three simple words. I hear the collective sigh of relief!

I must assign credit where credit is due; in this case it belongs to Olivier Bugnon, a pharmacy faculty member practicing and conducting research in the community pharmacy arena at Lausanne University in Geneva, Switzerland. We worked together as members of FIP's planning committee for their first global conference on pharmacy education just 2 weeks ago in The Hague.

Planning for an internationally-relevant conference that aims to create both a vision and an action plan for the future of global pharmacy education in a day and a half was an ambitious undertaking. It is a good thing, I think, that the organizers don't believe the meeting will occur before early 2017! We discussed and debated and, in some cases, even pontificated for much of the first day. Phil Schneider, chair and an administrative leader from the University of Arizona, came back the second morning wearing a genuine expression of concern about our ability to complete our initial planning task before the first members had to leave at noon.

Then Olivier offered his three simple words: content, context and learning. The 10 of us stopped and he repeated them. Then he went to the flip chart and drew us a picture to depict the relationship between them in a triangle.

Content, context, learning. . .How elegantly simple! Everything the planning committee had been discussing over two days suddenly fell neatly into place.

I reflected on the meeting as I flew home. I had committed to getting my remarks to the House drafted

to put 8 hours at 30,000 feet to best use. I mused about what I had decided to report to you today and then thought about the relationship between his words and mine.

My three phrases (ok, six words total) are: knowledge management, enhanced communication and educational gaming. Don't they map beautifully to content, context and learning?

These three constructs are descriptive of AACP's three top priorities for the coming year or two or more. I'll say a bit about each with a promise of sharing more about them using different communications vehicles in the days and months ahead.

Knowledge management is a phrase that comes from the consulting world. Apparently one of the larger consulting giants realized several years ago that across all their personnel and all their projects there resided a great deal of insight and wisdom. As new clients or prospects sought their guidance to address challenges and opportunities, it occurred to their leadership that if they could access the resident wisdom of the company they could be more competitive and efficient. With modern informatics and a strong search capability (can you hear Dr. Butte talk about 'big data'?!) they would be a better consulting enterprise.

AACP seeks to become a better member serving enterprise and aims to achieve this by adopting the philosophy and practices of knowledge management. We, and in this case I am using the nursery school we that stands for all of us, create and own a LOT of content! It exists in AACP's many reports, journal articles and other web postings. It exists exponentially in the time and talent of our faculty and in our curricular and co-curricular data. Yet it truly isn't that accessible as I'm reminded every time someone asks how to find important "stuff" that resides in AACP's information architecture.

I'm excited to announce that in 2015 AACP will host a fellow supported by the Sewell Fund. That librarian or information scientist will be our in residence expert on knowledge management. By embedding a KM expert in our day-to-day activities for six to 12 months, AACP will significantly advance our understanding of how to harness all of the content we have in our hands and heads to the

advantage of our members. Beyond our members, we will have the opportunity to leverage the expertise of academic pharmacy to the benefit of our many stakeholders. As nebulous as the construct of Knowledge Management may seem today, I viscerally understand that executing on these two words over the next few years will increase our value to members and society exponentially.

Communications is a tricky art, science and practice! It is universal yet virtually no individual or organization believes it communicates as effectively as it might. AACP is no exception. If I asked any of you to share where you could find the latest published material was on gaming and related educational innovations I suspect at best only 20% could name the brilliant Academic Affairs report authored this past year by Jeff Cain and colleagues!

Among our top three priorities for the next several years is the aim to significantly improve our communications effectiveness as an organization. The time is critically right. Ian Morrison clearly identified how virtually everything about the “normal order” of our health care system is changing dramatically and fairly rapidly. While medication use and its effective management has historically flown under the radar screen of most policy makers in the public and private sectors we can no longer hide our light under a basket. Our secret is out! When pharmacists aren’t engaged in managing medication use, especially for our most vulnerable citizens, trouble lurks in the health care delivery system.

People have begun to ask me a great question. “Why is it that pharmacy seems so ready to engage in interprofessional learning and team-based care?” My response is simple: “Medication use is a team sport. Pharmacists simply want to play on the team to make sure the end game is achieved – that medications contribute all they can to health and wellness and to avoid harm.”

Our leaders and staff have begun to frame the strategy to markedly increase the reach and effectiveness of AACP’s communications and advocacy efforts. This will take many forms, including changes in our core communications vehicles and in our collaboration with colleague organizations both in and outside of pharmacy. We’ll sharpen our messages and use what we gain in our knowledge management efforts to tell your stories. This includes our new collaboration with the video team now known as AACP TV with whom many of you have worked to make films about your great programs. Our goal will be to penetrate those dark recesses of health care and higher education that have as of yet not begun to understand the full value you contribute to discovering, learning and caring to improve health. There are so many stories to tell!

Of the three phrases in my message today, you have heard the most at this meeting about our bold move in **educational innovation**. Your Board of Directors enthusiastically voted to invest a considerable sum into the establishment of Mimycx, the educational game forthcoming in early 2015 from our new company Professions Quest. We are a bit ahead of the curve in terms of bringing a game to advance interprofessional competency development to market, but that is where your leaders believe we should be – both on innovation and IPE.

The decision was both thoughtful and surprisingly easy. Your leaders dedicated time at the leadership meeting in March 2013 to studying various forms of educational innovation. These were studied more critically this past year by the Academic Affairs Committee and it became clear that the space most in need of investment was educational gaming. In the process of determining how to move forward to develop a game we had the good fortune of identifying the expertise of our neighbor, George Mason University’s Simulation and Gaming Institute. The 2013-14 Board has pledged \$500,000 of our over \$6.5 million in reserve to launch Mimycx! In contrast to AACP’s last mega investment, which was to build PharmCAS, the several hundred thousand dollars the Board has placed on the table for Professions Quest pales in a risk analysis. The 2001 AACP Board elected to invest 50% of our \$1 million in reserve to build PharmCAS. Your current board has great faith that the return on this new investment will be robust!

It won’t be sufficient to simply launch a new game to market later this year and into 2015. We must engage our partners across the IPE space. We must help our professional practice associations appreciate the applicability of our game so that their members who were not blessed with many opportunities to develop IPE competencies while in school (yet need them daily in practice) can gain them through this new professional development (and fun) challenge. We aim to adapt Mimycx for the K-12 learner as well to turn the next generation on to the fun of working in teams to solve problems people and communities have with their health and well-being. The possibilities are limitless!

- Content = Knowledge management to harness our information assets
- Context = Enhanced communications and advocacy in our changing world
- Learning = New tools for learning and working together in teams

As I wrap up my report I close with a message about what you, our delegates, can do to make all of this come to

fruition. I share three things, some simple and others more complex.

First, we have enhanced the section of each member's profile on aacp.org such that you can help us identify accurately your expertise and areas of interest. As you wait to board the plane today log on and edit your member profile to make sure we realize the areas where you are poised to contribute. That might be in a clinical zone or an area of research interest. It might be well, the options are limitless.

Second, as delegates you are a vitally important conduit to the faculty and administrators you represent here this week. We will send you a summary of the outcomes of the 2014 House before this weekend. We will post every report and speech that has been delivered so that you can share them with your colleagues back home. Because all of this material is overwhelming in its volume and complexity we will share a set of talking points that you can adapt for your written and oral communications to colleagues. Before you know it, additional faculty, residents and students will begin to recognize that some of their needs for knowledge can best be satisfied through

their mining of AACP's knowledge management resources. They'll also appreciate how they can contribute based on their own unique expertise.

Finally, help us fully understand the needs of those in the academy at this dynamic time. How can we enhance our faculty development portfolio, both in content and delivery strategies, to reach more individuals where and how they need to be reached? When provided the opportunity to offer input into new and expanded programming, please participate and encourage your colleagues to do the same. Note that along with the outcomes of the House, you will receive a simple inquiry regarding our Innovations in Teaching Award. This is just one example of how we hope you as delegates can help us re-imagine our portfolio of faculty development efforts.

Three simple words: content, context and learning. These, along with the phrases Knowledge Management, Enhanced Communications and Educational Innovation, will be our watch words in the months ahead. Remember that all good things come in three's and three is not too many to remember! Thank you for your attention this morning. Now let's get to the business of the House.