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## New Semester, New Ideas

On January 21st we held our first general meeting to discuss ideas for the semester and upcoming events. Nora Martin (P2), Vice President of Community Service, discussed community health initiative ideas. The new community health initiative challenge requires focusing on one health topic in the communi-

ty, which is promoted throughout the year with various events. We asked our members what ideas they had and gave them examples of what we thought would be possible options as well. A few ideas that were brought to the table were the Vial of Life, obesity, and Medication Cleanout. We voted on

which idea to focus on and chose obesity. Obesity in Arkansas is a major problem and can be linked to many health problems such as diabetes, heart disease, and hypertension to name a few.



Senator Ron Caldwell  
discussing pharmacy’s  
role in politics.



VP of Community Service, Nora Martin, P2

NCPA Dr. Mark S. Riley Student Chapter hosted a legislative night on February 18th where members signed and prepared letters to send to Arkansas legislators and listened to guest speaker Senator Ron Caldwell discuss pharmacy’s role in politics. After giving some background on state government, Senator Caldwell stressed how important it is to get to know our legislators because they are just ordinary people who want to help and if they don’t know how

you feel then they cannot try to help. The best ways to get to know your legislators are to meet them in person, contact them by phone, email, letter, and/or donate to their campaign funds. Senator Caldwell is a member of the Arkansas public health committee and is currently working to convince PBMs to offer better reimbursement to pharmacists as well as granting pharmacists provider status. Dr. Mark S. Riley was also in attendance and offered valuable insight

into these topics from his point of view as the current NCPA President. The letters sent to all Arkansas representatives and senators contained information discussing the importance of provider status for pharmacists. Pizza was provided to everyone in attendance. This event was part of our chapter’s Legislative Advocacy Challenge which was designed to promote political advocacy by NCPA.

## Legislative Night

The Antagonists and Harding's Fearsome Pharmacy Faculty



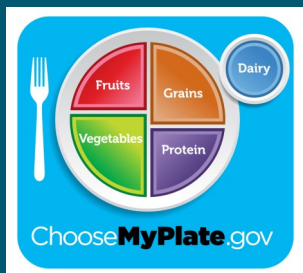
# “Play Ball”

On April 5th our student chapter hosted a softball tournament as our semester fundraiser. We had six teams participate in the all-day event which began with round robin play and ended with bracket play. Entry fees were \$100 per team and each team had a minimum of ten players

with at least three being female. Each player was given a shirt and these shirts were also sold for \$5 each. It was chillier than was forecasted so not as many “fans” attended. We set up a concessions stand where we sold pizza by the slice (donated by Little Caesar’s and Dominoes), BBQ sandwich plates (donated by Rib Crib), candy (donated by Lowery’s Pharmacy), soda, water, and Gatorade. We also had a drawing where three gift baskets, a \$20 gift card to Corner

Florist, softball cookies from the Plum Peacock, and free Dickey’s sandwich coupons were raffled off. Prizes were also given to 1st, 2nd, and 3rd place teams as well as to the team who showed the most team sportsmanship. Overall, the softball fundraiser was very successful and we raised over \$1000 to use on future events. We also sold NCPA lapel pins for \$7 a piece twice during the semester.

“Did you know, more than 33% of adults in the U.S. and approximately 17% of children and adolescents are obese.”



# Making an Impact on Our Community

Toward the end of the semester a public service announcement was written to record for use on the radio as well as to put in the local newspaper to reach more of our community. The following was recorded for the radio and what was placed in the local newspaper.

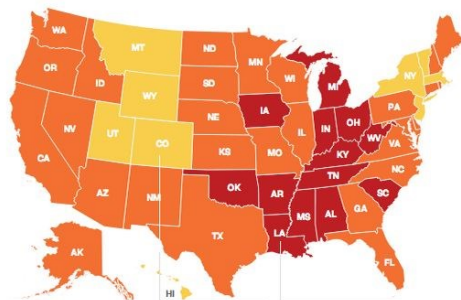
“Did you know, more than 33% of adults in the U.S. and approximately 17% of children and adolescents are obese. Obesity is related to many health related problems including high blood pressure, heart disease, stroke, and diabetes. Good nutrition and regular physical activity are vital elements to good health and disease prevention. You can help motivate healthy behavior in others by being con-

scious of your own food choices and exercise habits.

Being physically active can help to reduce stress, improve focus and help you feel better overall. Ways to stay physically active include exercising at a fitness center, taking a brisk walk or bike ride around campus, and doing stretches or exercises such as yoga while watching television at home. To stay motivated bring a friend along and choose something that you enjoy to help keep you interested.

Proper nutrition is another key component to leading a healthy lifestyle.

Make half of your plate fruits and veggies, add lean protein, and include whole grains. Use smaller plates to help with portion control, and remember to pack healthy snacks to bring with you to class to avoid vending machine junk food. Also be sure to drink plenty of water throughout the day. Soda and energy drinks are a major source of added sugar and calories. Keep a water bottle with you and utilize water fountains across campus for free refills. For more information please visit [www.choosemyplate.gov](http://www.choosemyplate.gov).”



**13** Number of states with adult obesity rates above 30 percent

**41** Number of states with adult obesity rates of at least 25 percent

**20.5%** Colorado Lowest rate of adult obesity

**34.7%** Louisiana Highest rate of adult obesity

# Harding's First Ever Business Plan Competition Team

The NCPA Pruitt-Schutte Student Business Plan Competition is the first national competition of its kind in the pharmacy profession. For this competition, students are tasked with creating an innovative business model for a new or existing community pharmacy. The chance to compete in the competition brought about many learning opportunities for our team in respect to community ownership responsibilities. Subsections within the plan that were to be included were items pertaining to marketing, finance, product and service development, and physical descriptions of the business, just to name a few. The Harding University Chapter of NCPA entered its first ever business plan

in hopes to present their innovative model during the 116th Annual NCPA Convention in Austin, Texas. We have a very driven and enthusiastic team at Harding that consists of Ryan Umeh (P4), Kejal Patel (P4), Ellen Jones (P3), and Tu Ngo (P2). Additionally, our team had the support and much needed help of our chapter advisor, Dr. Ashley Earley, and chapter president Holly Wilkerson. We have worked diligently since November, meeting every other week for eight months perfecting our plan. Initially, it was difficult getting everyone's schedule aligned to meet and put in the time to work together and bounce ideas off of each other but we eventually built the chemis-

try needed to get the job done. I applaud each of my team members for being able to balance a demanding academic schedule while simultaneously putting together a product that I am very proud of regardless of the outcome. I hope I was able to start a tradition at Harding to compete each year in the business plan competition. We definitely have the students here who are more than capable of becoming perennial finalists and I look forward to helping the next group bring a winning plan back to HUCOP.

-Ryan Umeh, P3 Member

***"If you are not at the table, you are probably on the menu."***

## The Pursuit of Provider Status

I would say that most of us who have had a career in pharmacy for any length of time (35 years for me) consider ourselves as "Providers of Healthcare". The majority of our patients would agree. Along with medications we have dispensed information, provided point of care screenings, and recommended lifestyle modifications, counseled in realms related to medications and life, while also safeguarding the wellbeing of those we serve on a daily basis. But in 1965, when President Lyndon Johnson signed into law the Social Security Act under Title XVIII to provide health insurance to citizens age 65 and older (Medicare), pharmacy was left off the list of recognized providers. There is not room in this brief article to tell that tale, but as Dr. Mark Riley often states: "If you are not at the table, you are probably on the menu."

Because of that budget related oversight by CMS, pharmacists are not allowed to bill Medicare and Medicaid for services, with a few exceptions. This precedent is the primary reason that the commercial insurance agencies such as Blue

Cross, Cigna, Aetna, and many more, also decline to pay for the services that pharmacist offer routinely. Just since the implementation of Medicare D in 2006 have pharmacists been compensated for their time to supply Medication Therapy Management (MTM) services to their chronically ill patients with multiple disease states and medications. This service is showing value and gaining traction with a few of the commercial insurance companies.

Many of pharmacy's difficulties in gaining provider status relate to the old business adage, "If it isn't documented, it didn't happen." For decades we have given away services that other professions would "be on the clock" for. Because we have not kept records of all of these interventions and services, the third party payers do not have knowledge of the benefits pharmacists bring to patient care.

Our aging population, the Affordable Care Act, Patient Centered Medical Homes, and Accountable Care

Organizations, partnered with declining numbers of primary care providers and access to care, make TODAY prime for pharmacy organizations and individuals to advocate for our profession to be able to practice at the level of our training.

-Dr. Tim Howard, Pharm.D,  
Chapter Advisor



**Dr. Howard discussing provider status for pharmacists.**

# Induction and Recognition Ceremony

Together NCPA, APhA-ASP, and SSHP held an induction and recognition ceremony on May 1st in Harding's Cone Chapel. In an effort to collaborate with the other organizations, the event was created to induct new officers and recognize members who had received awards. Everyone in the College of Pharmacy was invited to attend. We hope to make this event a tradition to be carried on each year. The new officers and award recipients are listed below.

## 2014—2015 Officers:

**President:** Krystal Frossard

**President Elect:** Randy Dumornay

**Secretary:** Laura Simpson

**VP of Finance:** Jimmy Skaggs

**VP of Membership:** Kaitlyn Smith

**VP of Student Activities:** Claire Carter

**VP of Legislative and Governmental Affairs:**  
Kelsey Maloch

**VP of Public Relations:** Samantha Morrison

**VP of Community Service:** Nora Martin

## Perfect Attendance Award:

Laura Simpson

Karen Rorex

Josephine Richardson

Kyle Hively

Michael Ferguson

Samantha Morrison

Phu Pham

Yoon Lee

## Service Excellence Award:

Asia Park

## Dedication Award Class of 2015:

Abby Cooper

## Dedication Award Class of 2016:

Jimmy Skaggs

## Dedication Award Class of 2017:

Samantha Morrison

## Highest Point Achievement Award:

Krystal Frossard

## Outstanding Member of The Year:

Nora Martin

## Dates to Remember

August 8-10, 2014

- Pharmacy Ownership Workshop in Atlanta, GA

August 11, 2014

- Front-End Profit Building Seminar in Atlanta, GA

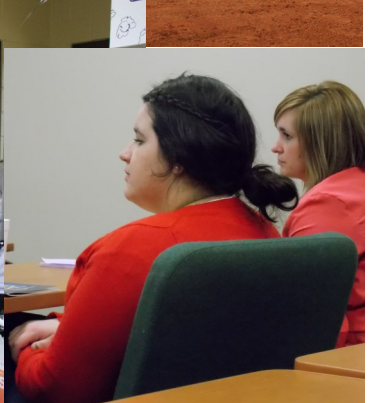
September 24-25, 2014

- Diabetes Accreditation Standards-Practical Applications (DASPA) in St. Louis, MO

October 18-22, 2014

- Annual Convention in Austin, TX





16	\$10
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97	\$10
98	\$10
99	\$10
100	\$10

Softball	\$1
Snickers	\$1
Reese's Cops	\$1
M&M's	\$1
Laffy Taffy	\$1
Plum Pops	\$0.50
Sunflower seeds	\$1