

PHP 593 Elective
Industry Rotation

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Introduction

As the practice of pharmacy evolves, the role of the pharmacist is expanding. Clinical pharmacists practice in a variety of settings other than community or hospital pharmacy. Pharmaceutical industry is a setting where an increasing number of pharmacists are practicing. Positions available include the traditional drug information as well as clinical research positions. A new and unique position in industry is that of a clinical liaison.

This rotation is intended to introduce the Doctor of Pharmacy student to the role of a clinical pharmacist in pharmaceutical industry. By directly working with the Clinical Education Consultant (CEC), the student will have the opportunity to experience the role of a clinical pharmacist practicing in industry. Due to the unique nature of this rotation, the student should have completed a rotation in internal medicine or ambulatory care. A good working knowledge of clinical therapeutics is essential.

Activities

The CEC objectives are to:

1. Educate healthcare professionals
2. Use pharmaco-economic models to evaluate the impact of drug therapy decisions on a health care system
3. Demonstrate Pfizer's commitment to the delivery of cost-effective healthcare
4. Strengthen relationships with healthcare professionals
5. Build and maintain relationships with Colleges of Pharmacy

These objectives are accomplished through the completion of activities such as continuing education lectures and disease therapy evaluations. The student will participate in the provision of these services to health care professionals practicing in hospitals, community settings, managed care, medical groups, and long term care.

Projects

As a component of this rotation, the student will assist in the identification and completion of projects. These will vary depending on the current activities of the CEC. Examples of projects may include:

1. developing criteria for a disease therapy evaluation (DTE)
2. collecting data for a DTE

3. preparing a summary report for a DTE
4. using a pharmacoeconomic model to evaluate the results of a DTE
5. creating clinical pathways
6. writing newsletters for health care professionals

Computer Skills

The student will have significant opportunity to review the use of a computer in the provision of industry based clinical pharmacy programs. Examples of programs used in daily practice include Word, PowerPoint, Excel and Access. A knowledge of these programs prior to the rotation is not required. The student will have the opportunity to use these programs and view their incorporation in daily practice. The student will also be introduced to programs that demonstrate applied pharmacoeconomic principles.

Verbal Communication Activities

The student will have the opportunity to present a continuing education lecture to pharmacists that will relate to a specific therapeutic area. The student will be encouraged to participate in the presentation of computer models and projects to health care professionals.

Schedule Overview

This Rotation does not have a standard daily schedule. Due to the variation and the need for the CEC position, there may be times during the rotation when the preceptor may be required to travel out of the area. In this event, students will be assigned independent projects that will be required to be completed as a component of the rotation.

Prerequisites

Completion of internal medicine or ambulatory care rotation or related experience
Good working knowledge of clinical therapeutics
Ability to work independently