

Pharmacy Contemporary Issues
PHR 322P (Unique # 62770)
Spring Semester, 2008

Instructor

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Office Hours: Daily 8:00am to 9:00am or stop by anytime

Class Time and Room

Monday evenings from 5:00 to 8:00pm

PHR 2.208

Course Objectives and Format

The purpose of this class is to increase student awareness and understanding of pharmacy and health care contemporary issues. A major focus of the class will be on new pharmacy developments and pharmacy political issues and drug development. Also, some class sessions will be dedicated to just one topic. For example, one session may be on direct-to-consumer drug advertising and another session on drug diversion, drug importation and counterfeit drugs.

For each class meeting, students will be required to read selected readings; based on these readings many issues will be presented, discussed and debated during the class sessions. This class will take on more of “graduate level” seminar and atmosphere; students **MUST** take an active role in presenting and discussing the topic areas. Students must be prepared to discuss the issues for each session. I want this course to be a fun learning experience; one where you look forward to coming to class, and one where you want to be here. If you are not enjoying this course, please let me know.

Another objective is to give you experience in orally expressing your views. I want you to gain experience in organizing your thoughts and presenting your views on a topic area.

As mentioned, contemporary readings will be assigned each week. These readings will come from a variety of sources, but the main sources will be the *Wall Street Journal*, *New York Times*, *Pharmacy Green Sheet*, *Pharmaceutical Industry Pink Sheet* and *World Pharmaceutical News: Script and Med Ad News*. In addition, a variety of pharmacy association journals and news’ letters will be used. Guests/experts also may join the class to present their perspective and expertise on a topic area.

A quiz **may** be given at the start of each class which will cover over that day’s reading assignments. Ten points will be allocated for each quiz. The lowest point score for one quiz will be dropped for each student.

Student Requirements

- Class attendance is required! If, you cannot attend class (due to illness, death in family, religious holy day, etc.) you **are required** to notify me as soon as possible, preferably before missing class. Students who do NOT inform me in advance of their absence will be penalized ten points.
- Students must be prepared and are required to participate in class discussions.
- Students are required to give a classroom presentation and lead the discussion on a contemporary pharmacy topic area. In presenting the topic area, the presentation must include: asking questions, getting feedback from others and if appropriate presenting both the pro and con sides of the issue. These presentations along with the discussion will vary in length, but at a minimum they must be four to five minutes.
 - Students **are required** to submit an outline of their talk and copies of the reference material used.
 - Topic areas must be approved by Dr. Shepherd at least one week in advance of the student's presentation class date. Topic areas cannot be repeated. So select your topic area and get it "reserved" soon.
 - Students will be assigned a date for their presentation and is listed on the course syllabus. These can be changed if you make arrangements with other students in the class. The instructor must be informed of the change in advance.
- Grading of the presentation will be based on the following areas:
 - Content of presentation/references-----10 points
 - Organization of presentation-----20 points
 - Delivery-----10 points
 - Discussion-----10 points
 - Total-----50 points
- There is no Final Exam.

Scholastic Dishonesty

"Pharmacy practitioners enjoy a special trust and authority based upon the profession's commitment to a code of ethical behavior in its management of client affairs. The inculcation of a sense of responsible professional behavior is a critical component of professional education, and high standards of ethical conduct are expected of pharmacy students. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties including failure of the course involved and dismissal from the college and/or the University. Since dishonesty harms the individual, fellow students, and the integrity of the University and the College of Pharmacy, policies on scholastic dishonesty are strictly enforced."

Please refer to the Student Judicial Services website (<http://www.utexas.edu/depts/dos/sjs/>) for the official University policies and procedures on scholastic dishonesty or call 471-2841.

Students with Disabilities

At the beginning of the semester, students with disabilities who need special accommodations should notify me by presenting a letter prepared by the Service for Students with Disabilities (SSD) office. To ensure that the most appropriate accommodations, students should contact the SSD Office at 471-6259 or 471-4641.

Last Day to Drop Class

Last day to drop the course is January 30, 2008 for a possible refund.

Grading

The following grading scale will be employed.

93% - 100%.....	A
90% - 92%.....	A-
87% - 89%.....	B+
83% - 86%.....	B
80% - 82%.....	B-
77% - 79%.....	C+
73% - 76%.....	C
70% - 72%.....	C-
69%.....	D+
66%- 68%.....	D
65%.....	D-
Less that 65%.....	F

Point Allocation

Presentation.....	50 points
Participation in class.....	30 points
Quizzes.....	<u>120 points</u> (assuming 12 quizzes)
Total.....	200 points

Please note that the total points may vary depending on the number of quizzes given. The maximum number of possible quiz points is 120.

Examples of Possible Presentation Topic Ideas

- Transparency of the PBMs
- Pharmacist refusal to dispense emergency contraceptives
- Stem cell research
- Pharmacy reimbursement issues such AMP (Average Manufacturer Price)
- High drug prices—drug price regulation
- Authorized generics—pro and con
- Prescription drug direct-to-consumer advertising

- Marketing a promotional techniques used by pharmaceutical manufacturers
- Hidden and deceptive pharmaceutical pricing arrangements used by the drug industry
- Release of clinical trial data to the public
- Tactics used by industry to prevent generic drug product introduction
- Drug researchers, physicians and industry executives leaking confidential research information to the press and investors
- “Ghost” authors for medical publications
- Enrolling poor or indigent people residing in developing countries in clinical trials
- Drug price discrepancies between countries, impact of lower drug prices in some countries on U.S. drug prices—who pays for the research?
- Medicare Part D issues (MTM, AMP, Patient Costs, etc)
- Open, preferred drug list and closed formularies and drug switching by PBMs and the role of rebates
- Off-label use and marketing of drug products
- Medication errors
- Use of RFID for product authentication---patient/consumer privacy issues
- Drug industry research programs and costs—lack of productivity by the research intensive drug industry
- Pharmacists refusal to dispense certain medications (Plan B)
- Generic drugs
- Drug pedigree requirements
- Plus, many other contemporary topics are possible.

Class Schedule

January 14.....	Introduction
January 21.....	No Class (MLK Day)
January 28.....	Contemporary Issues
February 4.....	Contemporary Issues
February 11.....	Contemporary Issues & Student Presentations (Kim Nguyen and Sara Vernon)
February 18.....	Contemporary Issues & Student Presentations (Amy Picha and Elizabeth Easton)
February 25.....	Contemporary Issues & Student Presentations (Angel Wang and David Koon)
March 2.....	Contemporary Issues & Students Presentations (Haley Burnside & Jessica Chen)
March 10.....	Spring Break—Class Cancelled
March 17.....	Contemporary Issues and Student Presentations (Javier Flores & Eric-Thai Tran)
March 31.....	Contemporary Issues & Student Presentations (Sandra Nguyen & Lei Shi)

- April 7.....Contemporary Issues & Student Presentations
(Sergio De La Garza & Christopher Lowe)
- April 14.....Contemporary Issues & Student Presentations
(Catherine Boenig & Kelly Daniels)
- April 21..... Contemporary Issues & Student Presentations
(Claire Simister & Delaney Ivy)
- April 28.....Contemporary Issues & Student Presentations
(Emily Xu & Christina Chen)