

# Pharmacy Management, Leadership, Marketing, and Finance

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# PREFACE

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There are countless volumes about leadership and management, with many such works written specifically for the business professional and applied to other industries or professions. We, as pharmacists and student pharmacists, have limited profession-specific works on these subjects. Only in recent years have the enduring topics of management and leadership been a focus in our profession, due in large part to pharmacy's impending "leadership crisis." Responding to leadership demands in today's environment makes it ever more important to prepare pharmacy professionals for management and leadership roles. This preparation requires an integration of knowledge, skills, attitudes, and values that can be acquired and considered through multiple methods, including a structured learning process that includes classroom work, independent study, and hands-on experience.

*Pharmacy Management, Leadership, Marketing, and Finance* is designed to meet the classroom and independent study needs of today's learners. In addition to topics such as operations management, reimbursement, and marketing, this book features sections on communication, conflict management, and human resource strategies—vital competencies for pharmacy leaders and managers. Our goal as editors was to produce a highly practical text that addresses the range of issues pharmacy professionals will face in their day-to-day work regardless of whether they hold formal or informal leadership roles—thus making this book *essential* for pharmacy students and practitioners.

Each chapter is written in a concise and reader-friendly style that facilitates an in-depth level of understanding of essential leadership and management concepts. While this book is intended to be read in its entirety, as many chapters build on one another, pharmacy professionals may find the text useful as a reference tool as they encounter challenges within their pharmacy practices. Chapters were written and reviewed by academic pharmacy faculty, practicing pharmacy managers and leaders, human resources professionals, and practicing attorneys to incorporate both theory and real-world experiences.

The learning features used in *Pharmacy Management, Leadership, Marketing, and Finance* were designed in collaboration with educational design specialists to enhance learning and retention. These features include:

- *Structured learning objectives.* These are listed at the beginning of each chapter and help guide learning.
- *Key concepts.* Designed to help focus learning, these key concepts are listed at the beginning of each chapter. Textual material that develops these concepts is easily identified by diamond-shaped numbered icons (◆) throughout the chapter.
- *Case scenarios.* Found at the end of each chapter, case scenarios facilitate critical thinking skills and lend relevance to the principles provided.
- *Up-to-date literature citations.* A comprehensive reference list for each chapter is provided to substantiate materials.

- *Economic principles discussed.* The textbook includes explanations of economic principles, such as cost minimization analysis, cost-effectiveness analysis, cost-benefit analysis, cost-utility analysis, and sensitivity analysis.
- *Generous use of tables and figures.* These visual features enhance understanding of leadership and management principles.
- *Glossary terms.* The glossary is located at the end of the book; the first use of each glossary term in a chapter appears in bold font.
- *Self-assessment questions and answers for each chapter.* Visit the Student Companion Web site at <http://healthprofessions.jbpub.com/pharmacymanagement> for interactive study tools and other resources. These questions are not only designed to evaluate student learning but to actively engage students in the learning process.
- *Continuing Education Credit for Pharmacists.* Thirty hours (3.0 CEU) of continuing pharmacy education credit is offered through this textbook. For details and registration information, visit <http://www.rxugace.com>. Click on Books/Series and then select *Pharmacy Management, Leadership, Marketing, and Finance*.

The Student Companion Web site provides self-assessment questions with the ability to grade and provide immediate feedback, as well as reporting capabilities, interactive glossary, crossword puzzles, flashcards, links to supplementary Web-based materials including videos and links featuring world-renowned experts on various topics addressed in the textbook, and other features and activities designed to support learning. There are also Lesson Plans, PowerPoint Slides, a Sample Syllabus, and other downloadable materials exclusively for instructors.

This book and the companion Web site should be used as tools to facilitate your management and leadership training. The first two chapters, “Leadership Essentials for Pharmacists” and “Management Essentials for Pharmacists,” are designed to provide a basic overview of leadership and management and serve as the introduction for this textbook. The chapters that follow build on the conceptual foundation provided by these two introductory chapters and focus on real-world application of management and leadership principles, concepts, and practices in pharmacy-related environments. Collectively, the chapters in this textbook and companion Web site for instructors and students provide a complete and enriched learning experience.

We thank the chapter authors and reviewers who represent more than 80 colleges or schools of pharmacy and national and international institutions, as well as other support received for this work. Finally, we, the editors, wish you all the best in your career and future goals.

**Continuing Pharmacy Education Credit**

The University of Georgia College of Pharmacy offers 30 hours (3.0 CEU) of continuing pharmacy education for this textbook.

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# ABOUT THE EDITORS

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