

## Continuing Pharmacy Education Credit



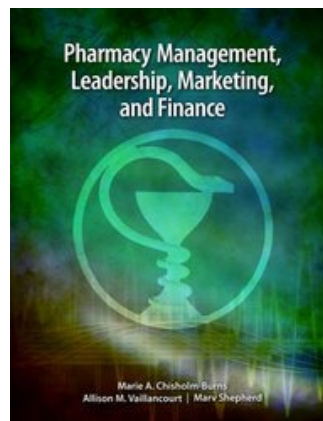
The University of Georgia College of Pharmacy designates the content of the textbook, *Pharmacy Management, Leadership, Marketing and Finance*, for 30 hours (3.0 CEU) of continuing pharmacy education.

### Intended Audience

The application based activity is intended for all pharmacists practicing in leadership and management roles.

### Requirements

The learner must read all materials, review the case studies then successfully complete the post-assessment and online evaluation to receive credit. A passing score of 70% is required on the post-assessment. Thirty (30) hours of credit will be awarded upon completion of all requirements – no partial credit will be given.



### Learning Objectives

1. Differentiate between and explore the essential concepts of leadership and management for pharmacists.
2. Identify barriers to change and innovation; explore ways to drive change and stimulate innovation.
3. Describe the ethical decision-making process and significant laws affecting pharmacy practice management.
4. Explain the core concepts of pharmacy operations, including inventory management, reimbursement and accounting.
5. Describe effective delivery of patient care services and patient satisfaction.
6. Advocate for strategic planning in the operation of a pharmacy business and the management of pharmacy staff.
7. Explain the importance of understanding and applying marketing strategies and of advertising and promoting pharmacy services.
8. Recognize the need for human resource management, including employment laws, recruiting and hiring, performance evaluation, and the work environment.
9. Describe strategies for communicating effectively with others, using negotiation techniques, managing conflict, and building consensus.
10. Summarize the essential factors for personal development, including time management, professionalism, personal branding and financial management.

### Information and Registration

For details and registration information, visit [www.rxugace.com](http://www.rxugace.com) . Click on Books/Series and then select *Pharmacy Management, Leadership, Marketing and Finance*.

### Accreditation



The University of Georgia College of Pharmacy is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.  
Universal Activity Number: 0014-9999-10-013-H04-P