

Pharmacy Management, Leadership, Marketing, and Finance

Second Edition

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Brief Contents

SECTION I	Pharmacy Management and Leadership	1
CHAPTER 1	Management Essentials for Pharmacists	3
CHAPTER 2	Leadership Essentials for Pharmacists.....	23
CHAPTER 3	Communicating Effectively in the Workplace	38
CHAPTER 4	Managing Conflict and Building Consensus.....	53
CHAPTER 5	Negotiation Techniques.....	62
CHAPTER 6	Leading and Managing Change	73
SECTION II	Planning	89
CHAPTER 7	Strategic Planning to Achieve Results	91
CHAPTER 8	Pharmacy Business and Staff Planning.....	105
SECTION III	Pharmacy and Clinical Operations	127
CHAPTER 9	Significant Laws Affecting Pharmacy Practice Management	129
CHAPTER 10	Pharmacy Operations: Workflow, Practice Activities, Medication Safety, and Technology	143
CHAPTER 11	Purchasing and Managing Inventory	163
CHAPTER 12	Justifying and Planning Patient Care Services	178
CHAPTER 13	Developing and Evaluating Clinical Pharmacy Services	199
CHAPTER 14	Quality Improvement	216
CHAPTER 15	Achieving and Measuring Patient Satisfaction	235
SECTION IV	Finance	251
CHAPTER 16	Third-Party Payment for Prescription Medications in the Retail Sector	253
CHAPTER 17	Cents and Sensibility: Understanding the Numbers	276

CHAPTER 18	Integrating Pharmacoeconomic Principles and Pharmacy Management	299
CHAPTER 19	Personal Finance	314
SECTION V	Risk Management	337
CHAPTER 20	The Basics of Managing Risk	339
CHAPTER 21	Insurance Fundamentals	352
SECTION VI	Human Resources	381
CHAPTER 22	Employment Law Essentials	383
CHAPTER 23	Creating and Identifying Desirable Workplaces	402
CHAPTER 24	Successful Recruitment and Hiring Strategies	418
CHAPTER 25	Effective Performance Management	433
SECTION VII	Marketing and Promotion	453
CHAPTER 26	Understanding and Applying Marketing Strategies	455
CHAPTER 27	Advertising and Promotion	468
SECTION VIII	Professional Effectiveness	481
CHAPTER 28	Developing Professionalism	483
CHAPTER 29	Ethical Decision Making	499
CHAPTER 30	Creating Your Personal Brand and Influencing Others	510
CHAPTER 31	Innovation and Entrepreneurship	527
CHAPTER 32	Managing Your Time	548

Contents

	Preface	xv			
	About the Editors	xvii			
	Contributors	xix			
	Reviewers	xxiv			
SECTION	I Pharmacy Management and Leadership	1	CHAPTER	3 Communicating Effectively in the Workplace	38
CHAPTER	1 Management Essentials for Pharmacists	3		Donna S. West-Strum and David Wamble	
	Stephen F. Eckel, Macary Weck Marciniak, Scott M. Mark, and Rafael Saenz			Introduction	39
	Introduction	5		Communication Process	40
	Essential Management Competencies	5		Sender-Receiver Model	40
	Knowledge of Organizational Context and Environment	5		Verbal and Nonverbal Communication	40
	Human Resources Management	5		Reducing Barriers to Effective Communication	41
	Communicating with Impact	11		Physical Barriers	41
	Organizing Team Meetings	13		Status Differential Barriers	41
	Planning for Contingencies, Crises, and Exit Strategies	14		Time Barriers	42
	Managing Time	16		Semantic Barriers	42
	“Managing Up”	17		Cultural and Gender-Related Barriers	42
	Accurate Self-Insight	19		Communication Approaches	43
	Summary	20		Active Listening	43
	Abbreviations	20		Tailoring the Message to the Audience	43
	Case Scenarios	21		Demonstrating Authenticity	45
	References	21		Active and Passive Voice	45
CHAPTER	2 Leadership Essentials for Pharmacists	23		Choosing a Medium	46
	Scott M. Mark, Rafael Saenz, John S. Clark, and James G. Stevenson			Meetings	46
	Introduction	24		Telephone	46
	Leadership Defined	25		Memos	46
	Transitioning into the Leadership Position	26		Email	47
	What Does It Mean to Be a Leader?	26		Making Presentations	47
	Effective Use of Power	27		Special Situations	49
	Characteristics of True Leaders	27		Communicating with Angry or Upset Employees	49
	Distinguishing Between Management and Leadership	28		Delivering Bad News	49
	Defining Your Leadership Style	29		Summary	50
				Case Scenarios	50
				References	51
				Developing Your Leadership Potential	32
				Exiting Leadership Roles and Positions	33
				Summary	35
				Abbreviations	35
				Case Scenarios	35
				References	36

CHAPTER 4 Managing Conflict and Building Consensus..... 53
Debbie C. Byrd and Shaunta' M. Ray
 Introduction..... 54
 Defining Conflict..... 55
 The Benefits of Conflict..... 55
 What Drives Conflict?..... 55
 Responses to Conflict..... 56
 Employing a Collaborative Approach to Problem Solving..... 57
 Managing Conflict Within Organizations..... 57
 Building Conflict Competence..... 58
 Summary..... 59
 Case Scenarios..... 60
 References..... 61

CHAPTER 5 Negotiation Techniques..... 62
Candace W. Barnett
 Introduction..... 63
 Principled Negotiation..... 64
 Step 1: Uncouple Parties from the Problem..... 64
 Step 2: Target Underlying Concerns..... 66
 Step 3: Develop Joint Solutions..... 66
 Step 4: Apply Standards..... 68
 Failed Negotiations..... 69
 Tough Tactics..... 69
 Inadequate Preparation..... 70
 Positional Bargaining..... 70
 Successful Outcomes of the HIPAA Case..... 70
 Summary..... 71
 Case Scenarios..... 71
 Abbreviations..... 72
 References..... 72

CHAPTER 6 Leading and Managing Change..... 73
Marie A. Chisholm-Burns, Joseph T. DiPiro, Leigh Ann Ross, and Kurt Weibel
 Introduction..... 74
 Why Change?..... 75
 Characteristics of Transformational Leaders..... 76
 Creating a Plan for Transformational Change..... 77
 Understanding the Mechanics of Transformation..... 78
 The Transformation Event (The Problem and Vision)..... 78
 The Transformation Program (The Process/Methods)..... 81
 The Transformation Outcome (Results)..... 81

The Transformation Myth (Stakeholders' Perceptions of the Transformation)..... 82
 Challenges to Change..... 82
 Summary..... 85
 Case Scenarios..... 85
 Abbreviations..... 86
 References..... 86

SECTION II Planning 89

CHAPTER 7 Strategic Planning to Achieve Results..... 91
Glenn Y. Yokoyama and Christina A. Spivey
 Introduction..... 92
 Steps of Strategic Planning..... 93
 Organizing a Strategic Planning Team..... 93
 Identifying Strategic Direction..... 94
 Conducting a Strategic Analysis..... 97
 Defining Major Long-Term Goals..... 98
 Action Planning..... 98
 Monitoring and Evaluating..... 99
 Communicating the Plan..... 100
 Executing the Strategic Plan..... 100
 Realistic Expectations..... 101
 Sound Judgment..... 101
 Monitoring and Evaluation of Performance..... 101
 Promoting Employee Performance..... 101
 Benefits and Criticisms of Strategic Planning..... 102
 Summary..... 102
 Case Scenarios..... 103
 Abbreviations..... 103
 References..... 104

CHAPTER 8 Pharmacy Business and Staff Planning..... 105
Joseph W. Ferullo, Nicholas A. Campagna, Steven J. Crosby, and James M. Scanlon
 Introduction..... 106
 Business Planning..... 108
 Parts of the Business Plan..... 108
 Staff Planning..... 119
 Job Analysis..... 119
 Human Resources Planning..... 120
 Professional Competence, Cultural Competence, and Staff Development..... 122
 Summary..... 124
 Case Scenarios..... 124
 Abbreviations..... 125
 References..... 125

SECTION III Pharmacy and Clinical Operations 127

CHAPTER 9 Significant Laws Affecting Pharmacy Practice Management 129
Kenneth M. Duke and Elizabeth A. Hall-Lipsy

Introduction.....131

Health Insurance Portability and Accountability Act131

 Key Terms.....131

 When and How to Disclose PHI:
 Notice, Consent, and Authorization 132

 HIPAA Training.....133

 Standardization of Information134

 Enforcement and HITECH Act
 Changes to HIPAA134

 Omnibus Budget Reconciliation Act of 1990135

 Prescription Drug Marketing Act136

 Haight Act137

 State Pharmacy Practice Laws139

 Defining the Scope of Pharmacy Practice139

 Licensure and Discipline140

 Summary140

 Case Scenarios141

 Abbreviations.....141

 References.....142

CHAPTER 10 Pharmacy Operations: Workflow, Practice Activities, Medication Safety, and Technology 143
Tad A. Gomez, Christy M. Norman, and Marie A. Chisholm-Burns

Introduction..... 144

Pharmacy Work Environment and Workflow Analysis..... 145

Pharmacy Practice Activities..... 146

 The Pharmacist and Liability 147

 Accreditation 148

Medication Safety..... 148

 Medication Errors 148

 Performance Improvement 150

 Medication Dispensing..... 152

 Compounding Sterile Preparations 153

 Patient Education and Counseling 153

Purchasing and Procurement..... 153

Technology in Pharmacy Operations 154

 Information Technology, Automation, and Medication Delivery Systems 154

 Summary 160

 Case Scenarios 160

 Abbreviations..... 161

 References..... 161

CHAPTER 11 Purchasing and Managing Inventory 163
Alicia S. Bouldin, Erin R. Holmes, Dewey D. Garner, and Ann H. Devoe

Introduction..... 164

Purchasing: The Art of Right Spending..... 165

 Purchasing and Profit..... 165

 Purchasing Decisions 165

 Procurement Procedures..... 170

Managing Your Inventory Investment.....171

 Inventory Management Methods171

 Evaluation of Management Efficiency.....172

 Other Factors in Inventory Management172

 Technology Used in Inventory Management174

The Issue of Shortages174

Basic Merchandising174

Summary176

Case Scenarios176

Abbreviations.....177

References.....177

CHAPTER 12 Justifying and Planning Patient Care Services 178
JoAnn Stubbings, Mary Ann Kliethermes, and Megan Wagner

Introduction..... 179

Needs Assessment181

 What Is the Patient Need or Problem to Be Addressed?.....181

 How Large Is the Problem, and What Are the Trends?..... 182

 How Well Are Patients' Needs Currently Being Addressed? 183

Financial Justification..... 184

SWOT Analysis 185

Gaining Preliminary Approval 185

Service Planning..... 188

 Organizational Structure..... 189

 Collaborative Practice Agreement 190

 Staffing 190

 Documentation 191

 Program Evaluation 191

Payment 192

 Cost Terminology..... 192

 Billing Models 192

 New Models of Payment and Care 194

Summary 195

Case Scenarios 195

Abbreviations..... 196

References..... 196

CHAPTER 13 Developing and Evaluating Clinical Pharmacy Services.....199

Lisa Whittington Goldstone, Amy K. Kennedy, John S. Clark, and Hanna Phan	
Introduction.....	200
Clinical Pharmacy Services	201
Pharmacy Practice Models	201
Examples of Clinical Pharmacy Services	202
Needs Assessment for Services.....	203
Resources Needed	204
Personnel	204
Finances.....	206
Opportunities for Academic Collaboration	206
Planning and Implementing Clinical Pharmacy Services.....	207
Service Assessment and Evaluation	210
Categories of Outcome Measures	210
Summary.....	212
Case Scenarios	212
Abbreviations.....	214
References	214

CHAPTER 14 Quality Improvement.....216

Marjorie Shaw Phillips and Marie A. Chisholm-Burns	
Introduction.....	217
Defining Quality and Quality Improvement.....	218
Measuring Quality.....	218
Quality Assurance and Quality Control	219
Continuous Quality Improvement	220
Quality Improvement Tools and Analysis Techniques	221
Plan-Do-Study-Act Cycle	221
Gap Analysis	225
Benchmarking	226
Tools for Describing and Analyzing Data	226
Medication Use Evaluation	227
Quality Improvement Compared to Research.....	228
External Mandates for Continuous Quality Improvement.....	228
Accreditation and Compliance Standards	231
Pharmacists' Role in Improving Health Care Quality	231
Summary.....	232
Case Scenarios	232

Abbreviations.....	233
References.....	234

CHAPTER 15 Achieving and Measuring Patient Satisfaction 235

Trina J. von Waldner and Steven R. Abel	
Introduction.....	236
Defining Patient Satisfaction.....	237
Promoting Patient Satisfaction in Pharmacy.....	238
The ECHO Model.....	239
Patient Satisfaction and Other Outcomes	242
Measuring Patient Satisfaction	243
Summary	247
Case Scenarios.....	247
Abbreviations.....	248
References.....	248

SECTION IV Finance 251**CHAPTER 16** Third-Party Payment for Prescription Medications in the Retail Sector 253

Kavita V. Nair and Kenneth A. Lawson	
Introduction.....	255
Overview of Third-Party Payers for Retail Pharmacy	255
Medication Supply Chain in the Retail Sector	256
Retail Pharmacy Reimbursement Framework.....	257
Prescription Payment	258
Prescription Cost and Utilization Control Mechanism	260
Payment Formulas	260
Formularies.....	261
Rebates and Pharmacy Benefit Managers	261
Patient Cost Sharing	263
Prior Authorizations.....	263
Generic Substitution	264
Quantity Limits.....	264
Step Therapy.....	264
Mail Service Options.....	264
Medicaid	264
Medicare	265
Medicare Outpatient Prescription Drug Benefit (Part D).....	266
Medication Therapy Management Services	268
Reimbursement Issues.....	269
Addressing Reimbursement Issues	270
Summary.....	271
Case Scenarios	272
Abbreviations.....	273
References.....	274

CHAPTER 17 Cents and Sensibility: Understanding the Numbers276
Keith Herist and Brent L. Rollins
 Introduction..... 278
 Accounting Fundamentals 278
 Accounting Period..... 279
 Principles of Going Concern, Objectivity, Conservatism, Consistency, Matching, and Materiality..... 279
 Transactions 280
 Balance Sheet and Income Statement Accounts 280
 Accrual and Cash Basis of Accounting..... 280
 The Accounting Equation..... 281
 Debits and Credits 281
 Financial Statements..... 282
 The Balance Sheet..... 282
 The Income Statement 283
 The Statement of Owner’s Equity..... 283
 The Statement of Cash Flows 284
 An Example: Dawgtown Drugs 284
 Ratio Analysis 286
 Inventory Management 289
 Budgeting..... 292
 Summary 296
 Case Scenarios 296
 Abbreviations..... 298
 References..... 298

CHAPTER 18 Integrating Pharmacoeconomic Principles and Pharmacy Management 299
Eleanor L. Olvey and Ivo Abraham
 Introduction..... 301
 Costs 301
 Pharmacoeconomic Methodologies 303
 Cost-Minimization Analysis 303
 Cost-Effectiveness Analysis..... 304
 Cost-Utility Analysis..... 306
 Cost-Benefit Analysis 308
 Summary 310
 Case Scenarios 310
 Abbreviations..... 311
 References 312

CHAPTER 19 Personal Finance..... 314
Keith Herist, Brent L. Rollins, and Marie A. Chisholm-Burns
 Introduction..... 315

Budgeting and Setting Financial Priorities..... 316
 Setting Financial Goals 316
 Credit Score..... 320
 Basics of Investing..... 321
 Time Value of Money 321
 Interest 321
 Current and Future Value of Money..... 325
 Risk 326
 Major Investment Classes 326
 Investment Strategies to Reduce Risk..... 327
 Defining and Calculating Net Worth 328
 Protecting Assets 329
 Income Tax Basics 329
 Paycheck Stubs, W-2 Forms, and Income Tax Forms 330
 Student Loan Repayments 331
 Retirement..... 332
 College Education Savings Plans 333
 Financial Planners 333
 Summary 334
 Case Scenarios 334
 Abbreviations..... 336
 References..... 336

SECTION V Risk Management 337

CHAPTER 20 The Basics of Managing Risk 339
Kenneth R. Baker
 Introduction..... 340
 Applying the Risk Management Process to the Enterprise 341
 Step 1: Identifying Risks 341
 Step 2: Prioritizing Risks and Organizing the Plan..... 342
 Step 3: Selecting Techniques to Manage Risks 343
 Step 4: Implementing the Plan..... 347
 Step 5: Monitoring and Adjusting the Plan..... 347
 Protecting Near-Miss and Error Data 348
 The Risk of Not Taking Risks 349
 Summary 350
 Case Scenarios 350
 Abbreviations..... 351
 References..... 351

CHAPTER 21 Insurance Fundamentals..... 352
Kenneth R. Baker
 Introduction..... 354
 Declarations Page..... 354

Common Policy Conditions 358
 Property Coverages 359
 Commercial Liability Coverages 360
 Insuring Agreements:
 Four Liability Coverages 360
 Pharmacy Professional Liability Coverage 376
 Claims-Made or Occurrence Coverage 377
 Exclusions, Limitations, and Conditions 378
 Risks Not Insurable 378
 Umbrella Coverage 379
 Judging the Reliability of Competing
 Insurance Companies 379
 Summary 379
 Case Scenarios 380
 Abbreviations 380
 References 380

SECTION VI Human Resources 381

CHAPTER 22 Employment Law Essentials 383

**Vicki Gotkin, Lauren S. Schlesselman,
 and Elizabeth A. Hall-Lipsy**
 Introduction 384
 Who Is an Employee? 385
 Beginning the Employment Relationship 385
 The Interview Process 386
 Additional Preemployment
 Screening Strategies 386
 Negotiating the Terms of
 an Employment Agreement 388
 Laws That Affect the Employment Relationship 389
 The Fair Labor Standards Act 389
 Sexual and Other Forms of Unlawful
 Harassment 390
 Federal Educational Rights
 and Privacy Act 392
 HIPAA and Employers 392
 Workers' Compensation, Occupational
 Safety and Health Administration Logs,
 and HIPAA 394
 Occupational Safety 394
 Workers' Compensation 395
 Evaluating Employee Performance 395
 Terminating the Employee Relationship 395
 Post-termination Issues 396
 Summary 398
 Case Scenarios 398
 Abbreviations 399
 References 400

CHAPTER 23

**Creating and Identifying
 Desirable Workplaces 402**

**Allison M. Vaillancourt, Marie A. Chisholm-Burns,
 and Diana I. Brixner**

Introduction 403
 Affiliation 405
 Affiliation Strategy 1: Emphasize a Distinctive
 Organizational Mission 405
 Affiliation Strategy 2: Communicate
 a Compelling Vision 405
 Affiliation Strategy 3: Be Explicit
 About Organizational Values 406
 Affiliation Strategy 4: Create a Culture
 of Inclusion 406
 Affiliation Strategy 5: Create a Safe
 Work Environment 407
 Affiliation Strategy 6: Focus on Fairness 407
 Affiliation Strategy 7: Create Opportunities
 for Employees to Connect with Others Inside
 and Outside the Workplace 407
 Work Content 408
 Work Strategy 1: Ensure a Match
 Between Employees and Their Jobs 408
 Work Strategy 2: Link Work
 Efforts to Organizational Mission 408
 Work Strategy 3: Offer Autonomy 409
 Work Strategy 4: Provide Regular Feedback 409
 Work Strategy 5: Provide Resources
 and Infrastructure Required for Success 409
 Career 409
 Career Strategy 1: Offer Employment
 for the Long Term 409
 Career Strategy 2: Promote from Within 410
 Career Strategy 3: Create
 Opportunities to Grow and Develop 410
 Benefits 411
 Benefits Strategy 1: Support
 Employees' Work-Life Balance 411
 Benefits Strategy 2: Offer an Array
 of Benefit Options to Meet Employees'
 Different Needs and Life Stages 412
 Benefits Strategy 3: Demonstrate
 a Commitment to Employee Wellness 412
 Benefits Strategy 4: Communicate
 the Value of Benefit Offerings 413
 Compensation 413
 Compensation Strategy 1: Develop and
 Communicate a Compensation Philosophy 414

- Compensation Strategy 2: Use Pay Strategically 414
- Compensation Strategy 3: Pay Attention to Top Performers 414
- Compensation Strategy 4: Pay Attention to Pay Processes..... 414
- Summary 415
- Case Scenarios 415
- References..... 416

CHAPTER 24 Successful Recruitment and Hiring Strategies..... 418

Christopher D. Lee and Lynette R. Bradley-Baker

- Introduction..... 419
- The Hiring Process 419
 - Step 1: Evaluate Current Staffing Needs 420
 - Step 2: Define Position Requirements 420
 - Step 3: Decide Who Will Be Involved in the Hiring Process 422
 - Step 4: Develop a Sourcing Strategy 422
 - Step 5: Design a Screening and Evaluation Process..... 425
 - Step 6: Negotiate an Employment Offer..... 429
 - Step 7: Provide a Thorough and Welcoming Orientation Experience to Position the New Hire for Success 429
 - Step 8: Evaluate the Effectiveness of the Hiring Process After a Candidate Is on the Job..... 431
- Summary 431
- Case Scenarios 431
- Abbreviations..... 432
- References..... 432

CHAPTER 25 Effective Performance Management.... 433

Mary L. Maher and Marie A. Chisholm-Burns

- Introduction..... 434
- Evaluation Versus Ongoing Performance Management..... 435
- Barriers to Effective Performance Management..... 438
 - Lack of Training..... 438
 - Lack of Time and Information 438
 - Failure to Link Individual Performance to Organizational Aspirations 438
 - Fear of Negative Consequences..... 438
- Developing Legally Defensible Performance Evaluation Systems 439
 - Withstanding Legal Challenges..... 439
 - Retaliation 440
 - Discriminatory Language or Differentiation 440

- Performance Evaluation Methods 440
 - Evaluating Traits..... 441
 - Evaluating Behavior 441
 - Evaluating Results 443
 - Multiple-Tool Performance Communication and Development 443
 - 360-Degree Feedback 443
 - A “No Appraisals” Approach to Enhancing Employee Performance 444
- Summary 450
- Case Scenarios 450
- Abbreviations..... 451
- References..... 451

SECTION VII Marketing and Promotion 453

CHAPTER 26 Understanding and Applying Marketing Strategies 455

Glenn Rosenthal and Dana Reed-Kane

- Introduction..... 456
- Defining Marketing and Marketing Strategy 456
- Determining Needs, Wants, and Demands 457
- The Four “Ps” of Marketing..... 457
- Market Research and Analysis 459
- Market Segmentation and Market Niches 460
 - Branding..... 462
 - Relationship Marketing..... 463
- Summary 464
- Case Scenarios 464
- Abbreviations..... 466
- References..... 466

CHAPTER 27 Advertising and Promotion 468

Melanie B. Oates and Prachi D. Bhatt

- Introduction..... 469
- The Purposes of Promotion 470
- Advertising 470
 - Advertising Strategies and Venues 470
 - Publicity..... 472
 - Publicity Vehicles 473
 - Web 2.0 and e-Commerce 473
 - Advertising and Promotion Channels 474
 - Integrated Marketing Communications..... 474
 - The Purpose and Structure of Advertising and Promotional Messages..... 475
 - Stages in the Consumer Decision-Making Process 475
 - The Health Belief Model 477

	Personal Selling.....	477
	Word-of-Mouth Promotion.....	478
	Summary.....	479
	Case Scenarios.....	479
	Abbreviations.....	479
	References.....	480
SECTION VIII	Professional Effectiveness	481
CHAPTER 28	Developing Professionalism.....	483
	Dana P. Hammer, Rebekah M. Jackowski,	
	Robert S. Beardsley, and Sara R. McElroy	
	Introduction.....	484
	Professionalism Defined.....	485
	Developing Professionalism as a Student Pharmacist.....	485
	Examples of Student Professionalism.....	486
	The Thin Line Between Personal	
	Life and Professional Life.....	486
	Intersection of Ethics and Professionalism.....	488
	Incorporating Professionalism into	
	a Personal Brand.....	489
	Professional Interactions.....	489
	Interactions with Patients.....	489
	Interactions with Fellow Professionals.....	490
	Cultivating Professionalism in	
	Practice as a Pharmacist Manager.....	493
	Staff.....	493
	Services and Inventory.....	494
	Physical Facilities.....	494
	Assessment of One's Professionalism.....	495
	Summary.....	496
	Case Scenarios.....	496
	Abbreviations.....	497
	References.....	497
CHAPTER 29	Ethical Decision Making.....	499
	Amy Marie Haddad and Kathryn R. Matthias	
	Introduction.....	500
	Three Concerns of Ethics.....	501
	Context of Management and Organizational Ethics.....	502
	Application of Ethical Approaches	
	to a Pharmacy Case Study.....	503
	Approaches to Ethics.....	504
	Principlism.....	504
	Virtue Ethics.....	505
	Care-Based Ethics.....	506
	Summary.....	507
	Case Scenarios.....	507
	Abbreviations.....	508
	References.....	509

CHAPTER 30	Creating Your Personal Brand	and Influencing Others.....	510
	Sharon Murphy Enright		
	Introduction.....		511
	Personal Brand.....		512
	Credibility of a Personal Brand.....		513
	Communicating Your Brand.....		515
	Managing Your Brand.....		517
	Transforming Your Brand.....		518
	Brand Importance Revisited.....		519
	Influencing Others.....		519
	Establishing Credibility as an Influencer.....		519
	Find Common Ground.....		521
	Building Compelling Evidence.....		521
	Connect Emotionally.....		522
	Presenting Persuasively.....		522
	Summary.....		523
	Case Scenarios.....		524
	Abbreviations.....		525
	References.....		525
CHAPTER 31	Innovation and Entrepreneurship.....	527	
	Grant H. Skrepnek and Jesse C. Fishman		
	Introduction.....		528
	The Concept of Entrepreneurship.....		529
	Entrepreneurship and Intrapreneurship.....		530
	Entrepreneurial Success.....		531
	Social Entrepreneurship.....		531
	Micro and Macro Views of Entrepreneurship.....		532
	Process Approaches.....		533
	Starting or Purchasing a Business Enterprise.....		536
	Business Valuation and Finance.....		536
	Financing of a Pharmacy.....		536
	Innovation.....		537
	Innovation and Entrepreneurial		
	Opportunities in Pharmacy.....		538
	Practical Considerations Concerning		
	the Timing of Innovation.....		539
	Promoting Innovation Through		
	Structural, Cultural, and Human		
	Resource Variables.....		540
	The Learning Organization.....		541
	Considerations in Evaluating		
	and Implementing Innovations.....		542
	Summary.....		544
	Case Scenarios.....		544
	Abbreviations.....		545
	References.....		546

CHAPTER 32 **Managing Your Time** 548

Rafael Saenz and Allison M. Vaillancourt

Introduction..... 550

Barriers to Effective Time Management..... 550

Assessing Your Current Level
of Effectiveness 551

Maximizing Productivity 551

 Focusing on What Matters Most 553

 Getting Organized 555

 The Power of Planning 555

 Adopting Effective Systems 556

 Minimizing Procrastination..... 559

 Establishing Essential Rituals 559

 Using Delegation to Your Advantage..... 559

 Reflect On the Way You Use
 Your Time 560

Summary 560

Case Scenarios 560

Abbreviations..... 562

References..... 562

Glossary **563**

Index **579**

Preface

In November 2011, the first edition of *Pharmacy Management, Leadership, Marketing, and Finance* received the Medical Book Award, Healthcare Professionals Category, from the American Medical Writers Association. We credit this award to our outstanding team of authors, reviewers, and assistants, who worked tirelessly to deliver a quality text and learning program.

While countless volumes about leadership and management have been published, many of these works are written specifically for the business professional and then applied to other industries or professions. We, as pharmacists and student pharmacists, have limited profession-specific works on these subjects available to us. Thus, the *Second Edition* of this text, with updated content and enhanced features, is designed to prepare the next generation of pharmacists. Such preparation requires an integration of knowledge, skills, attitudes, and values that can be acquired and considered through multiple methods and learning environments.

The second edition of *Pharmacy Management, Leadership, Marketing, and Finance* contains several new chapters, including “Quality Improvement,” “The Basics of Managing Risk,” “Insurance Fundamentals,” “Integrating Pharmacoeconomic Principles and Pharmacy Management,” and “Developing and Evaluating Clinical Pharmacy Services.” All chapters from the previous edition have been updated, and each contains new features.

As in the *First Edition*, 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. Although this book is intended to be read in its entirety, as many chapters build on one another, many readers will also find the text useful as a reference tool. All chapters were written and reviewed by academic pharmacy faculty, practicing pharmacy managers and leaders, human resources professionals, and/or attorneys to incorporate both theory and real-world experiences and to ensure quality.

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 the following elements:

- *Structured learning objectives*: Listed at the beginning of each chapter, these statements help guide learning.
- *Key concepts*: Designed to help focus learning, the key concepts are also listed at the beginning of each chapter. The textual material that develops these concepts is easily identified by circle-shaped numbered icons (1) throughout the chapter.
- *Case Scenarios*: Found at the end of each chapter, the 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.
- *Management Challenges*: Provided within each chapter, these challenges describe a contemporary management dilemma that requires the application of concepts learned in the chapter.
- *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 this text; the first use of each glossary term in a chapter appears in bold font.
- *Self-assessment questions and answers for each chapter*: Visit the companion website at go.jblearning.com/pharmacymanagement2CWS for interactive study tools and other resources. These questions are designed not only to evaluate student learning but also to actively engage students in the learning process.

The companion website provides self-assessment questions with the ability to grade the answers and provide immediate feedback as well as reporting capabilities, an 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 text, and other features and activities designed to support learning. In addition, it provides lesson plans, PowerPoint Presentations, a sample syllabus, and other downloadable materials exclusively for instructors.

This text and the companion website should be used as tools to facilitate your management and leadership training. The first two chapters, “Management Essentials for Pharmacists” and “Leadership Essentials for Pharmacists,” are designed to provide a basic overview of management and leadership and serve as the introduction for this text. 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 text and the companion website for instructors and students provide a complete and enriched learning experience.

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