Collaborations Partners

- CDC
- Hillsboro Imaging/Radiology
- Vanderbilt Outpatient Laboratory Services
- Student Groups
- College of Business
- College of Health Sciences
- College of Pharmacy
- College of Law
- Plant Operations
- International Student Services
- Greek organizations
- Student groups/clubs
- American Cancer Society
- Susan G. Komen Foundation
- Vanderbilt Pediatric Endocrinology

- YMCA
- CSA’s
- Edgehill Community Partners
- Nashville Chamber of Commerce
- Hispanic Chamber of Commerce
- Sister Cities of Nashville
- WHO
- International Society of Travel Medicine
- ANA, TNA
- AANP
- ACHA
- TICUA
- Sodexo
- Heritage Hazardous waste/Stericycle
- Moore Medical
- Prescript
Collaborations Partners

- Athletics
- Division of Student Affairs
- Residence Life
- Student activities
- Department of Recreation and fitness
- Disabilities
- Judicial Affairs
- Department of Religion
- Admissions
- Faculty senate
- Office of the Provost
- Cooperative Center for Study Abroad
- Vaxserve
- Master Scheduler
- Event Planning
- Accounting and Finance
- Belmont Study Abroad
- Individual professors
- International Business
- MBA program
- Baptist and St. Thomas Hospitals
- Vanderbilt Hospital
- RESPOND program
- Siloam
- Family Faith Clinic
- Numerous urgent care clinics
- Area physicians and providers
- Tennessee Department of Health
- Metro Health Department
- IT Department
- Mental Health Facilities
The New Face of Healthcare:
Belmont University Health Services & Pharmacy

Ronda Bryant, Pharm.D.
Assistant Professor of Pharmacy Practice/Pharmacy Manager

Katy Wilson, RN, APRN, MSN, MBA
Director of Belmont University Health Services
Objectives

- Define the unique relationship between Health Services and the Pharmacy
- Identify the possible funding sources for such a model
- Identify potential co-curricular relationships to maximize the interdisciplinary mechanisms
- Be able to list potential interdisciplinary relationships and/or projects that may be considered at your school
Disclaimer

“We have NO actual or potential conflict of interest in relation to this educational activity or presentation.”
Introduction to Belmont University
Belle Monte Estate (mid-1800s)

- Victorian home of one of Tennessee’s wealthiest couples, Joseph and Adelicia Acklen
  - Their antebellum Belmont Mansion remains today
  - Open to the public for tours, weddings and private events
  - The estate is the land the university now occupies
Belmont University

- A Student-Centered Christian University
  - Adjacent to Music Row
  - 2 miles from downtown Nashville
  - Among the fastest growing Christian universities in the nation
  - World-renowned music & music business programs
  - World-renowned business & entrepreneur programs
Engage Students in Transformative Learning

- A Christian community of learning and service
  - Spiritual Development
  - Service Learning
  - Missions
  - Community service
Students & Service Learning

- Students Service in 2010-2011
  - 60 non-profits/churches served
  - 60,000 hours of community services
  - $450,000 of economic value for community service
    (Based on $7.50 per hour)
  - $115,000 donated
Health Sciences & Community Service

- Blood Pressure Screenings
- Flu Vaccine Clinics
- Health Fairs
- Student Activities Fair
- Operation Diabetes
- Point of Care Testing
- Dispensary of Hope
Music City

- Belmont's Mike Curb College of Entertainment & Music Business
  - Rolling Stone and Time magazines hailed as one of the best music business programs in the country
    - Belmont University Nashville, TN
    - Belmont West in Los Angeles, CA
    - Belmont East in New York City, NY
  - Country stars that started their careers at Belmont:
    - Trisha Yearwood
    - Lee Ann Womack
    - Brad Paisley
    - Josh Turner
Christmas at Belmont

- Annual Christmas Concert
  - National Public Television Presentation
  - Hosted by Trisha Yearwood 2009
  - Hosted Laura Bell Bundy 2011
- Belmont School of Music faculty
- Nashville Children’s Choir
- Over 700 student musicians
Belmont University

- Ranked 5th in U.S. News & World Report ranking of America’s best colleges and universities (south category)
- Hosted 2007 CMT Music Awards
- Hosted the 2008 Town Hall Presidential Debate
- Disaster headquarters for Flood of May 2010
- Emergency Headquarters for FEMA
Belmont University

- Men’s Basketball
  - 3 Atlantic Sun Conference regular season championships

- Coach Rick Byrd
  - Currently one of five active NCAA coaches to have 500 wins at one school
  - One of 11 active coaches to have more than 600 career wins
Belmont University

- Nationally Ranked Business School
  - SIFE (Students in Free Enterprise)
    - 2010 National Champions
    - 3rd place in 2010 World Championship
  - 1st Place National (Entrepreneurship)
    2010-2011 Collegiate DECA team
  - On-campus student-run businesses

Buzzy's Candy Store
Tremendous Growth

- 108 new faculty and staff positions in 2011
- $236 million dollar cumulative construction investment from 2000-2011
  - 1600 construction related employment opportunities since 2002
  - 240 construction jobs in 2011
Build a World Class Learning Environment

- The university is aggressively building/upgrading facilities
  - School of Law
  - Athletic Fields
  - Conference Center
  - Belmont Heights Concert Hall
  - Tower Restoration
  - General Classrooms
  - 1,000 Parking Spaces
  - Mall/Plaza Development
  - Dining Facilities
  - 5 additional residential spaces
  - Science and Religion building
Climate of Change & Collaboration

- Philosophy of innovation evident in all departments
- Atmosphere to effect change, growth, and service through collaboration
- Belmont students, faculty and staff are consistently challenged
Belmont University Health Services
Introduction
History of Health Services 2006

- In the beginning...
New Clinic Space- “Moving on Up!!”

- McWhorter Hall
  - $34 million dollar opened July 2010
  - 88,313-square-foot building
  - Green Roof/Recycling/Hydration Stations
  - Energy-saving lights and water

- Health Services- New Clinic Space
  - 8 exam rooms + lab
  - conference room + offices
Health Services

- Customer service driven
  - Emphasis on convenience, access, cost-savings
  - Receptionist is key to experience

- Patient centered
  - Yearly campus-wide survey to determine needs/wants
  - Specialists in adolescent care
  - Confidentiality in all functions!
  - Goal to be “one-stop shopping” in upbeat atmosphere
Belmont Health Services

- Open 8 A.M. to 4:30 P.M. Monday – Friday
- Walk-in’s or appointments
- Provides care for staff, faculty and students
- Open during summer and most holiday breaks
- Cash and carry model
  - Dispensary
  - Medical supplies
  - Vaccines
  - Lab
- Provides excellent, consistent healthcare for a low cost
Belmont University Health Services

- Clinic falls under Student Affairs

**Funding:**
- Student activity fee
- Generated clinic revenue

**Staffing:**
- 2 Nurse Practitioners
- 1.5 Nurses
- 1.5 Receptionist
- 1 Student worker or GA
- 1 Physician
Cost Savings

Complete Campus Health Care Model for Staff & Faculty

- We can do it better and cheaper
- Never have to leave campus
- Treat illnesses quickly and return to work
- Create new revenue streams
- Added savings for each university employee
Belmont Health Services

- Primary Care Services
- Common illnesses and injuries
- Monitoring only, chronic illness
- Workers Compensation
- Sentinel Flu Program
- Wellness programming
- Dispensary
- Clinical teaching
- Emergency Management Plans
Belmont Health Services

- Laboratory
  - CLIA-waived
  - VPLS
- X-rays (Hillsboro Imaging)
- EMR/Online Health Form
- Interface with primary providers
- Vaccines/Allergy shots/ Annual Flu clinics
- Coordinated vaccine updates for Health Science students
- Travel consults/vaccines
- SAD therapy

One-stop shopping for health care! …
Health Services Growth Over 4 Years

- Referrals
- Special relationships-
  - Baptist/St. Thomas Hospitals-Emergency Rooms
  - Vanderbilt RESPOND and Pediatric Endocrinology
  - Community clinics & providers
  - The Renfrew Center
Enrollment Growth

- Student populations has doubled since 2004
  - Currently 6,400 students
  - Representing every state and 25 countries

- Health Services
  - 13% increase in patient visits over 2010-2011
  - 114% increase in patient encounters since 2008-2009
Community Service

- 2 Nurses organized support:
  - Fabulous Friends of Africa and have raised >$250,000 in 4 years
  - >$77,500 for a school & orphanage in Uganda
- Sponsor the annual Making Strides Against Breast Cancer Walk for American Cancer Society
  - $500 raised 2011
Health Services Collaborations

- Metro Health Department
  - Cluster illness
  - Homeland security
- State of TN Health Department
- CDC-Sentinel Flu Program
- Global Health Initiatives
- Key member of Campus Emergency Medical Plan
  - Yearly tabletop exercise
  - Procedures developed for Norovirus, other health threats
The Cooperative Center for Study Abroad

Medical advisor: Katy Wilson

- A higher education consortium of 24 colleges and universities from around the US.
- Programs go to English-speaking countries: England, Ireland, Scotland, Canada, Australia, Ghana, and Belize.
- ~500 student and faculty participants each year
- Provide same services as for Study Abroad
Study Abroad

- >250 participants
- Study-abroad programs
  - China
  - Italy
  - Russia
  - Costa Rica
  - Great Britain
  - France
  - Germany
  - South Africa
  - Spain
Study Abroad

- Medical Director: Katy Wilson
  - Reviewed >1000 health forms for study abroad & CCSA
  - 600 letters confidential letters generated 2011-2012
  - Speaks at group orientations
  - Offered 148 individual travel consults
  - Interacts with Sister Cities of Nashville
  - Haiti Committee
Health Services serves on the Haiti University Committee:

- 2 nurses going to Haiti this summer
  - Provide direct medical care
  - Create medical educational materials
- Collaboration with School of Nursing
- Collaboration with Education Department
Challenges...

- Non-medical supervisors
- Continuing education challenges
- Under different administrations
- Separate budgets
What does it take to start a health clinic?
Belmont University Pharmacy
Introduction
Belmont University Pharmacy

- Open Monday-Friday 8 AM- 4:30 PM
- Opened in August 9, 2010
- Direct report to Dean of the College of Pharmacy
- Staffed by College of Pharmacy Faculty
McWhorter Hall

- Retail Pharmacy & Health Services
- College of Pharmacy
- School of Physical Therapy
- Department of Psychological Science
- Nursing, Occupational Therapy and Social Work
Colleges of Pharmacy that own and operate a retail pharmacy on campus:

- Auburn University
- Belmont University
- Idaho State University
- Illinois State University
- Ohio State University
- Montana State University
- Purdue University
- Tulane University
- University of Pittsburgh

Most retail pharmacies on campuses are owned by chains, private individuals or by the state.
Why Doesn’t Every School Have a Pharmacy?

Huge commitment and dedication with no guarantee of success:

- Planning (years)
- Implementation (months)
- Money
  - Physical location
  - Fixtures
  - Inventory
  - Automation
  - Software
  - Hardware
  - Pharmacy staff
  - CPA
  - Marketing
What does it take to open a pharmacy?

- **Fees**
  - State Board of Pharmacy License ($110 in Tennessee)
  - DEA application fee $550 every 3 years
  - NAPB & NPI (no cost)
  - Liability insurance ($5000/year)

- **Location $$$**
  - >$100K line of credit for wholesaler
  - Fixtures $40K
  - Automation $60K - $125K

- **Staffing**
  - Retail Pharmacist $50-$65/ hour
  - Pharmacy technician $12-$25 / hour
Challenges

- Other businesses on campus used work study…
  Why not pharmacy?
- Staffing (faculty coverage)
  - 1140-3-.07 Temporary Absence of Pharmacist- “during the absence of the pharmacist the prescription department shall be closed off by the physical barrier from floor to ceiling.”
- Technician position created 8 months after opening
- Needed extra help during opening week
Staffing Issues? Call in the Calvary…

- Pharm.D. Students adopt “their pharmacy”
- Drop in between classes to help
- Drop in on days off to coordinate
  - Educational programs
  - Flu Shots/Point of Care Testing
  - Community service
Unique Opportunity

- Potential revenue stream
- Media attention
- Enormous teaching opportunities
- No corporate pressures
- Create your own brand & image
- Flexibility with tours/visitors
- Collaboration

 Anything is possible!

Endless potential!
Belmont University Pharmacy

- Full-service pharmacy
- Professional pharmacy store front
- Bill all major insurance carriers
- Contract for specialty medications
- Special order items
- On-campus deliveries
- Take cash, check and credit card
- Limited billing for student accounts
- Interdepartmental billing
- Open to campus and surrounding community
Customer Service

Belmont’s Pharmacy of Choice

- Warm, friendly environment
- Support & trust of students, faculty and staff (HIPPA)
- Above the call of duty
  - Insurance
  - Payment options
  - Refills
- Personalized counseling
- Specialty products
- Pharmacy Private Consultation Room
Self-Insured University Model

- Positive Impacts:
  - Prescription Benefit Design
  - Health insurance premiums
  - Relationship with pharmacy benefits manager
  - Partnership with Human Resources
  - Drive Wellness Programs

- Data driven
  - Health risk appraisals
  - Target the university’s most costly chronic conditions to decrease costs
Prescription Benefit Design

- **Option 1:**
  - University Pharmacy offers same discounts as mail order

- **Option 2:**
  - University Pharmacy offer lower co-pays for each tier than mail order

- **Option 3:**
  - University Pharmacy Replaces mail order all together

**Bonus:** Lifestyle medications like smoking cessation only at University Pharmacy
Collaboration: Tobacco Free Campus

- Smoke Team Committee
  - Chair: Katy Wilson
  - Pharmacy
  - Legal Counsel
  - Human Resources
  - Marketing & Communications
  - Security and more…

- Task: seamless transition to smoke free campus
  - Detailed plan of action for senior leadership
  - Health Services smoking cessation program
  - Rx and OTC products covered for small co-pay
Benefits to Staff & Faculty

- Convenience
  - On-campus delivery
  - 10% off OTC items
  - HSA cards/credit cards on file

- Exceptional Customer Service

- Prescription benefit (discounts)

- Bill Insurance for Immunizations

- Bill Insurance for Smoking Cessation Products
Interdepartmental Billing

Convenience & cost savings

- Fill all Athletic Prescriptions & bill co-pays to department
- Order supplies for Athletic Department
- Campus Recreation
- College of Bible and Ministry
- Support Mission Trips
1st College Of Pharmacy in Tennessee

Showcase:
- Partnership with Health Services
- Professionalism
- Customer service
Pre-Pharmacy Opportunities

- Chemistry & Physics Internship
  - (2 hr. credit) for pharmaceutical studies majors working in pharmacy
  - 6 students per year

- 5-6 Pharmacy undergraduate volunteers
  - Gain pharmacy experience
  - Learn pharmacy workflow
  - Run cash register
  - Product placement from daily order
  - Assist in compounding lab set-up

***100% of the Pre-Pharmacy students volunteering at Belmont were accepted to the Pharm.D. program***
Advanced Compounding Elective

- Limited compounds in pharmacy
- PCCA academic partnership
- Created compounding elective:
  - Rapid dissolve tablets
  - Lollipops
  - Dogs treats
  - Vet shampoo
  - Rectal rockets
  - Effervescent packets
  - Oil filled capsules
  - Ointments/Creams
Summer Pharmacy Interns

2 paid interns (3rd year pharmacy students)

- Projects included:
  - Managed Dispensary of Hope
  - Medicinal Garden
  - Summer Camps
  - Presentations to Dean Johnston
  - Inventory management/Returns
  - Managing other Pharm.D. students on rotations
  - Cover Drug Information Center

- RESPy Award Winner - John Barnwell
Medicinal Garden

Mission

- Located outside Health Services & Pharmacy
  - A platform for student service projects
  - Students care for the garden
  - Help develop gardens in other communities around Nashville
  - Aid pharmacy students in subject of Pharmacognosy
Summer Pharmacy Interns

Summer Day Camp

- Developed by Pharm.D. Interns
  - Sims Lab - receive task (video)
  - Drug Information Center - recipe
  - Compounding lab - make the medication

High School Students

- Harvest Hands - nonprofit Christian Community Development ministry in South Nashville
- Local Schools

http://harvesthandsdc.com/volunteer.html
Additional Benefits

- Pharm.D. students with English as second Language
  - Learn OTC products
  - Learn phone etiquette
  - Fine tune counseling skills in a “safe environment”

- Pharm.D. students struggling in an area
  - Counseling
  - Transfers
  - Immunizations
Additional Benefits

- Pharm.D. volunteers can choose areas of interest
  - Additional hours toward graduation
  - Medicinal garden
  - Inventory management
  - Educational seminars
  - Pharmacy fraternity opportunities
- Students begin to run pharmacy themselves
Technology

- Parata Mini®-
  - Automated dispensing system of top-moving drugs
  - Holds 49 medications
  - Bar code driven

- QS1 NRx and POS system

- IVR system for messages and refill requests

- Helmer iL125 Laboratory Refrigerator

- Helmer iLf105 Laboratory Freezer
Health Services & Pharmacy Security

- Campus Security Officers carry weapons
- Alarm with 2 zones
- Cameras (especially at entrances)
- Motion Detectors (2 zones)
- Panic Buttons
- Non-university key system for pharmacy…
Technology

- **Medeco\(^3\) Logic**
  - KeyWizard Key Management Software
  - Patented key control
  - Donated by West End Lock Company
  & Jeff Every

- **SmartKey Locker System**
  - Tamper proof key ring
  - PRN pharmacist key box
  - Interface with KeyWizard Key Management Software
  - Donated by Campus Security
Backup Plans

Teach students to be prepared!

- Backup generator on campus
  - Nightly remote Rx software backup
  - Backup tower for daily on site storage stored in fireproof box
- Pharmacist are responsible/liable for the data and/or loss of the data- No Excuse!
Health Services & Pharmacy Collaboration
Health Services and Pharmacy …

What is the Big Deal?

What’s the Big Deal?
University Pharmacy + Health Services

Complete Campus Health Care Package
Unique Opportunities

- Experiential sites and residency opportunities
- Numerous benefits for staff, faculty and students
- Financial benefits to the University
- Tremendous recruiting and retention tool
- Sets us apart from other Colleges or Universities
- Benefits for the community and local businesses
- Platform for missions, sustainability, wellness programs
- and much more….
Recruiting

- Undergraduate parents & students
- Prospective Health Science Students
- Prospective Donors
- Community Leaders
- Corporate Leaders
- Visiting Health Care Professionals
- International Visitors
  - Argentina Mayor Victor Fayad
The Big Deal - Collaboration

- **Powerful Interdisciplinary Role Model for students!**
  - Inter-disciplinary teamwork
  - Clinical teaching
  - Educational programs
  - Share funding & support staff
  - Community outreach
  - Joint marketing
  - Unified voice with senior leadership

Here is some stories and things you can do…
Develop Interdisciplinary Partnerships

- Utilize the talent around you…students!
- Reach out to other departments:
  - Surround yourself with the **best people**
  - **Student-driven** projects and programs
  - Adds **ideas & creativity** to your projects
  - **Cost savings** for Health Services/Pharmacy budget
  - **Opportunities** for posters and publications
  - Create **high achievers**
- Win-win scenario!
Interdisciplinary Partnerships

- University Departments
  - Department of Management
  - Department of Marketing & Public Relations
  - Department of Finance & Economics
  - Department of Communications
  - Department of Computing and Information Technology
  - Department of Accounting
  - Department of Human Resources
  - Department of Athletics

And much more…
Interdisciplinary Partnerships

- What can we do together?
  - Create the university pharmacy’s brand
  - Create strategy report
  - Create web site development
  - Create Facebook
  - Create blogs
  - Create Twitter
  - Develop marketing plan
  - Develop financial reports
MBA Student Project 2010

The Jack C. Massey Graduate School of Business

- ETP 6990- Strategy for New Enterprise and Innovation
- Strategy Report
  - Think outside the box
  - Not compete with other pharmacies that took Belmont students
  - Created partnerships with Massey Healthcare MBA
  - Potential publication
Dispensary of Hope

- Not-for-profit social venture
- Provides sustainable access to medicine for underinsured communities
- National distribution center and pharmacy in Nashville

“Millions of patients can’t afford their prescriptions while billions of dollars of medications are wasted”

- Dispensary of Hope
Dispensary of Hope

- Cost $7500 per year
  - $250,000 worth of medications
  - $1000 worth of generics
  - Specialty items
- UPS weekly delivery
- Pharmacies may choose to offer medications for a small co-pay for patient ($2.00-$3.00)
- Continued Access Available
  - 90 day supply
  - Sent to provider/pharmacy or patient
Dispensary of Hope

- 25% of Belmont students not insured
- Impact:
  - Most students cost avoidance of $200-$400 per month
    - Lexapro®
    - Apriso® (mesalamine)
    - Rowasa® (Mesalamine Rectal Suspension Enema)
    - Amitiza®
A Living Classroom

- Practice what we teach via collaboration
  - Business skills
  - Communication skills
  - Conflict management
  - Physical assessment
  - Third party billing
  - e-Health systems and management
  - Medication safety
  - Sustainable practice
  - Information technology management
Living Classroom

Innovative practice site

- Publishing and poster opportunities for students
- Awards and scholarships opportunity
- Leadership Opportunity
A Living Classroom

- Men’s Health Elective (Pharm.D.)
- Barriers to Communication (Pharm.D.)
- Rx pricing for Nursing care plans
- Annual Freshman Chemistry Seminar Fieldtrip
- PT & OT students OTC assignments
Clinical Teaching

APPE Rotations…
- Pharmacotherapy
- Pharmacy Law
- Missions
- Administration of vaccines
- Community outreach
- Community management
- Third Party Billing
- Inventory Management
- Convocations/Presentations
Clinical Teaching

- Mock Pharmacy & Therapeutics meetings
- Information technology/process failure
- Journal Club
- Drug Information & DIC coverage
- Medication Therapy Management
- Marketing plans with public relations student
Clinical Teaching

- Clinical Teaching
  - 12 APPE Pharm.D. Students (4-6 weeks)
  - 2 IPPE Pharm.D. Students (12 weeks)
  - 2 Nurse Practitioner students
  - > 20 BSN students
  - Nursing Faculty – practice hours

- Guest Lecturer in College of Pharmacy Self-Care Course

- Journal Club

- Vaccines/Flu Clinics
Educational Presentations

Sponsored by Health Services & Pharmacy

- Belmont seminars 14 per year
  - Wellness, prevention, etc.
  - Usually 1.5 hrs.
  - Day and evening seminars
  - Open to public
  - Ave attendance 50 students
  - Refreshments provided ($300-$500 yearly)
  - Local guest speakers
Educational Presentations

- Presentations given over the last 2 years:
  - Abuse of Bath Salts
  - Post Traumatic Stress Disorder
  - Eating Disorders (evening and daytime presentation)
  - “Forks Over Knives”
  - Contact Lens Care
  - Nutrition
  - Eye care
  - Depression
  - Drugs of abuse
  - Skin care/cancer
Educational Presentations

- Diabetes
- Heartburn
- “Women only” Q & A session
- “Men only” Q & A session
- Making Strides Against Breast Cancer for American Cancer Society
- The Changing Role of the Pharmacist
- Maximizing the Clinic Visit
- Heart Health—coupons for reduced rate lipids and bookmarks with cholesterol and heart healthy facts
- Recreational Drugs
- Skin Cancer
- 10 Things Every College Student should Know About Their Health
Belmont Fall Health Fair 2011

- Over 36 tables providing health information & screenings
- 3 simultaneous educational presentations
- Over 1000 students, faculty & staff attended
- Student credit given towards hours for graduation ("convo credit")
Belmont Fall Health Fair 2011

- Screenings offered:
  - Glucose
  - Lipid profile (no charge)
  - BMI
  - Spirometer
  - Bone density screening

- Volunteers
  - >60 Pharm.D. Volunteers
  - Nursing Students
  - Dietetic B.S. Students
  - Physical Therapy Students (DPT)
  - Occupational Therapy Students
  - and more…
Belmont Spring Health Fair 2012

- Partnership with Athletics Department
  - In conjunction with double-header basketball game
  - Open to public to encourage attendance to games
  - Show support community
- Over 2000 in attendance
- 355 community residents screened
  - Bone density
  - Blood Pressure
  - BMI
  - Spirometer
  - Lipid panel
Belmont Spring Health Fair 2012

- Community Businesses
  - YMCA Healthy Kids Program
  - Real Food Farms
  - Susan G. Komen Foundation
  - Renfrew Centers for Eating Disorders
  - Vanderbilt Diabetes
  - Edgehill Community Gardens
  
  And more…
Belmont Spring Health Fair 2012

- **Education**
  - Diabetes
  - Drug abuse/poisoning
  - Smoking cessation

- **Volunteers**
  - >60 Pharm.D. Volunteers
  - Nursing Students
  - Dietetic B.S. Students
  - Physical Therapy Students (DPT)
  - Occupational Therapy Students
  - SAPB Sorority
  - AST Sorority
Edgehill

Community surrounding Belmont Campus

- Walking club
- The Rose Park Project
- Edgehill Community Partners
- Dispensary of Hope
Extraordinary Marketing

Tell our story…

- Tell everyone what are doing
- Focus on the services provided
- Feature outstanding students
- Commitment to the community
  - Target local employers
  - Health screenings
  - Group educational programs
Special Relationships

- Parent relationships-
  - Open house
  - Credit card accounts

- Sicker students are able to attend school these days
  - Brain tumor
  - Cancer/Bone marrow transplant patient
  - Asperger’s syndrome
  - Autism

- Majority of Students have 1-3 Rx per month
Special Relationships

- Pharmacist cell number for after hours
- On-call pharmacist for after-hours and holidays
- Text/Call/Delivery when Rx’s are ready for students
- Health Services & Pharmacy
  - Stay Open later to accommodate students
  - Make sure no patient leaves without their meds due to cost
Percentage of Prescriptions from Health Services

- 72% Non-Belmont Clinic
- 28% Belmont Clinic
Extraordinary Marketing

- Make it easy and convenient
  - New patient/transfer Rx form online
  - Increase compliance with auto refills
  - Offer various payment options
  - Special order next day

- Let them know we are here
  - YouTube video
  - Virtual Tour
  - Video Streaming/Campus Advertising
  - Magnets/Door hangers
  - Door Prizes
  - Tables at cafeteria
Social Media

- Create page for the University Health Services & Pharmacy
- Tell your story
- Create buzz

- Feature products
- Feature Sales

Don’t’ have time??? Get help…
Pharm.D. Social Media Elective

- Develop website independent of the University
  - Link in with Health Services webpage
  - Highlight products & sales
  - Feature services of Health Center & Pharmacy
  - Promote health related events
  - Post video of educational lectures sponsored by Health Services

- Establish Blogs
  - Faculty research highlights
  - Highlights of published work of faculty
  - Feature disease states
Extraordinary Marketing

Buy One, Give One Program
- Some one does business with you & you pledge a contribution
  - Buy a coffee & give clean water to a person for a day
  - Buy a novel & a tree is planted for every book sold

Specialty Items
- WOW Soap (Harvest Hands)
- Burt’s Bees
- Humphrey’s Street products
- Tom’s Of Main
- Thistle Farms Products

http://www.b1g1.com/buy1give1/
Getting the word out...

- New Hire Orientations
  - Faculty
  - Staff
- Resident Life Orientations
- Student Orientations
  - New student
  - Transfer
  - Graduate degree program
- Stop on the campus tour for prospective students and families
Marketing to Alumni

- Partner with Alumni Association for Marketing
  - Reunions
  - Alumni luncheons & dinners
- Join Network Card
  - 20% Discounts to Alumni
- Sponsor
  - Awards
  - Gift bags
  - Door Prizes
- 75 gift bags for basketball season opener
Community Support

• “Twister” –
  - Tennessee Women in Science, Technology, Engineering & Research
  - Adventure Science Center Nashville, TN
Community Support

- Drug Take Back Programs
- Metro Schools Career Exploration Fair
  - Annual event
  - Over 7000 middle schools children in Nashville Area
- Remote Area Medical Nashville Mission
  - Free health care of uninsured population in Nashville
  - Educational booths by Health Science students
  - Over 9000 in attendance
A Look to the Future

- Plan for the Affordable Care Act
- Promote improvements to increase support of international students
- Continue seeking opportunities to impact health care of surrounding community
- Identify ways to positively impact mental health & drug abuse
- Mental health nurse practitioner
- Expand Scope of practice (women’s health)
A Look to the Future

- Bill third party insurance (Health Services)
- See spouses of staff and faulty
- Student Health Insurance Billing
- Extended hours
- Emergency plan
- Expand point of care testing
- Pharm.D. resident (partner with drug information center)
In Summary

Health Services & Pharmacy offer a unique opportunity for inter-disciplinary collaborations with the following:

- Educational presentations
- Community service
- Patient-centered services
- Clinical Teaching

and so much more!
Collaborations Partners

- CDC
- Hillsboro Imaging/Radiology
- Vanderbilt Outpatient Laboratory Services
- Student Groups
- College of Business
- College of Health Sciences
- College of Pharmacy
- College of Law
- Plant Operations
- International Student Services
- Greek organizations
- Student groups/clubs
- American Cancer Society
- Susan G. Komen Foundation
- Vanderbilt Pediatric Endocrinology
- YMCA
- CSA’s
- Edgehill Community Partners
- Nashville Chamber of Commerce
- Hispanic Chamber of Commerce
- Sister Cities of Nashville
- WHO
- International Society of Travel Medicine
- ANA, TNA
- AANP
- ACHA
- TICUA
- Sodexo
- Heritage Hazardous waste/Stericycle
- Moore Medical
- Prescript
Collaborations Partners

- Athletics
- Division of Student Affairs
- Residence Life
- Student activities
- Department of Recreation and fitness
- Disabilities
- Judicial Affairs
- Department of Religion
- Admissions
- Faculty senate
- Office of the Provost
- Cooperative Center for Study Abroad
- Vaxserve
- Master Scheduler
- Event Planning
- Accounting and Finance

- Belmont Study Abroad
- Individual professors
- International Business
- MBA program
- Baptist and St. Thomas Hospitals
- Vanderbilt Hospital
- RESPOND program
- Siloam
- Family Faith Clinic
- Numerous urgent care clinics
- Area physicians and providers
- Tennessee Department of Health
- Metro Health Department
- IT Department
- Mental Health Facilities
Contact Information

Katy Wilson  
Belmont University  
1900 Belmont Blvd.  
Nashville, TN 37212  
615-460-5506  
katy.wilson@belmont.edu

Ronda Bryant  
Lipscomb University  
College of Pharmacy  
One University Park Drive  
Nashville, TN 37204  
ronda.bryant@lipscomb.edu
Thank you for your attention…

Questions ?
References