



**New York State Council of Health-system Pharmacists**

**HOD – Annual Assembly Board of Directors Report  
2018**

**Communications Committee**  
Catherine A. Millares-Sipin

*This report is for consideration by the New York State Council of Health-system Pharmacists House of Delegates only and does not represent official policy until approved the House of Delegates.*

**Report of the Director of Communications**  
Catherine A. Millares-Sipin, Pharm.D, BCGP, BCPS, BCACP  
March 9, 2018

**I. Responsibility of the Director**

The Director of Communication Services is responsible for the promotion of the Council on state and national levels. He/she is responsible for the supervision of all Council publications and public relations media and to monitor all aspects of Council approved activities.

**II. Committees of the Division**

*Public Relations 2016-2017*

Chair: Daryl Glick - NYC

Members:

Teresa Abraham - Leatherstocking  
Jason Babby - NYC  
Ryan Dempsey – Central  
Charnicia Huggins – NYC/Royals  
Helene Maltz – NYC/Royals  
Christina Phelan - Central  
Frank Palmieri – Westchester  
Renee Puleo – Western  
Kaitlyn Victor –Student member

**III. Strategic Plan**

**Goal 1: Engage**

**Strategy:** Develop formal membership recruitment and retention plan—with outreach to all NYS health-system pharmacists to grow membership

**Action item #3:** Develop outreach campaign across all platforms—including mailings, social media and “grassroots”/PPI

**Plan:** Create a marketing campaign, video

**Status:** Work in progress.

**Strategy:** Tout the achievements of NYSCHP, its leaders and members!

**Actions item:** Create a “pipeline” for submitting news/updates from across the country and use this information across the full spectrum of the association.

**Plan:** Have a recognition page on the news brief. Include also in social media.

**Status:** Already part of the news brief and will begin uploading also in our social media outlets

**Goal 3: Advocate**

**Strategy:** Promote NYSCHP’s role in pharmacy and health care to policy makers and decision makers; position NYSCHP as the “go-to” source.

**Actions item:** Develop and distribute updates to policy makers and decision makers across NYSCHP’s communications platform—especially social media.

**Plan:** Advocacy section in the news brief and the NYSCHP website

**Status:** Achieved

**Strategy:** Develop and implement a full outreach/communications plan to increase visibility and influence of NYSCHP.

**Action items**

1. Place NYSCHP on wide variety of social media outlets and coordinate the release of information.
2. Continue developing website as the “clearinghouse” or portal for all NYSCHP services.
3. Develop annual editorial/promotional schedule.
4. Develop, brand, and implement targeted outreach tools:
  - “Did You Know?”
  - “NYSCHP by the #s”
  - “Faces of NYSCHP”; testimonials
  - + Hard Collaterals (mailers, brochures, etc.)

**Plan:** Update the brochure

**Status:** Brochure has been updated and feedback received from committee members to enhance the brochure

**Strategy:** Increase the visibility and influence of NYSCHP leadership and members within the pharmacy and health care community to promote NYSCHP.

**Actions items**

1. Identify and support/attend 2-3 pharmacy/health care major events
2. Communicate updates to members and how they can be involved via NYSCHP communications network.
3. Develop and implement “grassroots” member engagement plan; asking for their assistance in “spreading the word.”

**Plan:** Assigned committee member(s) to attend meetings and submit write up & photos of the event. For pharmacy week, to place an announcement to one of the local newspaper (AM New York and/or News day)

**Status:** Work in progress

**Strategy:** Increase participation and reach of Lobby Day.

**Actions items:**

1. Increase outreach to all members.
2. Expand vendor outreach in promoting support opportunities

**Plan:** *Pending*

**Status:** *Pending*

**IV. Conference Calls: Monthly Calls to occur every 2<sup>nd</sup> Tuesday of the month 3 pm – 4 pm****V. Committee Activities**

- i. Planning Calendar
  - a. Details the committee’s activities and goals for each month (Appendix A)
- ii. Recruitment of new members to the committee
  - a. We added 3 new members and 1 new student member
- iii. News brief
  - a. Chapter themed issues whereby each chapter drives the content
  - b. Schedule of issue and managing editors (Appendix B)

- c. Sections
  - i. President's Message
  - ii. Chapter Highlights – included more photos from local events
  - iii. Student Corner
  - iv. Clinical Corner
  - v. Calendar of Events – engaged chapter presidents
  
- iv. Journal of Pharmacy Practice
  - a. Advertise the Annual Assembly
  - b. Residency Showcase/Forum
  
- v. Website/Social Media Maintenance
  - a. Committee members were assigned months to review the website and report to NYSCHP office any glitches in the system or potential system enhancements
  - b. Committee members assigned to review the website
  
- vi. Recruitment of members
  - a. Recruitment brochure has been revamped (see Appendix C draft)
  - b. Reviewed and feedback returned to NYSCHP office
  
- vii. Video
  - a. Worked with local video production company (\$2000)
  - b. Focused on promoting the profession of pharmacy the role of a health-system pharmacists

**Respectfully submitted,**



**Catherine A. Millares-Sipin, Pharm.D., BCGP, BCPS, BCACP**

Appendix A:

# Communication's Committee 2017 - 2018 Planning Calendar

Activities	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
Video	Reach out to Chapter Presidents	Reach out to Chapter Presidents		Submit videos	Finalize video							
Brochure	Design draft Budget for printing (Capitol Hill)		Final Design	Send to chapter presidents (PDF)  Printing								
Lobby Day								Finalize date of Lobby Day				
Pharmacy Week	Theme Outreach Marketing Shout outs!  Budget proposal pin				Pharmacy Week News brief							
Annual Assembly									JPP issue New brief Ad	New brief Ad	Special issue New letter	

Activities	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
News Brief: Managing Editor	Catherine	<del>Charnicia</del>	✓ Helene	Frank	Jason	Darryl	Catherine	Catherine	Ryan	Teresa	Charnicia	Catherine
Website Social Media	Charnicia/ Frank	Charnicia/ Frank	Charnicia/ Frank	Charnicia/ Frank	Daryl/ Helene	Daryl/ Helene	Daryl/ Helene	Ryan/ Teresa	Ryan/ Teresa	Jason/ Catherine	Jason/ Catherine	Jason/ Catherine
Major NYSCHP Events	✓ Annual Residency Research & Practice Symposium  (Helene to organize)		Student program	Downstate CE Program  Tri-state Summit				Winter Program			Quad  Lobby Day  Annual Assembly	

**Appendix B:**

**NEWS BRIEF SCHEDULE 2017 – 2018 (10 Issues)\***

Month	Committee Spotlight	Chapter Spotlight	School Spotlight	Clinical Corner	Student Corner	President’s Message	Reminder/Due Date
July	Pharmacy Management	Central New York	SUNY Buffalo	Central New York		Anthony	June 3/June 26
August	Public Policy	Royal Counties	St. John’s University	Royal Counties		Chris	July 6/July 22
September	Education and Workforce Development	New York City	D’Youville	New York City		Anthony	August 1/August 22
October	Communications/PR	Rochester	Touro College	Rochester		Chris	September 6/September 23
November	Chapter Services	Westchester	Albany College of Pharmacy and HS	Westchester		Anthony	October 3/October 21
December – January	Nominations	Southern Tier	n/a	Southern Tier		Chris	November 7/November 28
February	Annual Assembly	Leatherstocking	N/a	Leatherstocking		Anthony	January 9/January 27
March	Chair of House of Delegates	Long Island	n/a	Long Island		Chris	February 1/February 24
April	Industry Relations	Northeastern	Long Island University	Northeastern		Anthony	March 6/March 24
May	Pharmacy Practice	Western	St. John Fisher	Western		Chris	April 3/April 21
June	Pharmacy Management	Central New York	SUNY Buffalo	Central New York		Anthony	May 3/May 26

*\*Schedule is subject to change based upon request*

<b>Vision</b>	<b>Our members live all across New York State.</b>	<b>NYSCHP</b>
We will continue to be an influential dynamic organization that shapes the future of pharmacy.	We have members in Buffalo, Rochester, Syracuse, Watertown, Utica, Binghamton, Albany, New York City, Long Island, and the rural areas in-between.	New York State Council of Health-system Pharmacists
<b>Mission</b>	<b>Wherever you live, there's a local chapter near you!</b>	<b>Who We Are:</b>
To represent our members and advance pharmacy as an essential component of health-care.		The Premier Provider Of Information, Education and Professional Development, And Legislative Representation For New York State's Health-System Pharmacists
<b>Strategic Plan</b>		<b>What We Do:</b>
Advocacy: Be the voice of health-system pharmacy practice in New York State.		Advance Public Health By Promoting The Professional Interests Of Health-System Pharmacists; Foster Rational Drug Use In Society By Advocating Appropriate Public Policies, And Much More...
		
<b>Education:</b> Provide the educational resources necessary for pharmacists to advance their practice and maintain their competence.	<b>NYSCHP</b>   New York State Council of Health-system Pharmacists	
<b>Growth/Fiscal Stability:</b> Establish a systematic approach to ensure fiscal and membership growth.	230 Washington Ave Extension Albany, NY 12203 Phone: 518-456-8819 Fax: 518-456-9319	
<b>Leadership:</b> Provide the necessary resources to develop a membership with strong leadership skills.	Twitter: @nyschp	
<b>Communication:</b> Promote the organization and its mission, vision, and purpose to <b>pharmacists and the public.</b>	Facebook: The-New-York-State-Council-of-Health-System-Pharmacists	<b>Join today. It's easy...</b> Visit our website @ <a href="http://www.NYSCHP.org">www.NYSCHP.org</a> or call or email our friendly staff.



## Educational Offerings

NYSCHP CE Programs  
Local Chapter CE Dinners  
Webinars  
Student Workshops

## Publications

NYSCHP Electronic News Brief  
*(Newsletter)*  
Journal of Pharmacy Practice  
*(Complimentary subscription)*

## Professional Involvement

Local/State leadership  
opportunities for pharmacists  
and students  
Community Outreach

# NYSCHP

New York State Council of  
Health-system Pharmacists

## What local NYSCHP chapter will you join?



## Who are our members?

Acute Care Pharmacists  
Community Pharmacists  
Ambulatory Care Pharmacists  
Pharmacy Faculty Members  
Industry Pharmacists  
Pharmacy Residents  
Pharmacy Directors  
Pharmacy Students  
Pharmacy Technicians

## Advocacy

Pharmacy legislation (e.g., CDTM)  
Resolutions and Position Statements  
that influence pharmacy practice  
Collaboration with the New York  
State Board of Pharmacy

## Networking Opportunities

Local Chapter CE Programs  
NYSCHP Annual Assembly  
Online Career Center  
Networking Events

## Professional Recognition

Pharmacist Awards  
Research Grants  
Student Scholarships

