



New York State Council of Health-system Pharmacists

House of Delegates

Board of Directors Report

Submitted 3/23/2020

Director of Communications

Angela Cheng-Lai, PharmD, BCPS

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

Angela Cheng-Lai, Pharm.D, BCPS

March 23, 2020

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. Communication Committee Members

2019-2020

Angela Cheng-Lai – Westchester/NYC (Director)
Charnicia Huggins – NYC
Christan Thomas – NYC
Emily Messing – NYC (Chair)
Frank Palmieri – Westchester
Jay A. Delisle – Western
Jihyun Rachel Kwon – NYC
Kimberly Ng – Long Island
Krishna Daiya – Western (student member)
Rubiya Kabir – Long Island
Svetlana Fisherman – NYC
Teresa Regis – Westchester
Tinnie Liao-Ng Yan - NYC
Victor Chen – NYC

III. Strategic Plan

- i. **Create a podcast to publicize activities and accomplishments of our organization –**
Plan: Create a podcast to highlight various committees and accomplishments of our organization

Status: Seven episodes of our podcast “Indispensible” have been released since June 2019 with 682 downloads thus far

- ii. **Define desired NYSCHP image**

Plan:

- a. To designate members to review the NYSCHP website for glitches or issues
- b. To designate members to review each issue of the newsletter for appropriateness of content and accuracy
- c. To designate members to review each episode of the podcast for appropriateness of content and accuracy

Status:

- a. Selected members of the committee were assigned to review the website every 2 months
- b. Selected members of the committee were assigned to review every issue of the newsletter

- c. Selected members of the committee were assigned to review every episode of the podcast
 - iii. ***Establish marketing plan***
Plan: To maximize use of social media, to connect with members, to keep members informed of the council's activities.
Status: Office has a scheduled list of social media updates. We continue to advertise events on social media (Website, Facebook and Twitter). In addition, we started an Instagram account in October 2019 and have 138 followers thus far.
 - iv. ***Utilize electronic and print resources to provide timely and pertinent information to the membership.***
Plan: Continue with the bi-monthly newsletter. Newsletters are supplemented by monthly podcasts.
Status: The newsletter is scheduled to publish 6 issues this year. A special edition summarizing the activities of the House of Delegates is planned for May 2020.
- IV. **Conference Calls:** Trimonthly calls for the entire committee. Subcommittees communicate via conference call on a monthly and on an as needed basis when committee meetings are not scheduled.
- V. **Committee Activities**
 - i. Recruiting new members to the committee
 - a. Improve the diversity of committee membership to have representatives from multiple chapters. Committee members are from Long Island, NYC, Westchester and Western
 - ii. Podcasts
 - a. Engage our members in sharing their knowledge and professional activities with each other
 - b. Aim to advance the profession of pharmacy through better communication and sharing of ideas
 - c. Strive to recruit more members to NYSCHP by sparking interest in all pharmacy professionals
 - d. Target to make our podcast available on Apple Podcast in the latter part of this year
 - iii. News brief
 - a. Encouraged every chapter to contribute contents regarding their goals, activities and accomplishments
 - b. Encouraged pharmacy schools to contribute contents regarding their student activities
 - c. Added a new section, the "New practitioner Highlight"
 - d. Added a new section, the "Pharmacy Technician Corner"
 - e. Added a new section, "Board of Directors Member Highlight"
 - f. Added a new section, "In Memoriam" to be published periodically

- g. Reached out to the chapter presidents to obtain an updated list of their chapter's events. This is to ensure that the news brief will have a complete and up-to-date calendar schedule
- iv. Website 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 and chapter presidents are encouraged to gather good quality pictures of our members for posting on our social media

VI. Future Activities

In order to increase the recognition of our organization, plans are being made to create YouTube videos of clinical pearls from members of our organization.

VII. Follow-up on 2018 HOD recommendation

The NYSCHP BOD has considered becoming more active in educating middle and high school students regarding current medication- or health-related topics. In addition, face time with middle and high school student could help to promote the profession of pharmacy to students in our communities.

Plan: To create educational material that can be utilized by our members to share with middle and high school students in our communities.

Status: Two slides sets (One on opioids and the other one on e-cigarettes) have been created by several NYSCHP members. These slide sets have been reviewed by members of the Communications Committee. They will be available for our members to use as a tool in educating students in the community as soon as they are further approved by the NYSCHP BOD.

Respectfully submitted,



Angela Cheng-Lai, Pharm.D., BCPS