



New York State Council of Health-system Pharmacists

**REPORT OF THE DIRECTOR OF COMMUNICATIONS**

Lisa M. Voigt, Pharm.D, BCPS

April 23<sup>th</sup>, 2015  
The Sagamore, Bolton Landing, New York



*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.*

## I. Responsibility of the Division

The charge of the Division of Communications, as defined in the Constitution and Bylaws of the NYSCHP, is to be 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

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### **Public Relations**

*Chair:* Catherine Millares

*Members:*

Jason Babby, Aviva Bodek, Carley Bevevino, Carol Bizan  
Jill Bleyl, Andrew Burgdorf, Charrai Byrd, Deb Feinberg  
Shaun Flynn, Elizabeth Hanson, Edmund Hayes  
Tamara Iskhakova, William Loeffler, Mohammed Rattu  
Joshua Sawyer, Liz Shlom, Wilson Tam

*Conference Calls:*

#### **September 17<sup>th</sup>**

Newsbrief discussed in detail

Social Media- Shaun has updated Facebook page

#### **November 19<sup>th</sup>**

Newsbrief

Social Media

Testimonials on website? Would this be beneficial to help advertise programs?

#### **December 17<sup>th</sup>**

Discussed Newsbrief contents

Social Media

-Twitter posts from Midyear

-will look into setting up a LinkedIn group

-Discussed setting up a social media survey

NYSCHP Image Rebrand

-Idea from Strategic plan to rebrand NYSCHP image and start with a new logo

-Discussed getting chapters involved and making a contest out of it

#### **January 21<sup>st</sup>**

Reviewed Social Media survey of 5 questions. Will send out in the next couple of weeks.

Social Media- Wilson Tam to set up LinkedIn group for PR committee. Discussed if we should have one large group on LinkedIn or target specific groups once available beyond the small committee.

Also need to decide if this group is for members only.

NYSCHP rebranding

Catherine Millares working on rules/guidelines on how to develop a new logo

Decision to still be made regarding chapter contest and possibly display at Annual Assembly.

## February 18<sup>th</sup>

Discussed having a student join the PR committee to help promote NYSCHP activities  
NYSCHP logo-discuss at BOD level  
Reach out to chapters to “Like” our Facebook page and submit events/photos  
Reviewed social media survey results

### **Social Media Survey Results- 129 responses**

1. Which of the following social media accounts do you currently use? (Check all that apply)
  - Facebook 71%
  - Linked In 64%
  - Instagram 26%
  - Twitter 23%
  - Other 12%
  
2. Did you know that NYSCHP has a Facebook page and a Twitter account?
  - Yes 45%
  - No 55%
  
3. If you said yes, are you connected with NYSCHP through social media?
  - Yes 38%
  - No 62%
  
4. Which social media account do you use to keep up-to-date with NYSCHP activities? (Check all that apply)
  - Facebook 24%
  - Twitter 6%
  - N/A –I don’t use social media 73%
  
5. Which of the following social media accounts do you want used to receive notifications about NYSCHP?
  - None 43%
  - Facebook 39%
  - LinkedIn 21%
  - Twitter 12%
  - Other 11%
  
6. Are you satisfied with NYSCHP methods of sending event/activities notifications or information?
  - Yes 88%
  - No 12%

Next call scheduled for March 18<sup>th</sup>.

### **News Brief**

Successful monthly publications since September  
Includes President’s message, committee updates, chapter and school spotlights.

### **List Serves**

- Successfully transitioned Directors of Pharmacy list serve using freelists. New address is [nyschp.dop@freelists.org](mailto:nyschp.dop@freelists.org)
- Pharmacy Directors- 127 members as of 2/16/15 (including BOD)
- Residency Directors- 130 members as of 8/29/14 (including BOD)-created on 4/10/12. Will convert to freelists as well.

To be launched:

- Students/Residents
- Clinical Pharmacists
- Staff Pharmacists
- Certificate Program attendees

### **ASHP Connect**

- online community where Connect Users can communicate with each other and share ideas through discussion boards, blogs, social networking tools, RSS feeds, etc.
- brings together all the relevant social media tools into one exclusive social network for members

### **Journal of Pharmacy Practice**

Currently paying \$18,000 per year for 6 publications. Recent discussions with editor have been associated with trying to decrease our cost. Some items include: eliminate CE in journal, eliminate guest editors, inviting other states to pay to have journal as part of their membership, include more advertisements in the journal, and having a journal supplement where a pharmaceutical company could advertise a new drug and charge them a fee (NYSCHP would profit the difference from what SAGE charges). Editor to target a goal of about \$10,000 per year (however number of issues to increase to 8 from 6 for 2015).

Future discussion with editor to decide whether or not NYSCHP will contribute to journal.

Participated on Executive Finance calls to discuss Strategic Plan  
6/30/14, 9/29/14, 11/10/14, 2/9/15, and to be held: 3/30/15

Respectfully submitted,

*Lisa M. Voigt*

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