

Report from the Chief Executive Officer

It was just after our hurried evacuation from Atlantic City last year, as I monitored the dedicated work pharmacists provided their patients around the state, that the tag line of our 2013 convention came to me—Pharmacists: *Accessible, Essential*. To me, it summarizes pharmacists' dedication to patients in the aftermath of the storm. I believe those words more and more each day. As the health care needs of Americans increase, the ability to meet the needs increase at a rate never seen before, and pharmacists have the education and expertise to meet the challenge as part of a care team.

Before I go any further, I want to thank Dorita Allen and Fiona Romaine for their patience and constant support, the finesse with which they handle office matters, and for their willingness to help me whenever necessary. In addition, my thanks go to them for their efforts to assure the success of this convention, and for their dedication to you, our members, and to the association, working tirelessly during the year to make certain that the programs and services we provide meet and exceed your expectations.

Carrie Corboy and the Convention Committee did a great job planning our 143rd Annual Convention, filling the three-day schedule with two APhA certificate programs and more than a dozen educational programs, an important keynote presentation on health care reform and the pharmacists' role, and several social events. The dedication and hard work of our officers deserves mention, too. Joe Tarallo, Carrie Corboy, Moriah Weissman, John Colaizzi, Jr., and Sandra Moore did exemplary work this year. Behind the scenes, there are many conference calls, and meetings to address the important emerging issues facing the pharmacy industry—and they participate fully, sharing their knowledge and expertise to strengthen the association. They deserve your applause.

During the year, NJPhA has been a busy office and a busy association. A brief summary of key activities follow:

- Expanding member communications through targeted messaging [Legislative Updates, Member Alerts, and Continuing Education/Program Announcements] is a priority. Our email communications continue to exceed industry 'open' rates by more than 10 percentage points. Expanding our efforts to communicate with members using various methods led to our venture into social media. Through both Facebook and LinkedIn, NJPhA is pushing a steady stream of information out in cyberspace.
- The Continuing Education committee worked diligently to broaden our educational programming and our speakers' bureau by connecting with our neighboring Schools of Pharmacy [FDU, Rutgers, Jefferson, PCP/USciences, Temple, LIU, and St. Johns]. In addition, the annual needs assessment drove the programming and filled our calendar with NJPhA sponsored events like *March Madness* in preparation for the spring licensing renewal period, and more than 30 regional programs across the state. The Immunization, Medication Therapy Management, and Consultant Pharmacist certification courses also remain in demand. ACPE criteria guide the review of program objectives to assure programming meets appropriate educational standards. New education delivery systems and online education requirements are among the initiatives on the docket for the coming year.

- To reaffirm the NJPhA relationship with our pharmacy schools, I met with our Pharmacy School Deans [Rutgers, Fairleigh Dickinson, Touro, Temple, Jefferson, PCP/USciences, and St. John's] to explore collaborations with them. NJPhA reestablished pharmacy elective rotations with four pharmacy schools. Trying to maintain a presence at the schools and interact with students is a priority that includes opportunities to address the students, to attend Career Day forums, and to attend special functions.
- Maintaining a presence in Trenton is a valuable member service and the last year has been one of the most active in recent memory. Compounding, collaborative practice and pharmacy technician ratios, and advancing medical billing pilot projects with major insurers are among the important professional issues in which NJPhA is actively engaged. The association maintains relationships with federal and state legislators to support the pharmacy profession by continuously promoting the level of expertise our pharmacists possess, and present testimony, letters of support, position statements, and regulatory comments.
- NJPhA Chairman, Dr. Sandra Moore presented a keynote address on the Affordable Care Act at a pharmacy conference.
- NJPhA organized a full complement of New Jersey pharmacists to serve as delegates to the APhA House of Delegates meetings in Los Angeles this past March.
- NJPhA continues to champion pharmacists' ability to improve immunization rates in the state. This opens the door for important collaborations between physicians and pharmacists with a common goal to improve health and wellness. Additional meetings with key health officials moves NJPhA closer to the table for discussions related to inclusion of pharmacy services in the health care spectrum.

My focus is the evolving needs of NJPhA members, and the activities described above play a part in addressing each unique aspect of the association. Each new relationship we establish, and each existing connection that we strengthen raises the position of pharmacists and association within our state, and within the profession. It is important to keep your membership up to date, and to suggest that other pharmacists join NJPhA, too, to benefit from the work done on behalf of the pharmacists in all disciplines.

In closing, I want to thank you for the opportunity to report to you today, and I encourage you to contact me when you have ideas, suggestions, or concerns to discuss. I am available, and I am interested in hearing from you.

Respectfully submitted,



Elise M. Barry
Chief Executive Officer