



2009 Student Society Showcase Application

Submit completed applications no later than **October 24, 2009**.

*(Note: 1-page "Share & Reapply" handouts must be submitted to no later than **November 15, 2009**).*

Follow this link to submit the information listed below:

http://ashp.qualtrics.com/SE?SID=SV_d3Z7Efke1WX9W5u&SVID=Prod

- School/College of Pharmacy
- Full Name of Student Society
- Name of Contact Person
- School Address
- City/State/Zip
- Daytime Telephone
- Fax
- Email Address
- Title or brief description of project/activity to be presented

2009 Student Society Showcase Guidelines and Policies

Description: The ASHP Pharmacy Student Forum Student Society Showcase (referred to hereafter at the "Showcase") is a special exhibit program designed to provide a mechanism whereby student societies of health-system pharmacy (SSHPs) may "showcase" their programs, services, fundraisers, and other activities during the ASHP Midyear Clinical Meeting (MCM). The Showcase will be combined with the student reception to provide Showcase participants the opportunity to share activity ideas and information with other pharmacy students who may or may not be involved in their school's student society.

Participation: The Showcase is open to any student society of health-system pharmacy. Any student society that is interested in participating must **complete and submit the attached application by October 24, 2009**. All MCM attendees are invited to attend the Showcase.

Location: The Showcase will be conducted as part of the 44th Annual ASHP Midyear Clinical Meeting in Las Vegas, NV at the Sands Convention Center.

Date/Time: The Showcase will be held in conjunction with the student reception on **Sunday, December 6, 2008 from 4:30 pm – 6:00 pm**. Booths will be available for set up at 12:00 pm. Please arrive no later than 4:00 pm to set up your booth to ensure that all booths are ready for presentation when the Showcase doors open at 4:30 pm.

Shipping of Exhibit Materials: Shipping of Showcase exhibit materials and other items should be handled by each individual society. If you decide to ship items to your hotel, call the hotel first to determine if they have additional charges for receiving shipments. Keep in mind that immense amounts of shipped ASHP equipment will already be at the convention center, and your materials may be difficult to locate if you send your items directly to the convention center. In addition, you will be charged materials handling for anyone on site to locate your shipment. No matter how you decide to transport your materials, please label all cases, shipping tubes, and other containers clearly with the name of the student society and a contact person.

Security: All Showcase exhibit materials and other items are the sole responsibility of the student society. ASHP does not assume any responsibility for lost, stolen, or damaged items. Care should be taken that exhibit materials and other items are not left unattended.

Cancellation: Cancellations must be received by ASHP prior to November 6, 2009. Further, if ASHP determines that the level of participation in the Showcase does not merit continuation of the program, it may be cancelled on or before November 13, 2009. Email notification of such a cancellation will be provided.

Additional Information/Recommendations: Assemble a "tool kit" to bring with you to the meeting with thumb tacks, push-pins, and other items necessary to assemble your exhibit. You may also bring colored cloth or paper for the background of your exhibit display. Tape, Velcro, or any other form of adhesive is *not* acceptable. Table-top exhibits are permitted. *The use of projection, demonstration, or sound equipment of any kind is prohibited.*

Plan to carry your exhibit materials in a shipping tube and/or cases to the meeting. All materials should be hand carried- the use of dollies and/or other transportation equipment is prohibited.

ASHP will provide the following for each Student Society Showcase exhibit:

- Standing poster board made of panels approximately 8 feet wide (2.4 meters) by 4 feet high (1.2 meters); total height is approximately 7 feet.
- 6-foot, skirted table in front of the standing poster board.
- Sign featuring the official name of the student society as submitted on the Showcase application form.
- ASHP staff monitors to assist Showcase exhibitors as required.

When setting up your exhibit, the only usable area for display is the table itself. Storage of items can occur underneath the table, but the aisle and floor area must be clear to comply with safety codes.

Content of Individual Showcase Exhibitions:

Student Society Showcase participants should design their exhibit to highlight a successful program, service, fundraiser, outreach event, or other activity that promotes health-system pharmacy practice, proper medication use, health and wellness, organizational involvement, universities, schools/colleges of pharmacy, and/or the student society of health-system pharmacy.

Student Societies are encouraged not to sell any items during the Showcase. Any items included in the exhibit that the society may have sold in a fundraising activity are for display purposes only. Order forms are permissible.

Share & Reapply Handout *(see attached sample)*

Each Student Society Showcase participant should prepare a one page handout outlining their most successful service project, fundraiser, outreach event, etc. for distribution to Showcase attendants. The handout is intended to help other SSHPs reapply your great idea on their campus or in their community. Please make 300 copies to bring along with you to the Showcase. **Handouts should be submitted to ASHP no later than November 15th, 2009 via email to: students@ashp.org.**

Schedule of the Student Society Showcase and Reception:

3:30 pm: Showcase hall opens for exhibit set-up (all participants must have an MCM09 ID badge)

4:30 pm: Showcase doors open; Reception begins

6:00 pm: Showcase doors close; participants begin exhibit tear-down

6:30 pm: All exhibit tear-down complete

All exhibits must be on display during the entire event (1.5 hours). At least one student society representative must be available at the exhibit at all times. Unattended exhibits will be removed. Student Society Showcase exhibits will be situated around the perimeter of the room surrounding the center reception area.

Showcase Passport (New for Midyear Clinical Meeting 2009):

Each student will receive a "Showcase Passport" upon entering the Student Society Showcase. Each time a student visits a showcase, he/she will receive a stamp for the passport. Once the passport is filled it can be used to enter a raffle for various prizes, including an ASHP Midyear Clinical Meeting 2010 student registration, ASHP publications, gift certificates, and other prizes. Raffle prize winners will be selected by a random drawing. ASHP will provide the passports and stamps that will be distributed during the Showcase from each exhibitor. Showcase exhibitors will determine what constitutes an "adequate" exhibit visit worthy of a stamp. Non-students are NOT eligible for raffle prizes and should not receive raffle tickets.

ASHP reserves the right to modify these guidelines and policies if in its sole discretion such change is necessary and the student society agrees to abide by such changes.

*****SAMPLE “SHARE-AND-REPLY” HANDOUT*****



HEALTHY LUNGS EVENT

**Improving Outcomes in Patients with Respiratory Comorbidities:
A Community Outreach Project
James L. Winkle College of Pharmacy, University of Cincinnati**

WHAT WE DID:

Objectives

The objective of the outreach project was to improve patient quality of life through education on proper medication use, compliance, and lifestyle modification. Our goal was to educate patients on ways to prevent or manage asthma and COPD. Anticipated outcomes include decreased healthcare costs to patients, decreased adverse events and improvement in patient clinical outcomes (i.e. fewer emergency room visits).

Plan

Student pharmacists of UC SSHP collaborated with local pharmacists of the Greater Cincinnati Society of Health Systems Pharmacists (GCSHP). Our target population included members of the community who suffered from COPD, asthma and those at high risk for respiratory diseases. Our selected venue was a senior center: TriHealth Senior Link. We provided counseling on appropriate inhaler use, medication compliance and contributing factors such as smoking and environmental irritants. We also discussed the importance of smoking cessation and other non-pharmacologic ways to keep lungs healthy.

Outcome

Student pharmacists and area clinicians worked one-on-one with patients with respiratory concerns. We also addressed the questions patients brought forth about their health and medication profile in its entirety. We evaluated their medication regimen, inquired about inhaler use and technique, and sought answers to their questions. We reached approximately fifty patients in the Cincinnati area over the course of a week.

WHAT YOU CAN DO:

- Collaborate with pharmacists from your state or local area ASHP affiliate.
 - They can precept and mentor student pharmacists throughout the experience and should be present on the day of the event.
- Select a venue willing to host the event.
 - This could be a senior center, a retirement home, or another area rich with the target population of asthma and COPD sufferers.
- Promote the program around school to generate interest and excitement.
 - Offer an informational session several days before the program to inform participants of their role, the resources they will have available, a brief overview of COPD and asthma, and determine participant availability.
- Assure everyone knows their role (pharmacists, students, venue personnel)
 - Arrive on time, and be prepared.
- Meet with patients, address all questions, counsel, and demonstrate inhaler and medication use. Follow through on questions.
- Feel good about self and chapter!

For more information contact UC SSHP Chapter President Rachel Brewer: Brewerrh@email.uc.edu