



## Message from the Chair – December 2010

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**Director Pharmacy Informatics and Meds Integration, Clarian Health  
Chair, Section of Pharmacy Informatics and Technology**

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Dear Colleagues,

During a recent user-group conference, I had the fortune of attending a very interesting keynote-speaker presentation by Jane McGonigal, Ph.D., Director of Game Research and Development Institute for the Future. She asks the question, “How can we achieve whole-hearted participation in creating better health?” Dr. McGonigal then describes how she used the concepts of gaming to help cure herself from a severe depression brought on from a concussion. Her symptoms had worsened to the point that she began contemplating suicide. You can hear her story and how we can become super-engaged in our own health care on YouTube. (<http://www.youtube.com/watch?v=ZztLac0Q1EI>)

I would also like to congratulate [Mark H. Siska](#), B.S. Pharm., MBA/TM, Assistant Director Informatics & Technology at the Mayo Clinic in Rochester, MN for being awarded the 2010 [Distinguished Service Award Winner](#). This award was presented at the Midyear Clinical Meeting in Anaheim.

Some of the programming at this year’s Midyear Clinical Meeting that the Section helped to organize is below:

- [e-Prescribing: Closing the Loop from Hospital to Community](#)
- [Clinical Rule Development and Sharing: The Power of Collaboration](#)
- [Results from BCMA Research: A Tale of Three Cities](#)
- [EHR Medication Systems Implementation: The Good, The Bad, and The Ugly](#)
- [To Facebook or Not to Facebook: Maintaining Professionalism with Social Media](#)
- [Management Case Studies 2010: Informatics](#)
- [Informatics Pearls 2010: Bytes of Informatics](#)
- [National Antimicrobial Benchmarking via CDC's NHSN Antimicrobial Use and Resistance Module](#)
- [The Perfect Pharmacy IT Team Structure - Does It Exist?](#)
- [mHealth: There's an App for That](#)

If you attended the 2010 MCM, you can view the handouts and some sessions have an audio-synchronized recording that can be viewed. We are already working on MCM 2011. If you are considering submitting a proposal for MCM2011, they are due on February 1, 2011. More information about [topics](#) the Section is seeking can be found on ASHP's Meeting web page: [http://www.ashp.org/Get\\_Involved](http://www.ashp.org/Get_Involved)

Lastly I wanted to mention work of the ASHP Councils and House of Delegates. Councils began working in Bethesda in September on numerous topics, many which were submitted by delegates during the past session of the House. The results of these deliberations and another set of proposed policies on important professional issues will be finalized by the Board of Directors in January for consideration by the 2011 House of Delegates. You can access a slide presentation detailing actions of last summer's House of Delegates at this link (<http://www.ashp.org/DocLibrary/Policy/HOD/HOD2010SummarySlides.aspx>).

Thanks for all your hard work and I look forward to a very productive and exciting year.

A handwritten signature in black ink that reads "Chris Uebowshi". The signature is written in a cursive, slightly slanted style.

For more information about the Section of Pharmacy Informatics and Technology, please visit our website at [www.ashp.org/informatics](http://www.ashp.org/informatics).