



## Message from the Chair – July, 2011

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Chair, Section of Pharmacy Informatics and Technology (2011-2012)

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Dear Colleague:

As Chair of our Section, my most “BASIC” premise is that *software matters*. What we think of software and how we utilize it is critical to the advancement of our profession. For the next 12 months my messages will include a series of briefs on various aspects of software studies (For more information, check out: <http://lab.softwarestudies.com/>).

Software can be defined as a list of instructions to be executed by a computer. How can something so conceptually simple yield such complex *experiences*? As users of software we encounter intricate layers of bonded designs and functions. Software operates as a dynamic mash-up of page, canvas, voice and mechanism flowing within a universal logic machine. Given its astounding interactive complexity, our software deserves more attention. Matthew Fuller writes that by critically analyzing software we can, “show, by the interplay of concrete examples and multiple kinds of accounts, the *conditions of possibility* that software establishes.”<sup>1</sup>

I propose that we redefine software as a means of exploring possibilities. We are practicing at a time when pharmacy needs to explore its possibilities. Siska and Tribble have recently challenged all of us to enable patient-centric models of pharmacy practice by developing new software in their Briefing Document for the Pharmacy Practice Model Summit, “[Opportunities and challenges related to technology in supporting optimal pharmacy practice models in hospitals and health systems](#)”. As pharmacy informaticists, we will innovate using software to create the tools our colleagues require so that all patients achieve guaranteed safe medication use with optimal efficacy. IF we believe in this possibility for pharmacy THEN we must recognize how *software matters!*

The Pharmacy Practice Model Initiative (PPMI) Webinar Journal Club CE Series will run from July through November to support the implementation of the PPMI Summit recommendations. This continuing pharmacy education (CPE) activity is designed for pharmacists and pharmacy technicians who work in hospitals and health systems. Each webinar will include a 15- to 20-minute discussion of an article followed by a moderated discussion that will include two to three discussants and participants around the country. (*Please note: There is no charge for participating in the webinars.*) Visit [www.ashp.org/ppmi/webinars.aspx](http://www.ashp.org/ppmi/webinars.aspx) to see dates and topics and to register!!

The ASHP Section of Pharmacy Informatics and Technology, Committee on Nominations has submitted the following slate of candidates for the offices of Chair and Director-at-large. This slate was presented to the membership at the Summer Meeting, June 12-15, in Denver, CO and ballots will be sent to Section primary members in July. The candidates for Chair, SOPIT (2012-2013) are Ron J. Burnette, R.Ph., M.B.A., PMP and Kevin C. Marvin, M.S. The candidates for Director-at-large, SOPIT (2012-2014) are Barbara Lane Giacomelli, Pharm.D, M.B.A., FASHP and Gwen Volpe, R.Ph. B.S. Pharm. Be sure to view the candidates' statements, and cast your vote for your Section leadership.

Write me at [ajflynn@med.umich.edu](mailto:ajflynn@med.umich.edu) and share your thoughts and ideas on how we can create the software that is needed for pharmacy to achieve its professional aims.

Best Regards,

**Allen Flynn, PharmD, CPHIMS, CHS**

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<sup>1</sup> Fuller, M. ["The Stuff of Software."](#) [Software Studies: A Lexicon.](#) Ed. Matthew Fuller. Cambridge, MA. MIT Press. 2008.

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).