

In the Spotlight



2010 Distinguished Service Award Winner

Steve Rough, M.S., R.Ph.
Director of Pharmacy
University of Wisconsin Hospital and Clinics
Clinical Assistant Professor
University of Wisconsin School of Pharmacy

Steve Rough is the Director of Pharmacy at the University of Wisconsin Hospital and Clinics and Clinical Assistant Professor at the UW-Madison School of Pharmacy. Steve is also Director of the two year Health-System Pharmacy Administration Residency Training and Masters Program at UW Hospital. Steve received his Bachelor of Science in Pharmacy and his Master of Science in Health-System Pharmacy Administration from the School of Pharmacy at the University of Wisconsin, Madison. He also completed residency training in Pharmacy Practice and Health-System Pharmacy Administration at the University of Wisconsin Hospital and Clinics.

Steve has coordinated and implemented progressive pharmacy services in virtually all practice settings. He has contributed six textbook chapters and numerous other papers in the pharmacy literature related to pharmacy administration and leadership, medication safety, the application of automation and technology, operational benchmarking and a variety of other management-related topics. He has been an invited lecturer for local, state and national audiences on these topics as well. Steve has completed a four-year elected term as Treasurer of the Pharmacy Society of Wisconsin (PSW) and has served on PSW's board of directors for six years. He currently serves as a member of the University Health System Consortium (UHC) Pharmacy Council Executive Committee.

Steve has a lengthy track record of involvement with ASHP. He has served as Chair for the ASHP Section of Pharmacy Practice Managers, is a member of the ASHP House of Delegates and has served as Chair for the ASHP Council on Pharmacy Management. He has served on the *Conference for Leaders in Health-System Pharmacy* steering committee and as a presenter at the conference. Steve is also co-creator of the ASHP Manager's Boot Camp Workshop, Clinical Leaders Boot Camp, and the State Affiliate and ASHP Summer Meeting Student Leadership Development Workshop.

In 2003, Steve was the recipient of both the Wisconsin Pharmacist of the Year award and the ASHP Best Practices Award for the paper he submitted describing the impact of point of care bar code medication scanning technology on medication error reduction. In 2006, Steve

accepted the inaugural ASHP Foundation Pharmacy Residency Program Excellence Award on behalf of the UW Hospital and Clinics administrative residency and masters program. In July of 2009, Steve was awarded the UW Hospital and Clinics Presidential Leadership Award provided annually to a department director for exceptional sustained leadership across the organization and in the community.

Steve's practice and research interests include pharmacy administrative practice, medication use safety, work redesign, pharmacy technology, financial management, and implementation of progressive pharmacy services.