

# TPA Partnership Overview



Partner with us  
to Empower Pharmacy  
and Promote **Smart, Healthy Living**

# Overview

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**Introduction** The Texas Pharmacy Association is looking for visionary partners who share our passion for advancing health care through greater patient involvement and collaborative outreach. Pooling our resources and talents, we can forge innovative programs and information campaigns that revitalize pharmacy professionals, tangibly improve patient care and advance the effectiveness of medication therapy management.

**Mission** We seek to unite pharmacy professionals in raising Texans' awareness about the important role Texas pharmacy plays in smart, healthy living.

**Strategies** TPA and its Partners will:

- Use targeted marketing strategies and effective vehicles to deliver a strong message that promotes the pharmacist-patient relationship and strengthens focus on effective medication management
- Improve public awareness of pharmacists' expertise and willingness to engage with patients
- Establish innovative community-based projects that educate patients and provide effective disease management services
- Organize and motivate pharmacy professionals to take a stronger role in affecting policy outcomes
- Firmly establish "Rxperfs" as a unifying brand of Texas pharmacists that sets new value and practice standards while advancing patient care, education and involvement.

**Key Outcomes**

- improved care and medication management
- improved compliance and outcomes
- increased patient awareness and satisfaction
- reduction of medication spending and errors
- establishment of effective disease management programs
- advances in collaborative practice and outreach
- Improved public image for pharmacy profession and pharma companies
- Increased grassroots organization and advocacy efforts among pharmacy professionals

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## The Challenge

The pharmacy profession is at a critical crossroads and is well positioned to meet expanding social expectations for patient care and education. Pharmacists have always enjoyed a high degree of public trust – 73 percent of respondents in a recent *USA Today*/Gallup poll ranked pharmacy professionals as “high” or “very” high for ethics and honesty. The federal government is placing growing emphasis on pharmacists as critical agents in patient education, medication therapy management and collaborative, community-based outreach programs.

As the role of the pharmacist continues to transform to that of a primary health care advisor, innovations in resources, training, professional practices and advocacy must keep pace with evolving social and industry expectations. TPA has identified several key components needed to help Texas pharmacists meet the challenges of their evolving role:

- Continuous professional development (CPD) programs with TPA acting as a repository for CPD credentials
- Expanded continuing education programs for all categories of pharmacy professionals
- Expansion of groundbreaking pilot programs that use collaborative community-based approaches to improve disease management
- Targeted public information campaigns to increase public awareness of the vital patient-pharmacist relationship and the need for patients to proactively engage with their providers and understand the proper use of medications
- Creation of advanced ethical and qualification standards for Texas pharmacists through TPA’s development of an “RX Fellow” designation
- Strengthening unity among diverse pharmacy professionals to make the profession more agile in responding to legislative and regulatory challenges, and changing policy and public expectations

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**Be part of a powerful, innovative health-focused message**

TPA has a vital message about how Americans can use Rxperts – the professionals who know medications – to better improve their health and better manage their own care. A tremendous opportunity exists for like-minded organizations to partner with us and further this cause.

This message has the power to transform the patient-pharmacist relationship, unite pharmacists, improve health care outcomes and establish new values and quality standards in pharmacy.

**Public Message**

**The TPA Prescription for Smart, Healthy Living**

*We are pharmacists. Pharmacy technicians. Student pharmacists.  
And companies that care about your health.  
We work in chain drug stores. Supermarkets. Hospitals. Health plans.  
Hometown independents. The pharmacy schools of Texas.  
And corporations.*

*We are united in purpose and committed to your care.  
We are experts. Rxperts. Because we know medications.  
And we have a prescription for Smart, Healthy Living.*

*We work side-by-side with doctors and nurses as part of your health care team. We believe that our expertise improves your health.  
We believe patient care should be better. Your care.*

*We make sure you don't leave the pharmacy without knowing the key facts about your medications. How to take them. When to take them. And what side effects indicate a problem.*

*We know you trust us. You know us by name.  
We counsel you. Educate you. Protect you.  
You don't need an appointment to get our advice.*

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**Potential  
Strategies  
And Vehicles**

“Ask an Rxpert”:  
“Ask an Rxpert” Q&A feature for TPA website (rxpert.org)  
Public information campaign “Ask an Rxpert” to be launched in Summer 2008 and again during Texas Pharmacy Week 2008 (October 2008). Will include PSAs, news releases and ads in selected markets  
Online Drug Safety Initiative  
Development of an “Rxpert Fellow” advanced professional designation  
TPA Continued Professional Development Program

**Resources**

TPA staff  
TPA publications & web site  
TPA association and foundation leaders  
Affiliated health associations and agencies  
Public interest & consumer groups  
Media  
Legislators/regulatory agencies  
Consultants  
Partner staff resources

**Key  
Leveraged  
Resource**

Texas Broadcasting Association’s Non-Commercial Sustaining Announcement Program: TBA will leverage radio spending by a multiplier of 3-7 for eligible state agencies or non-profit organizations. An expenditure of \$80,000 on Texas radio airtime would yield \$240,000 in (commercially valued) airtime in 20 markets across Texas for three months.

**Activities**

The Texas Pharmacy Association’s three main “experience it” events:

- Rxperts in Action Day (Winter/Spring 2008)
- Rxperts Annual Meeting and Expo (Summer 2008)
- Texas Pharmacy Week (October 2008)

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## Partnership Opportunities

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**Partner with a Proven Leader**

TPA has a proven track record as the undisputed leader in advocacy, continuing education and promotion for Texas pharmacy. We are a strong, unifying voice for more than 50,000 pharmacists and pharmacy technicians in Texas. We have built a national reputation as leaders in lobbying and advocacy and pioneers in CE and professional development. Legislators, regulators, media and health care professionals all recognize us as the voice of Texas pharmacy.

**Partnership levels**

The table below presents the partnership levels that are available:

Level	Commitment
Platinum Medallion	\$100,000 and above
Gold Medallion	\$50,000 to \$99,900
Silver Medallion	\$25,000 - \$49,999
Bronze Medallion	\$10,000 - \$24,999

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## About the Texas Pharmacy Association

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### **Mission**

The mission of the Texas Pharmacy Association is to promote the profession of pharmacy; to encourage and enable pharmacists to build and maintain innovative pharmacy practices that meet the healthcare needs of their patients, and improve patient outcomes and public health; and to work to integrate pharmacists as vital members of the health-care team.

### **Background**

In May 1879, 18 pharmacists met in the backroom of a Dallas drug store and formed the Texas State Pharmaceutical Association. Their purpose was simple: improve the quality of drugs and pharmaceutical services in our state.

Texas and health care have undergone many dramatic changes over the past century, but the Association continues to thrive under the same goal of promoting the role of pharmacy professionals. Its name was changed in 1994 to Texas Pharmacy Association to more accurately reflect its mission.

Today, TPA serves more than 3,500 members practicing in all areas of pharmacy, including community pharmacies, hospitals, long-term care facilities, education, manufacturing and distribution, and various government agencies. Regardless of their type of practice, TPA gives pharmacists a place to work together to improve the future of pharmacy.

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## Pledge of Commitment

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**Authorization  
of acceptance**

For us to assign the resources needed for this project, please acknowledge below your acceptance of this agreement dated Month DD, YEAR.

**Texas Pharmacy Association**

Signature:

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Jim Martin, R. Ph.

Executive Director/CEO

**Texas Pharmacy Association**

Date:

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**Partner**

Signature:

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Name (print): \_\_\_\_\_

Title:

\_\_\_\_\_

**(Company)**

Date:

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