Instructor
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Office Hours: Daily 8:00am to 9:00am or stop by anytime

Class Time and Room
Monday evenings from 5:00 to 8:00pm
PHR 2.208

Course Objectives and Format

The purpose of this class is to increase student awareness and understanding of contemporary issues related to pharmacy practice, pharmaceutical industry and health care. As depicted in the title, the class will be on current pharmacy and drug related issues, changes in pharmacy practice, third party pay programs, managed care, legislation affecting pharmacy, political issues affecting pharmacy and some related aspects of the drug industry. Many times the class session will cover a variety of issues while some will focus on just one or two topics. For example, one session may be on drug marketing, or legislative issues while another session on drug diversion, drug importation and counterfeit drugs.

Objective 1 Students will be able to discuss different perspectives (pros and cons) on major contemporary issues facing pharmacy and health care today. For example students will be able to present the pros and cons of direct-to-consumer advertising (DTCA) of pharmaceuticals, including the controversies related to the use of social media and advertising. Plus, they will be able to explain the impact and the relationship of DTCA to drug use and drug prices.

For each class meeting, students will be required to read the current press articles given to them the prior week. Based on these readings the articles or issues will be presented, discussed and debated during the class sessions. This class will take on more of “graduate level” seminar and atmosphere; students MUST read the material and take an active role in presenting and discussing the topics. Thus, students must be prepared. This may require students to read additional material to get better acquainted to the topic than just the required readings.
Objective 2  Students will be able to organize, present and discuss various contemporary issues. The objective is to assist students in their communication skills.

This second objective is to provide students experience in presenting and discussing controversial pharmacy topics. The course gives students the opportunity to orally express their views. I want students to gain experience in organizing their thoughts and become engaged in the issue even when others in the room may have voiced a different opinion or position.

Objective 3  Students will become aware of other contemporary pharmacy literature sources which they most likely have NOT been exposed to while in pharmacy school.

This third objective is to expose the students to other or new informational sources. Course readings may come from the *Wall Street Journal, New York Times, Washington Post, Pharmaceutical Industry Pink Sheet, Med Ad News, DTC Perspectives, Pharmaceutical Executive and Medical Marketing and Media*. In addition, a variety of pharmacy association journals, newsletters and government agency web sites (FDA, FTC) will be used. Guests/experts also may join the class to present their perspective and expertise on a topic area.

Overall, this course is to be a fun learning experience; one where you look forward to coming to class, students want to be there to learn. If you are not enjoying this course, please let me know.

Student Requirements

- **Class attendance is required!** If, you cannot attend class (due to illness, death in family, religious holy day, etc.) you are required to notify me as soon as possible, preferably before missing the class session meets.
- **Students who do NOT inform me of their absence will be penalized 10 points per absence.** Students who miss the quiz must make up the missed quiz within a week of missing class, unless there is extraordinary reason.
- Students must be prepared and are required to participate in class discussions. If you do not participate be warned you will be called upon.
- Students are required to give a formal classroom presentation **and lead the discussion** on a contemporary pharmacy topic area. Students can work alone or may work in groups, but no more than three students per group. If there are three students, the time for the presentation must be 20 to 25 minutes.
• In presenting the topic area, the presentation must include: a comprehensive handout(s) for students. Students need to ask questions, lead a discussion and get feedback from other students and if appropriate present both the pro and con sides of the issue. These presentations along with the discussion will vary in length, but at a minimum they must be 15 minutes. If there are three students in the group the presentation time is 20 to 25 minutes. Power point presentations are encouraged and acceptable, but not required.

  o The presentation topic areas must be approved by Dr. Shepherd at least one week in advance of the student’s presentation class date. Topic areas cannot be repeated. So select your topic area soon before they are taken.
  o Students are required to submit an outline of their talk and copies of the handout and complete reference materials to me on the day of the presentation.
  o Students will be assigned a date for their presentation. These dates can be changed if you make arrangements with another student group in the class and inform me of the change in advance.

• Grading of the presentation will be based on the following areas:
  o Content of presentation and references------30 points
  o Organization of presentation------------------10 points
  o Delivery--------------------------------------10 points
  o Discussion-------------------------------------20 points
  o Handout materials for the presentation------30 points
  o Total-------------------------------------------------100 points

• There is no Final Exam in the course.

Scholastic Dishonesty

"Pharmacy practitioners enjoy a special trust and authority based upon the profession's commitment to a code of ethical behavior in its management of client affairs. The inculcation of a sense of responsible professional behavior is a critical component of professional education, and high standards of ethical conduct are expected of pharmacy students. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties including failure of the course involved and dismissal from the college and/or the University. Since dishonesty harms the individual, fellow students, and the integrity of the University and the College of Pharmacy, policies on scholastic dishonesty are strictly enforced."

Please refer to the Student Judicial Services website (http://www.utexas.edu/depts/dos/sjs/) for the official University policies and procedures on scholastic dishonesty or call 471-2841.

Students with Disabilities
At the beginning of the semester, students with disabilities who need special accommodations should notify me by presenting a letter prepared by the Service for Students with Disabilities (SSD) office. To ensure that the most appropriate accommodations, students should contact the SSD Office at 471-6259 or 471-4641.

**Last Day to Drop Class**

Last day to drop the course is January 16, 2014 with possible refund.

**Recordings and Computer Use**

Students are **NOT allowed** to video record or audio record discussions and presentations while in the class.

Students are **NOT allowed** to use personal computers or electronic devices during the class, during discussion sessions or student presentations unless authorized or directed by the instructor. Students giving presentations are allowed to use computers.

**Student Evaluation and Grading**

**Quizzes** will be given at the start of the class period. The quiz will cover the day’s required reading assignments. Ten points will be allocated for each quiz.

**Course Point Allocation**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>100</td>
</tr>
<tr>
<td>Participation in class</td>
<td>50</td>
</tr>
<tr>
<td>Quizzes (assuming 14 quizzes)</td>
<td>140</td>
</tr>
<tr>
<td>Total</td>
<td>290</td>
</tr>
</tbody>
</table>

Please note that the total points may vary depending on the number of quizzes given.

The following grading scale will be employed.

- 93% - 100% .................. A
- 90% - 92% .................. A-
- 87% - 89% .................. B+
- 83% - 86% .................. B
- 80% - 82% .................. B-
- 77% - 79% .................. C+
- 73% - 76% .................. C
- 70% - 72% .................. C-
Examples of Possible Presentation Topics

- Demand for transparency of pharmacy benefit management Firms (PBMs)
- Pharmacist refusal to dispense emergency contraceptives and legislative efforts to prohibit pharmacists refusal decisions
- Issues with bio-similar pharmaceuticals
- Impact of Managed Medicaid on Texas pharmacies
- Drug safety and the role of FDA and State Boards of Pharmacy — who regulates pharmaceutical compounders?
- Switching of prescription drugs to OTC status, i.e. birth control pills to OTC status
- ACOs and pharmacies/pharmacists role
- Stem cell research controversies
- Drug shortages—causes and possible corrections, FDA involvement
- Pharmacy reimbursement issues, the switch to actual acquisition cost for product cost instead of using estimated acquisition cost
- Extent of drug price regulations outside of the U.S. and the impact on the U.S. market
- Governmental price negotiations for Part D prescriptions
- Authorized generics—what are they and the pros and cons
- Role of FDA and drug safety
- Prescription drug direct-to-consumer advertising—pros and cons
- Opportunities for pharmacists and use of social media for patient care
- Marketing and promotional techniques used by pharmaceutical manufacturers—Freedom of Speech Decision, controversies of using social media
- Hidden and deceptive pharmaceutical pricing arrangements used by the drug industry
- Pharmaceutical industry’s payment to generic companies for NOT manufacturing generic drugs
- Trend in pharmaceutical sampling
- Academic detailing—value and who pays?
- Misuse/abuse of prescription drugs
- Health Care Reform: Impact on Pharmacy
- PBMs & chain pharmacies anti-trust
- Advantages and disadvantages of releasing clinical trial data to the public
- Payment to physicians by drug industry—reporting the payments made to health care providers by industry
- Impact of generic drug user fees
- Reasons for the increase in generic drug prices
• Drug researchers, physicians and industry executives leaking confidential research information to the press and investors
• “Ghost” authorship for medical publications
• Enrolling poor, indigent people in clinical trials who reside in developing countries
• Access to investigational new drugs for people who are in disparate need
• Drug price discrepancies between countries, impact of lower drug prices in some countries on U.S. drug prices—who pays for the research?
• Medicare Part D issues (MTM, AMP, Patient Costs, etc)
• Open, preferred drug list and closed formularies and drug switching by PBMs and the role of rebates
• Off-label use of drug products and industry’s marketing
• Medication errors by pharmacists
• Required serialization of drug products under the Drug Quality and Security act of 2013
• Use of RFID and bar codes for product authentication—patient/consumer privacy issues
• Off-label promotion for pharmaceuticals
• Pharmacist refusal to dispense certain medications (i.e. Plan B)
• Approval of bio-similar drugs
• Pharmacists’ Roles in Disasters
• Pharmacists’ Roles in Bioterrorism
• Ethics in pharmacy, pharmaceutical industry and managed care
• There are many other contemporary topics and new ones will occur during the semester. You just need to get approval from Dr. Shepherd for your presentation.

Class Schedule

January 26..............................Introduction
February 2 ..............................Assigned Readings
February 9 ..............................Assigned readings
February 16.............................Assigned readings
February 23............................. Assigned readings
March 2................................. Assigned readings
March 9................................. Assigned readings
March 16............................... Spring Break
March 23............................. Assigned Readings
March 30............................. Assigned Readings
April 6............................... Assigned Readings
April 13.............................. Assigned Readings & Student Presentations
April 20.............................. Assigned Readings & Student Presentations
April 27.............................. Assigned Readings & Student Presentations
May 4................................. Assigned Readings & Student Presentations