



NABP 108th Annual Meeting
May 19-22, 2012
Philadelphia, PA

Remarks of the Incoming President

Presented by:
Mike Burluson, RPh



Good afternoon!
It is a great honor to stand before you today, as I move into the role

of National Association of Boards of Pharmacy[®] (NABP[®]) president. In the four years that I have served on the Executive Committee I have had the opportunity to play a supporting role in the growth of this dynamic organization. I am excited to see what this year will bring as NABP continues to support the member boards in their mission to protect public health.

Marketing NABP

As president, I am committed to ensuring that all of you can use NABP's services to their fullest potential. NABP's programs and services are here to alleviate your stretched resources and to provide assistance as you endeavor to protect the public health through regulation. From competency assessment tools to accreditations, to support in professional, legal, and government affairs, NABP has much to offer you, the member boards of pharmacy.

But with 20 unique programs and services, I understand that it can be difficult to know every resource that NABP provides. And since most of us have the need to focus on the tasks at hand, taking the time to investigate what else NABP offers is not always an option. In fact, how many times have you been talking to board staff or new board members and find that their only knowledge of NABP relates to the North American Pharmacist Licensure Examination[®] (NAPLEX[®]) or the Multistate Pharmacy Jurisprudence Examination[®] (MPJE[®])? I am hopeful that they do not use the same name that many students use for the Association: the NAPLEX Store. NABP provides so much more!

Many of you in this business session today are active members and know much more about NABP than the average pharmacist. And many of you serve as ambassadors for NABP. We appreciate your dedication to the Association and we want to make it easier for you when you talk about NABP and the programs that can help your board.

Because there are so many out there who do not have an

understanding of what NABP has to offer, as my presidential initiative, I will be working to increase the promotion of NABP to stakeholders in pharmacy regulation. Through this promotion we will explain NABP's purpose and what it can do for the states and the boards of pharmacy. I want to make sure that all board of pharmacy staff and members have a clear understanding of how NABP supports the boards of pharmacy on a daily basis. And how NABP's vision for future programs and services, which is shaped by us – the boards of pharmacy – can complement our work to protect public health and ensure that pharmacists continue to play a vital role in health care.

To utilize NABP to its fullest potential, we must educate decision makers at the state level on what the Association is and what it does. Because of their distance from pharmacy, decision makers on the state level may consider NABP to be merely a vendor – a for profit company with only financial interests, not the public or protection of the public health. We must work to correct this misconception of what NABP is about. By creating a greater

understanding of what NABP is, and educating stakeholders on NABP's mission as a not-for-profit to support the boards of pharmacy in order to protect public health, we can create a more receptive environment for when you are submitting proposals that include NABP services. For example, those boards working on getting the NABP PMP InterConnectSM established in their state may have an easier time if the decision makers already understand who NABP is. More time can be spent on the benefits of the service rather than on explaining that NABP works to support the boards of pharmacy in the mission to protect public health.

In addition to identifying decision makers on the state level, it is important for NABP to reach out to our own membership to re-introduce them to NABP and what we offer.

Now, the misconception of NABP being a vendor is minor compared to some of the other ideas folks have about NABP. There are some who believe that NABP's goal is to become one national board of pharmacy. This is simply not true. The development of NABP programs and services is prompted by resolutions passed here, at Annual Meetings, and at the request of boards of pharmacy. The overriding question asked when considering a new program is "How does this affect the boards of pharmacy?" NABP recognizes the importance to the boards of pharmacy of keeping patients safe and works to ensure that the Association's actions provide a benefit to the boards.

It is important that those who are

unclear on NABP's mission and direction have an opportunity to air their concerns. Carmen or any of us on the Executive Committee will be happy to discuss with them what NABP is about. Or if you have any questions about the purpose of any of the programs and services that NABP offers, please contact us and we will be happy to talk with you.

We have some existing opportunities for boards to get to know NABP better, and we will continue to offer these opportunities. For example, NABP offers its Program Review and Training meeting every July for board staff. This is available to both new and veteran staff members. As with most organizations, our services evolve and this training program gives board staff an opportunity to learn about the newest benefits that NABP provides. To help facilitate participation, NABP provides funding for transportation and lodging. Last year, we had 14 board staff from 11 boards of pharmacy attend the training. There are still a few spots open for this year's session, so be sure to contact NABP by June 1, to reserve a space for a member of your board's staff.

In addition, the New Executive Officer Orientation Program is offered each year. Newly appointed executive officers have the opportunity to participate in a one-day session that is tailored to their needs so that they may learn what programs and services NABP has to offer to their boards of pharmacy.

And for board members and executive officers this year we are offering the Interactive Forums.

As Malcolm stated on Sunday, these meetings are a valuable opportunity to interact with your colleagues. But equally important, during these meetings you can find out more about NABP. Please do your best to send a representative to these meetings.

And of course NABP is willing to come to you. The Government Affairs staff would be happy to make presentations at your boards meetings so that all board members can hear first-hand the benefits NABP can provide.

In addition to promoting NABP as a resource, while I am president I would like to carry on Malcolm's initiative of supporting NABP's existing programs and services. Especially those newer endeavors like NABP PMP InterConnect, CPE MonitorTM, international pharmacy initiatives, the Center for Pharmacy Practice Accreditation, and AWA_R_xE[®].

AWA_R_xE

Two years ago, at the 106th Annual Meeting, we announced the purchase of the AWA_R_xE consumer protection program. Over the past two years, we have taken great strides in spreading the AWA_R_xE message of prescription drug safety. Focusing on the topics of safe drug disposal, online pharmacies, and counterfeit drug dangers, AWA_R_xE educates consumers on prescription drug safety.

Since launching the AWA_R_xE national campaign – "Does a Drug Dealer Lurk in Your Medicine Cabinet?" – we have had many national advertising opportunities including print ads in AARP and electronic billboards displaying our public service announcements

in Times Square and at the Texas National Speedway.

We have also enhanced the AWAR_xE Web site to include information about drug disposal programs in many states, added the list of Verified Internet Pharmacy Practice Sites^{CM}-accredited pharmacies and the list of Not Recommended rogue drug outlets, and facts about counterfeit medication. Additionally, we have participated in an Internet public service announcement campaign, which resulted in exposure on many blogs and increased traffic to our Facebook page.

I would like to thank the many boards of pharmacy who have done their part to support the AWAR_xE cause by putting a link to WWW.AWARERX.ORG on their Web sites. In addition, some board members have promoted the AWAR_xE message at events in their communities. For example, Edie Goodmaster from Connecticut brought the AWAR_xE message to a couple of community wellness programs and the Oregon State Board of Pharmacy included AWAR_xE at a board of pharmacy information table that they had at the Portland State Office Building throughout the month of February. If you or your board would like to include the AWAR_xE message in any of your community activities, NABP will provide you with flyers, bookmarks, and other take-aways to help spread the word. If you are interested, please contact Alice Mikkelsen, communications and services senior manager.

Call for Committee and Task Force Volunteers

Before I conclude, I would like to take a moment to talk about

the task forces and committees. These volunteer opportunities are an excellent way to get involved with NABP. The topics addressed in the single-issue task forces and the standing committees are of great importance to the future direction of NABP. We ask for your knowledge and expertise to ensure that we are going in the right direction for the practice of pharmacy. We need your participation to be successful in furthering our mission of protecting patients.

And I think you will find serving on a task force or committee to be a gratifying experience that gives you an opportunity to collaborate with other board of pharmacy members.

Soon, I will be appointing members to the single issue task forces as well as the standing committees. If you want to help shape the future of NABP, please send a brief letter of interest and a current résumé to my attention at the NABP office in Mount Prospect, Illinois, by June 8. Or, e-mail your letter of interest and résumé to me in care of exec-office@nabp.net.

I look forward to working with all of you as we rediscover NABP together. This organization offers many resources and a huge amount of support to you, the member boards of pharmacy. I know that by focusing on getting out the word about how NABP can help the boards – members and staff as well as the decision makers on the state level – we can create an even bigger difference in the health and lives of the public. Through our knowledge and responsibility comes

empowerment for all of us.

Thank you.