



NABP 114th Annual Meeting
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Denver, CO

Report of the President

Presented by:

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Good afternoon.

It is hard for me to believe that a year has passed and I am standing before you

delivering my last report as President of NABP. Other NABP Presidents warned me that the year would fly by. However, until you actually serve as President, you don't appreciate that wise advice.

The NABP Annual Meeting has always been a reminder for me of how this Association adapts and responds to the needs of its members and the ever-changing world. This year is no exception, and a glance back at the past shows the same has been true for past members as well. 76 years ago NABP members gathered in this "mile-high city" for the Annual Meeting. It was 1942, the 39th Annual Meeting, and Paul Molyneux from Alabama was serving as president. And while it was a different time with different needs and concerns, and there was probably no mention or consideration of

medical marijuana, one thing remained the same – NABP was bringing together its members to participate in forward-thinking debate and change.

This Association has come a long way since 1942. These days, we as people, as patients, as health care providers, and as pharmacy regulators have so many opportunities at our front door. Health care and pretty much everything else is literally at the touch of our fingertips. With smart phones leading the way, telehealth and telepharmacy are finding their way into our practice and social media outlets.

Those of you who attended last year's meeting might remember that my initiative was focused on education and harnessing the technology and opportunities available to us to provide essential educational tools to help NABP members inform pharmacists, pharmacy technicians, students, and stakeholders about the importance and significance of boards regulating the practice of pharmacy.

It is critical that NABP and the state boards of pharmacy

continue to educate policymakers about the importance of the boards regulating the practice of pharmacy for the safety and protection of public health. And to do so, I wanted NABP to focus on a number of the forward-thinking communication vehicles out there. Long gone are the days of connecting with our members strictly through print and mail. We communicate much differently these days.

And with this in mind, I'd like to ask all of you a related polling question. To join the poll, simply text NABP114 to 22333. You will receive a confirmation that you have joined the poll. Now, when you are ready simply text the corresponding letter of your response to the same number.

Here is your first question:

What social media channel do you utilize the most to stay connected and/or share information?:

- A) Facebook
- B) Twitter
- C) LinkedIn
- D) YouTube
- E) None

It looks like you all answered Facebook. Thank you for participating. Knowing that many of you use social media to stay connected, in 2018, NABP expanded its social media offerings to better connect with all of you and your staff, students, faculty, NABP customers, and other stakeholders in the regulation of pharmacy practice. For some time, NABP has used its Twitter account to connect with you and these groups. And now, NABP is using Facebook, LinkedIn, and YouTube as additional social outlets and resources. Social media efforts have also continued with the AWARE[®] Prescription Drug Safety Program through separate Twitter and Facebook accounts, with content focusing on prescription drug abuse prevention, proper disposal, and medication safety. I encourage all of you to engage with the Association through these numerous channels and to **favorite, tweet, comment, share, and view** these posts and be social with us.

In addition to helping you keep your licensees, the public, and other stakeholders informed by using the latest and greatest communication vehicles, I also aimed to learn directly from all of you. We began by asking your board executive officer to tell us what the board was already doing to educate and inform. Whether via social media, print and electronic communications, videos, photos, or events and poster displays, we wanted to know how you were sharing information and the type of content you found

important to promote. Provided on the screen is the type of content we received from the boards. We asked for samples, descriptions, and pictures, and the responses we received were very informative. We realize how extremely busy you all are in your day to day responsibilities. Myself, members of the NABP Executive Committee, and staff greatly appreciated your input and efforts to help us proactively provide educational outreach to enhance compliance and improve patient care. We could not have done it without your support.

We developed a new social media campaign to promote the state boards of pharmacy and highlight your individual efforts. We are starting to develop and will roll out in 2018, print and electronic publications, slide-deck presentations, as well as videos to communicate the value the boards of pharmacy contribute to protecting public health. Our plan does not stop there. By making this information easily accessible, providing sample content, and including suggestions for disseminating the content, we hope we can encourage you all to take it and make it go viral among your own networks. Taking these steps together, we can further the reach of our message and mission and maximize these educational and outreach efforts.

One area in which I know we can have a significant impact is educating regulators and patients about the opioid epidemic. In this area, one of our member boards created a

powerful tool to educate the public and stakeholders about the work we've done and the significant challenges that remain. I would like to play a short excerpt from this video for you now. The North Carolina Board of Pharmacy has provided permission for you all to link to and share this video with board and personal contacts. The video features a message from NABP past president and former member of the Louisiana Board of Pharmacy Joe Adams, who offers his unique perspective on substance abuse and how it has affected him and his family. Let's take a look.

I'd like to personally thank the North Carolina Board for sharing this video and NABP Past President Joe Adams for sharing his personal story with us today. It's a powerful message, and as Past President Adams stated and reminds us in this video, none of us are immune to this epidemic. At this time, I would like to recognize Joe Adams who is in our audience today. Joe, will you please stand.

Excerpts from that video will serve as the opening for telling a story, our story, of how state boards of pharmacy and NABP protect patients, families, and everyone who takes a medication through the programs, services, and safeguards in place because of state regulation. It will be a story that everyone can identify with and understand because it is personal and important. To achieve the widest outreach possible for this educational effort, I will take part in a satellite media tour talking to

television and radio stations and social media blogs and getting our message and story to the patients we protect. I am excited about this initiative and the ability to represent you and NABP. And, our efforts will not stop there, but will continue to advance in other areas and with other key stakeholders, including the White House!

For those of you who may not know, NABP, along with 10 other pharmacy organizations, is part of the National Conference of Pharmaceutical Organizations (NCPO). NABP had the pleasure of hosting the annual meeting this year in Naples, Florida. Just shortly following its meeting, NCPO released a statement in support of the President's Commission on Combatting Drug Addiction and the Opioid Crisis and requested the opportunity for dialogue with the White House to discuss and address this public health emergency. A copy of this statement is available in the Publications and Reports section of the NABP website under Position Papers. NABP and the other 10 pharmacy organizations of NCPO have had hands-on experience with this issue and have dealt with the crisis each in their own way, bringing a great deal of diverse expertise to the discussion.

At this time, I would like to acknowledge the work of those volunteer members who served on NABP's task forces and committees this past year. Those volunteers who served are shown on the screens. Please join me in a round of applause to recognize these individuals for

their commitment, leadership, and expertise.

Finally, I need to talk about what I believe and have found to be one of the single most important tools that board members, executive officers, and state regulatory leaders have and should work to develop and maintain – relationships! I am speaking about relationships with our patients, legislators, pharmacy and regulatory colleagues, and any stakeholder who pharmacists and pharmacy boards interact with and need to be part of our regulatory thinking and world. By being proactive and developing these relationships now, when a situation arises you will know who you can call upon for support. Yes, the Annual Meeting provides a great opportunity to network with our fellow colleagues and share information, but the Annual Meeting comes with some limitations as we only get this opportunity once per year.

I urge all of you to develop new relationships at this Annual Meeting, and when you return home, to take advantage of the Interactive Forums that are held each fall. In 2018, there will be an interactive forum for executive officers and one for board of pharmacy members. Like the Annual Meeting, the forums are a great opportunity to network, with the advantage of a smaller, informal setting to really focus on topics surrounding us in our daily work as regulators and pharmacists.

If you haven't had an opportunity to attend one of the NABP Forums, I encourage all of

you to find the time. From first-hand experience, I can say that I always learn something new and come away from the meeting with resources and tools to bring into my work as a board member. Also, these meetings work best with topic suggestions from all of you. If there's a topic of special interest to you, feel free to share those with NABP and even consider serving on one of the panels during the meeting. Also, remember to attend your District Meeting to have an additional networking opportunity in a regional setting.

If you didn't get an opportunity to stop by the Executive Committee's table top display this morning, myself and the rest of the NABP Executive Committee encourage you all to introduce yourselves to us and share any of your questions with us. We are here to serve you, and to ensure you get the most of your experience as an NABP member. You can find each of us during the meeting by looking for the gold ribbons we are wearing. Also, feel free to introduce yourself to NABP staff, who are wearing green ribbons.

On behalf of the NABP Executive Committee, I thank you all for attending this year's meeting. It's been an honor and privilege serving as your president this year. I also want to thank you for supporting me throughout this year. Your friendship is and will always be treasured by me. Let's continue to think forward so that we may climb upward through the challenges ahead.

Thank you.