



NABP 109th Annual Meeting
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Report of the Incoming President

Presented by:

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Good afternoon!

It is a pleasure to see so many National Association of Boards of Pharmacy[®] (NABP[®])

members and

friends joined for this important business session. I'm honored to have the opportunity to address you as I move into the role of NABP president.

In my six years of service on the Executive Committee, I have had the opportunity to contribute to nurturing the vital services and programs offered by NABP. I have also gained a deeper insight into the logistics and planning that are behind every program and service offered by the Association to support the member boards in their mission to protect public health.

In particular, I have observed the Association's strength of learning from the past, in order to respond appropriately to current issues and to better prepare for the future. In responding to challenging regulatory issues, the Association has drawn on the expertise of

Executive Committee leaders past and present, many of whom I have been honored to serve with. In addition, the Association draws on its solid history of established programs and services, taking lessons learned from those successes and applying them to developing programs. And importantly, NABP draws on the collective experience of its members representing the eight districts and a wide variety of pharmacy practice and regulatory experience.

This strength of learning from past experiences is seen throughout all activities of the Association. I have frequently seen how NABP continuously stays ahead of the curve by drawing on previous successes and challenges.

Presidential Initiative

The ability to assess and learn from past experience and respond to a crisis as an individual board of pharmacy and collectively through NABP will form the foundation of my presidential initiative. That initiative will place patient safety at the core.

I've seen the benefits of crisis management planning in my volunteer work providing emergency pharmacy services in areas affected by natural disasters. In 2005, as a member of the National Pharmacist Response Team, I was deployed to Plaquemine's Parish, LA, to help victims of Hurricane Katrina. Through my involvement with Harvard Humanitarian Initiative and Project Medishare, I traveled to Haiti twice in 2010 to assist victims of the massive earthquake. This past fall, I was deployed to Queens, NY, for two weeks with the Massachusetts Disaster Medical Assistance Team to assist patients that were evacuated in the aftermath of Hurricane Sandy.

Most recently, I witnessed crisis management planning in action at the Boston Marathon, as I volunteered to serve on the health care teams providing medical care to racers. With the first explosions, our volunteer jobs quickly became lending a hand to support emergency response efforts. The plan in place by the marathon management helped guide our

decisions and efforts to most efficiently help racers and spectators with emergency health care needs and exiting to safety.

In the midst of these tragedies, prior planning by these agencies and organizations provided roadmaps to guide volunteer health care teams to effectively assist survivors.

Over the decades, NABP has prudently prepared for and responded to various challenges on behalf of its member boards. As president, I am committed to ensuring that NABP stands ready to assist the boards of pharmacy in the event of a patient safety crisis affecting pharmacy practice.

Responding to the Compounding Tragedy

A prime example of a crisis that required a quick and effective response is the recent compounding tragedy. In October 2012 we began to learn of the meningitis outbreak due to contaminated compounded drugs distributed to clinics around the country. Unfortunately, the epicenter of this tragedy occurred in my home state.

My fellow Massachusetts Board members and I are deeply saddened by the loss of so many lives. We are distressed over the continued pain and illness suffered by the victims of this event. Our commitment to protecting patient health is stronger than ever as we focus on preventing any event like this from occurring.

When faced with the compounding tragedy, I believe our reactions were shared by boards of pharmacy across the

country. As individuals, we were certainly deeply saddened and filled with empathy for the affected patients and their families. As pharmacists, we shared a concern for patient safety. At the same time, as regulators, we had to maintain cool heads and take deliberate action to address the issue but avoid overreaction. In addition, we needed to assure the public that we were doing everything possible to prevent this from occurring again.

It is in crisis situations, when emotions are running high, that a response plan is critical. During the compounding crisis, NABP became a stabilizing force and a vital source of support assisting boards of pharmacy in their responses.

Through NABP, the state boards of pharmacy had a unified voice and initiated collaborative action in response to this unfortunate event. The Association expressed to the media that the tragedy resulted from a breakdown in the system, and promptly assisted the boards in developing a collaborative action plan to prevent another event like this from occurring.

The NABP Interactive Executive Officer Forum, held in November 2012, provided an excellent opportunity for in-depth discussion about the current tragedy and its wider implications. Boards of pharmacy executive directors began developing an action plan that was swiftly implemented by the Association.

As part of the action plan, the Iowa Board of Pharmacy requested that NABP assist

with developing and conducting a program to inspect all nonresident pharmacies dispensing compounded drugs into the state. Of particular concern were those compounding sterile drugs. Other state boards supported the effort by providing information on the pharmacies and assisting with inspections. For example, the Texas State Board of Pharmacy had its inspectors accompany NABP surveyors at compounding pharmacy facilities in Texas.

In addition, NABP has a pending contract with another state to assist that state in its inspections and evaluations of pharmacies that engage in sterile and non-sterile compounding.

The Association also began developing an information sharing network that will be available this year to member boards. Boards will be able to access information on compounding pharmacies resulting from the Iowa inspection program, as well as information submitted by other boards.

NABP also partnered with Clinical IQ and CriticalPoint to provide access to training for board inspectors and surveyors.

Results of the inspections conducted on behalf of the Iowa Board, as well as inspections conducted in Massachusetts and other states, have shaped board responses and actions. Some results have revealed safety violations and issues at compounding facilities that have been addressed to protect patient safety. As we know, with regard to ensuring the safety of

compounded drug products, many regulatory challenges remain.

I plan to continue support of the Compounding Action Plan developed by NABP and its member boards to help prevent another incident such as the New England Compounding Center compounding tragedy. Further, I plan to strengthen our emergency planning to ensure that the Association is ready to assist the boards when faced with future patient safety issues.

Strengthening NABP's Crisis Management Planning

To do so, as NABP members, we can consider the following questions:

- What are the potential patient safety crises to which boards of pharmacy may need to respond in the coming years?
- What steps should be taken to prepare appropriate response plans?
- Who are the key points of contacts during the crisis?
- What post-crisis processes should be followed to prevent the crisis from occurring again?

Answering such questions can help us to begin formalizing a crisis management plan so that NABP can provide to member boards the most effective and efficient support possible. A strategic management plan can provide clear guidance in the time of crisis when emotions are strong. A strategic plan can also help to minimize negative consequences, which in the case of patient

safety may mean saving lives. Further, by including a clear communications plan, we can assist member boards in keeping the public informed during times of crisis when people look to boards of pharmacy for answers.

AWAR_xE

Indeed, an important part of crisis management is an organization's communications before, during, and after the event. In addition to NABP publications and special communications, the Association's AWAR_xE[®] Consumer Protection Program is now well established as a vehicle for communicating with consumers. As part of NABP's overall communication and crisis management strategies, we have begun to identify the AWAR_xE messaging more closely with NABP's core services and programs. Our thinking is to bring the consumer community into the regulatory and pharmacy practice communities through a message that patients and consumers can understand and identify with outside of pharmacy's jargon and rubrics.

The Association has bolstered the program substantially since it was acquired in 2010, and in 2012 AWAR_xE reached several milestones.

The redesigned AWAR_xE Web site was launched in 2012, and features a clean, modern look and streamlined navigation. The new design incorporates the original AWAR_xE logo, colors, and design.

2012 also saw the launch of the AWAR_xE bi-weekly *Prescription Drug Safety News*. This

electronic newsletter provides consumer friendly information on prescription drug abuse prevention, online pharmacy safety, counterfeit drug dangers, and other medication safety topics.

The AWAR_xE messages were also proactively delivered to consumers in three Internet social media campaigns beginning in 2012. Two campaigns encouraged participation in the Drug Enforcement Administration (DEA) National Prescription Drug Take-Back Day. A third campaign focused on raising awareness about illegal online drug sellers, counterfeit drugs, and the Verified Internet Pharmacy Practice Sites^{CM} (VIPPS[®]) program. Each campaign featured AWAR_xE banner placements on popular Web sites like Pandora, Yahoo!, *Goodhousekeeping*, and *USAToday*. They also included posts by bloggers about AWAR_xE, and a social media press release. Each of these elements included links back to the AWAR_xE public service announcement videos and the Web site.

The campaigns were highly successful and potentially reached millions of Internet users. The first DEA take-back campaign had a potential audience reach of 21 million consumers, and the second DEA take-back campaign is on track to exceed those results. The campaign about illegal online drug sellers and counterfeits had a potential audience reach of 48 million consumers.

This coming weekend, as many

as 1.5 million race fans will have the opportunity to see AWARD messages at the Indianapolis 500. Four AWARD 15-second public service announcements will be displayed on the electronic billboard at the entrance gates to the weekend's events. The public service announcements will be displayed for a total of 325 times over Friday, Saturday, and Sunday, May 24 through May 26. These dates include the Indy 500 Legends Day event as well as the main event, the Indy 500 Mile Race. This promotional opportunity, valued at \$79,000, was obtained for \$3,200 – a 96% discount. The important message of the campaign and our non-profit status were key factors in receiving this special rate.

Call for Committee and Task Force Volunteers

All of the NABP programs and services reflect the commitment, experience, and tireless efforts of members who have devoted time to committee and task force meetings and form integral components of NABP's strategies and support for the

state boards of pharmacy. The topics addressed in the task forces and standing committees help shape the future direction of NABP. Your participation is vital for the Association to meet the mission of protecting public health.

Serving on a task force or committee is not only an opportunity to contribute your expertise on important regulatory issues facing the boards, but is also a valuable opportunity to collaborate with other board of pharmacy members.

Soon, I will be appointing members to task forces as well as 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 NABP Headquarters in Mount Prospect, IL, by June 7. Or, e-mail your letter of interest and résumé to me in care of exec-office@NABP.net.

I look forward to working with the member boards and serving as your president over the coming year.

Before I close, I wanted to take this time to thank you for your thoughts and prayers in the aftermath of the bombing at the Boston Marathon on Patriot's Day.

As many of you know, I am from Boston and this event was very personal to me since, as I mentioned earlier, I volunteered in one of the medical tents on that day. My husband, a Boston Police officer, was also working that day and continued to work non-stop until those that were responsible were apprehended.

In the days following the bombings, we were amazed at how the rest of the country rallied behind our city.

As President Obama said, "That Monday, Boston became everyone's city."

I know I can speak for all Bostonians when I say that the words of encouragement and the support that was shown throughout the country were deeply appreciated.

We remain "Boston Strong."
Thank You.