Prescription management program developed

Over the past two years, Department of Pharmacy Administration faculty members have worked with the Center for Pharmaceutical Marketing and Management (CPMM) to develop RxSync ServiceSM, a prescription management program. The program utilizes patient and prescription scheduling to provide basic medication therapy management for patients and provide control of the workflow and inventory for pharmacies. RxSync ServiceSM synchronizes and schedules refills, monitors patients for adherence every month, and provides pharmacist consultation to patients or professional recommendations to prescribers when needed. The service provides several benefits to the community pharmacy, patient, and prescriber.

RxSync ServiceSM has been implemented in seven pharmacies in Mississippi and other states. Thanks to a grant from Cardinal Health, most of these pharmacies are collecting data to support ongoing research projects by the CPMM and department faculty to document the value of the RxSync ServiceSM to pharmacies, patients, prescribers, and payers.

To assist pharmacists with the planning and implementation of the service, RxSync for Pharmacists™, a step-by-step workbook and CD-ROM with sample forms and promotional materials, has been developed. Pharmacies can be licensed through The University of Mississippi and provide the RxSync ServiceSM as a member of the RxSync Pharmacy™ Network. For additional information about RxSync for Pharmacists™ or the RxSync ServiceSM, please contact the CPMM at 662-915-7650.

Drugs pulled from the market affect the entire therapeutic class

A research study, conducted by doctoral student Su Bunniran and department faculty, finds that patients attribute blame for a drug withdrawn from the market to the entire therapeutic class, not just the product being withdrawn. Moreover, in the event of a product withdrawal, patients continued to trust the healthcare professionals involved in getting this product to them (physician and pharmacist) but maintained a low trust of the pharmaceutical company and the insurance company. These findings were presented at the American Pharmacists Association annual meeting.

The overall objective was to examine patients’ attribution of blame following a pharmaceutical product withdrawal and its effect on trust. This study unveils that the pharmaceutical company, the FDA, and the physician all suffer to some extent in the event of a withdrawal. It appears that the bonds of interpersonal trust remain stronger than those of institutional trust, indicating that the relationships consumers have with individual healthcare providers may provide resiliency with respect to trust. This information can be used to inform key decision makers about how to handle corporate image and interpersonal relations in the event of a withdrawal in the industry. This study is published in Research for Social and Administrative Pharmacy (2009), 5:262-273.
Dear Alumni and Friends,

Greetings from the Department of Pharmacy Administration at The University of Mississippi! Dr. Dan Jones, the university’s new chancellor, has been promoting the university as a place to “experience amazing” and encouraging faculty, staff, and students to remember “service is at our core.” These two attributes also fit the department.

The faculty, staff, and students of the Department of Pharmacy Administration are amazing. Dr. David McCaffrey received the 2009-10 Pharmaceutical Sciences Teacher of the Year award. The ISPOR student chapter placed second in the ISPOR research quiz bowl in Atlanta, Ga. Graduate students presented their research findings at several national conferences and received presentation awards at the American Pharmacists Association annual meeting, the ISPOR international meeting, and the Southern Pharmacy Administration conference. The department faculty members published more than 15 articles/book chapters this past year pertaining to pharmaceutical marketing, management, and outcomes research. These few examples are evidence that amazing things are happening in the department.

Service is a core component of the department. The department provides service to the School of Pharmacy, the university, the community, and the discipline. Dr. Alicia Bouldin serves on the editorial board for the American Journal of Pharmaceutical Education, and Dr. Erin Holmes serves on the editorial board for Research in Social and Administrative Pharmacy. Department faculty members are advisers for five different student pharmacy organizations. Additionally, faculty members are involved in the Delta Health project, which provides pharmacy services to patients in the Delta.

I encourage you to peruse this newsletter to find out more about the research activities of the department during this past year. And as always, I invite you to visit the department.

Donna West-Strum
dswest@olemiss.edu
662-915-1071

New Arrivals

Dr. Ben Banahan is the grandfather of Holt Anderson Banahan, born Sept. 23, 2009.

Caleb Strum was born on March 31, 2010 to parents Donna (West) and Matt Strum.

Paxton and Dylan Null were born on April 16, 2010 to parents Kyle and Brandy Null.

Look for us in the literature

For a complete list of publications, please visit the department website.


Research Spotlight

**Disease-specific DTCA may be more effective than product-specific DTCA**

Direct-to-consumer drug advertising (DTCA) has been a contentious issue for a long time and has been subject to much regulatory and policy debate. To date, much of the empirical research has focused on measuring the effectiveness of product-specific (product-claim) DTCA while the utility of disease-specific (help-seeking) DTCA has not been explored adequately. Because these different types of advertisements contain information designed to achieve different outcomes, it is plausible that they may evoke different responses. Therefore, we conducted an experimental study to assess and compare consumer information-search behavior following exposure to product-specific and disease-specific DTCA.

The results of the study indicate that developing and implementing promotional strategies that include disease-specific DTCA could be useful as this type of advertisement is at least no less effective, and in some respects more effective, than product-specific DTCA in stimulating post-exposure behaviors among asthma sufferers. Disease-specific DTCA also is more likely to stimulate post-exposure prescription requests.

The study implemented a two-group, post-test-only experimental survey design of 380 adult asthma sufferers to examine the effect of DTCA type on information-search behaviors. The product-specific DTCA was for Oncazil, a fictional asthma medication that was developed by the FDA. The disease-specific DTCA was developed specifically for this research by adapting the product-specific DTCA as per FDA guidelines. The dependent variables were the likelihood of seeking information about the benefits, risks, and costs of a new drug option for the treatment of asthma, the symptoms and seriousness of asthma, as well as drug and disease information in general from physicians, pharmacists, and other sources.

The results indicated that asthma sufferers exposed to disease-specific DTCA were significantly more likely to seek additional information regarding a new drug option for asthma as well as the benefits of a new drug option for the treatment of asthma than those exposed to product-specific DTCA.

From an industry standpoint, the study finds that it may be wasteful to invest extensively in product-specific DTCA as disease-specific DTCA may be more effective. From a regulatory perspective, the study provides evidence for the FDA to encourage the use of disease-specific DTCA as a more effective and socially responsible health promotion tool.

This study was conducted as a thesis project by Clive Mendonca and presented at the Drug Information Association meeting in June 2010. Thesis committee members were Dr. David McCaffrey, Dr. John Bentley, Dr. Ben Banahan, and Dr. Yi Yang.

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**Update from CPMM**

This has been a very busy and productive year for the Center for Pharmaceutical Marketing and Management (CPMM). We have continued to build a strong research infrastructure that supports the research conducted by the CPMM faculty and staff and the pharmacy administration faculty and graduate students. We also have instituted a new Thesis/Dissertation Data Collection Grant Program that helps maintain a balance of activities in all three CPMM research program areas. The program is discussed in greater detail in another article in this newsletter.

Dr. Pat Pace continues to make upgrades to the CPMM restricted-access research network used for pharmacoepidemiology and outcomes studies using large-claims data files. At this time, we have several funded projects through which we have obtained medical and prescription claims data for Mississippi Medicaid (2002-07), Mississippi Medicare beneficiaries (2004-07), and a 5 percent national sample of Medicare beneficiaries (2006-08). These data files and the restricted research network have

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continued on page 7
During the last academic year, the CPMM initiated a new program to help support thesis and dissertation projects in pharmacy administration that use primary-data collection. “This is just an attempt to formalize the support the CPMM had provided at times in the past,” said Dr. Ben Banahan, director of CPMM.

According to the new policy, a graduate student and his/her major professor can request funding from CPMM to support primary-data collection after they have attempted to acquire outside funding support. The CPMM grants will provide up to $3,000 in data-collections support. The major objective of the program is to enable students to use more representative samples for their research rather than having to rely on less expensive sample designs.

Several students have taken advantage of the CPMM program this year, enabling them to use representative national consumer samples instead of convenience samples for their research. Clive Mendonca, Kyle Null, Amod Athavale, and Su Bunniran used the support to collect data from national online consumer panels. “We already have seen the benefits of the program this year and hope to find the funds to continue funding small data-collection grants indefinitely,” Banahan said.

The CPMM also is working with the Pharmaceutical Marketing Research Group (PMRG) to develop ways for graduate students, marketing research vendor companies, and pharmaceutical manufacturers to network and identify potential sponsors for graduate-student projects. The PMRG project would be a network for graduate students in all programs with an emphasis in pharmaceutical marketing.

For more information, please contact Dr. Banahan at 662-915-5352.

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Dr. Steve Blackwell (PhD ’98) with CMS and Dr. Banahan at the ISPOR annual meeting

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**Alumnus of the Year: Dr. Dewey Garner**

Dr. Dewey Garner was recognized as the Department of Pharmacy Administration Alumnus of the Year during Pharmacy Alumni Weekend, March 26-28, 2010. Garner also received the 2010 Distinguished Alumnus Award from the School of Pharmacy. Garner is a great role model for students and faculty and certainly has served the department’s graduate program in many ways. Garner retired from the UM School of Pharmacy in 2009 after 38 years of service. During that time, he served as chair of the Department of Pharmacy Administration and director of the Center for Pharmaceutical Marketing and Management for 13 years. He also was inducted into the Mississippi Pharmacists Association’s Hall of Fame and received the Career Achievement Award from the Kappa Psi Professional Fraternity Association.
ISPOR student chapter gets off to great start

The University of Mississippi chapter of the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) Student Network was created in May 2009 within the Department of Pharmacy Administration. The chapter is represented by 19 graduate students and led by Dr. Yi Yang as the academic adviser.

A successful year was capped by an even more successful meeting at ISPOR 2010 in Atlanta, Ga. The chapter was recognized for outstanding service to the Student Network, especially for its role in preparing the annual ISPOR Student Survey and analyzing the data. The chapter was most excited for finishing as runner-up in the Student Research Quiz Competition.

If you are interested in speaking at an ISPOR student chapter meeting, please contact Dr. Yang at yiyang@olemiss.edu.

Department Accolades

Dr. David McCaffrey is recognized at the School of Pharmacy commencement as 2009-10 Teacher of the Year.

Faculty

- Dr. David McCaffrey was promoted to professor.
- Dr. Noel Wilkin was promoted to professor.
- Drs. Donna West-Strum and John Bentley are part of the research team that was awarded the FDA Leveraging/Collaboration Award.
- Dr. Alicia Bouldin was invited to be a member of the American Journal of Pharmaceutical Education editorial board.
- Dr. David McCaffrey was named the UM 2009-10 Pharmaceutical Sciences Teacher of the Year.
- Dr. David McCaffrey received the Friend of the Student award at the School of Pharmacy Awards Day.
- Drs. John Bentley and Alicia Bouldin continue to be recognized as Thelma H. Cerniglia Distinguished Teaching Scholars by the UM School of Pharmacy.

Graduate Students

- Amod Athavale, Leigh Ann Bynum, Krutika Jariwala, Tasneem Lokhandwala, Tushar Padwal, and Sumit Verma were initiated into the Rho Chi Honor Society.
- Tushar Padwal, an M.S. graduate student, completed a summer internship in the Qualitative Services and Statistics Division at BioVid Corporation in Princeton, N.J.
- Clive Mendonca, a Ph.D. student, completed a summer internship in the marketing and commercialization department at ToleRx Inc. in Cambridge, Mass.
- Tasneem Lokhandwala, an M.S. student, was initiated into the Phi Kappa Phi Honor Society and received the Farlow Fellowship for 2010-11.
- Kyle Null, a Ph.D. student, was named PY1 Teaching Assistant of the Year for 2009-10.
- Su Bunniran, a doctoral candidate, received the department’s Graduate Student Paper of the Year Award.
- Kyle Null was named an AACP Wal-Mart Scholar, with Dr. Alicia Bouldin serving as faculty adviser.
The Department of Pharmacy Administration is pleased to announce the addition of a new faculty member, Dr. Rahul Khanna. A health-outcomes researcher by training, Khanna received his M.S. (2007) and Ph.D. (2010) from West Virginia University. He completed his B.Pharm. from Delhi University and MBA from the Indian Institute of Foreign Trade, India. Khanna will teach Introduction to Pharmacy and the Health Care System to first-year professional Pharm.D. students.

Khanna currently serves as a co-investigator in two funded research projects: Database Study to Evaluate the Impact of Multiple Sclerosis in a Medicare Patient Population, funded by EMD Serono, Inc., and the 2010 University of Mississippi Center Initiative Project, funded by the Centers for Medicare and Medicaid Services. He also serves as a peer reviewer for Preventing Chronic Disease and was invited to judge poster presentations at the International Society for Pharmacoeconomics and Outcomes Research 15th annual international meeting.

Khanna's research interests are varied and include claims database analysis, patient reported outcomes, and health behavior theory. His research focus is on using public and limited datasets to evaluate healthcare resource utilization and the economic burden associated with chronic conditions such as rheumatoid arthritis, autism, and breast cancer. He intends to use claims data for pharmacoepidemiological research and complement his findings by assessing humanistic outcomes among patients with chronic diseases. He also is interested in the use of socio-behavioral models to study the delivery of preventive services by healthcare professionals and health behaviors in the general population.

With the addition of Khanna, the department looks to build upon its strength and extend its national and international recognition. The department is proud to have him as part of its family.

The department welcomes Dr. Rahul Khanna.

National presentations win awards

The Department of Pharmacy Administration was well-represented in a wide variety of professional meetings throughout the country during the 2009-10 academic year. Faculty members and students made more than 40 national and 12 regional presentations at various conferences including the APhA annual meeting, the Drug Information Association (DIA) annual meeting, the ISPOR international meeting, the National Community Pharmacists Association meeting, and the American Association of Colleges of Pharmacy annual meeting. Five presentations received awards as listed below:

Banahan B.F. III, Mendonca


*Won second place for podium presentation.

Dr. Yi Yang presents research findings at the 15th ISPOR annual international meeting.
greatly improved our capabilities and competitiveness in the area of pharmacoepidemiology and pharmacovigilance research. This is the fastest growing area of research in the CPMM and pharmacy administration department at this time, and we anticipate a significant increase in funding from pharmaceutical companies and federal agencies.

The RxSync™ research team, led by Dr. Erin Holmes and myself, continues to document the value of the RxSync Service™ and develop the RxSync for Pharmacies™ implementation kit for use by community pharmacies. At this time, seven pharmacies nationwide have implemented the system, and four pharmacies are in the planning/development phase. This fall, the CPMM expects to fill a mid-level research position that will be devoted full-time to promotion and development of the RxSync Pharmacy™ Network.

Although the CPMM has experienced several cuts in its state budget this past year, the growth in research funding and the superb level of collaboration that exists with the Department of Pharmacy Administration makes this one of the most exciting and promising times we have ever experienced. I strongly encourage alumni and friends to drop by if they are in Oxford so they can see firsthand the level of excitement that exists in the center today.

Benjamin F. Banahan III, Ph.D.
CPMM Director

Professor emeritus publishes new book

Mickey Smith, professor emeritus of the Department of Pharmacy Administration, published How Fiber McGee and Molly Won World War II. The book was selected as the cover story on Radiogram, the national publication of the Society for the Preservation of Radio Drama Variety and Comedy. Congratulations to Dr. Smith on his new book!

Coming soon ... new pharmacoepidemiology textbook

Drs. Yi Yang and Donna West-Strum are editors of a new textbook, Understanding Pharmacoepidemiology, to be published this fall by McGraw-Hill. Several faculty members are chapter authors. Watch for this book!

Students complete M.S. degree

Three students successfully defended their M.S. theses this past year and are working toward the completion of their doctoral degrees. The students and their thesis titles are:


Kyle Null: Consumer Acceptance of Health-Related Technologies: Incorporating Perceived Health Risk into the Technology Acceptance Model (thesis chair: Dr. Alicia Bouldin)

Philip Schwab: Cigarette Sales in Pharmacy: An Examination of the Relationship Value of Customers Who Purchase Cigarettes in Retail Pharmacies (thesis chair: Dr. John Bentley)
A little something extra
by Sarah Hollis, Office of Development

Who doesn't remember a time when you got something more than expected initially?

Thanks to the generosity of alumni and friends, pharmacy administration graduate students benefit from learning opportunities beyond the classroom. The graduate program is considered one of the best because students have opportunities to present their research at national meetings, pursue innovative research ideas, network with leaders in the pharmaceutical industry, and engage in summer internships.

Many of these opportunities are available because of the department’s alumni and friends. Additionally, financial donations have strengthened the graduate program.

Please consider a gift of your time or talents to enhance the graduate student experience. It doesn’t take much. Our alumni are the foundation of our program, and your little something extra will help us build for the future.

If you would like to contribute to the graduate program, please contact Sarah Hollis at shollis@olemiss.edu or 662-915-1584, or Donna West-Strum at dswest@olemiss.edu or 662-915-1071.

School of Pharmacy ranked No. 1 by AACP

The latest rankings released by the American Association of Colleges of Pharmacy (AACP) place the Ole Miss School of Pharmacy as No. 1 for total extramural funding for research and construction. This is only the second time in the school’s history to be ranked No. 1. Congratulations and thanks to all outstanding faculty, staff, students, and alumni for making this happen.