The National Association of Chain Drug Stores Foundation awarded department researchers a grant to study primary medication nonadherence, instances in which patients fail to initiate a pharmacotherapy regimen following a recommendation (prescription) by a physician or other health care provider.

There is little in the literature that provides information or empirical evidence on how to evaluate PMN, its causes or how to reduce it. Thus, the overall purpose of this study is to understand more about measuring and reducing PMN in retail pharmacies.

The research team—Drs. David J. McCaffrey, Donna West-Strum, John P. Bentley, Erin Holmes and Patrick Pace—has partnered with Kroger pharmacies in the Southeast to evaluate PMN rates and develop interventions to reduce them. The team is also working with the Pharmacy Quality Alliance to develop a measure for PMN. The project began this fall.

Team studies primary medication nonadherence

Studying nonadherence are graduate student Namita Joshi (left) and faculty members David J. McCaffrey, Donna West-Strum and Erin Holmes.

Update from CPMM

The Center for Pharmaceutical Marketing and Management continues to build on its infrastructure that supports research conducted by both CPMM faculty and staff and pharmacy administration faculty and graduate students. The Thesis/Dissertation Data Collection Grant Program initiated last year was a great success and continues to help maintain a healthy balance of activities in all three CPMM research program areas. I look forward to continued success and collaboration between CPMM and PHAD in this area.

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Message from the chair

Dear Alumni and Friends,

This coming year, our department will celebrate 50 years of providing graduate education. What an accomplishment! The graduate program has continued to grow over the past 50 years and has an excellent reputation because of the commitment and dedication of so many talented people. Our faculty and graduate students today appreciate all the work of the department’s former faculty, alumni and friends.

As you read this newsletter, I believe you will agree that the department continues to grow. Graduate students are motivated and have a passion for learning about pharmaceutical marketing, management and outcomes. Every student presented a poster at a national meeting, five students published articles or book chapters, and several students were recognized for academic, leadership or research accomplishments this past year. Under Dr. Yi Yang’s outstanding leadership, our International Society for Pharmacoeconomics and Outcomes Research student chapter received national recognition at the annual ISPOR meeting.

Our faculty and staff give 100 percent every day to make this the best pharmacy administration department in the country. During the past year, three faculty members served on editorial boards for national journals, four were recognized for outstanding teaching, one was invited to serve as co-chair of a National Institutes of Health study section, and all faculty members were involved in funded research projects. In addition, Sheree Jones, the department’s secretary, received the university’s campuswide Outstanding Staff Member Award, and several faculty members received research and service awards.

Certainly, one of the department’s strengths is the strong support of its alumni and friends, who continue to give their time and expertise to the department. Many alumni presented lectures, served on thesis committees and recruited and mentored graduate students for the department this past year.

Whether it be our research, teaching or service, or whether it be our students, faculty, staff, alumni or friends, all aspects of the department are growing and succeeding. We have an excellent new cohort of graduate students this fall, and we will continue to ensure that they are well prepared to help improve the health care system.

We invite you to visit and celebrate 50 years of providing graduate education with us.

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

In January, CPMM was awarded a contract with the Mississippi Department of Medicaid to serve as the retrospective drug utilization review vendor for the state Medicaid program. This exciting new project provides some long-term funding support and creates many new opportunities for our overall research program.

Projects in CPMM’s Medication Use Outcomes Research Program became more diverse this past year. We have been involved in a Centers for Medicare and Medicaid project to examine postmyocardial infarction treatment in a Medicare population, investigate pharmacy-level quality measures and assess the impact of the Mississippi prescription cap program using Medicaid and Medicare data. We also received a contract from EMD Serono to examine the treatment of multiple sclerosis in the Medicare population and a contract from Endo Pharmaceuticals to examine the treatment of Central Precocious Puberty in the Medicaid population.

Interest in RxSync Service™ and RxSync for Pharmacies™ continues to grow as more pharmacists across Mississippi and the nation learn about the program and its benefits. Research results have been presented at three national conferences this year, and RxSync™ was the subject of a session at the Mississippi Pharmacists Association annual meeting in Destin, Fla., in June. We look forward to significantly expanding the network of RxSync™ pharmacies this year and further documenting the service’s benefits and adherence management in general.

Despite continued state budget cuts, CPMM is working diligently to increase its levels of research funding and continue its collaboration with PHAD. Even with the tough economic times, we managed to add three new members to the CPMM team. Kyle Null and Sarahmonah Przybyla were hired as research faculty members, and Thomas Chapman was hired as a systems analyst.

I encourage you to drop by and visit whenever you are in Oxford so you can experience firsthand the excitement that exists and continues to grow in CPMM.

Benjamin F. Banahan III, Ph.D.

Partnership starts between CPMM and Mississippi Medicaid

The Center for Pharmaceutical Marketing and Management has entered into a collaborative partnership with the Mississippi Division of Medicaid to conduct research ensuring appropriate medication use for Medicaid beneficiaries. CPMM performs the retrospective drug utilization review (rDUR), which consists of evaluating administrative claims data for potential drug-related problems as well as providing educational outreach to Medicaid providers.

Ben Banahan, director of CPMM, is project director of the Mississippi Medicaid DUR project. Dr. Kyle Null, a UM School of Pharmacy graduate and pharmacy administration Ph.D. candidate, was hired to serve as clinical director of the Medicaid DUR project, also called the Evidence-based DUR Initiative.

The initiative aims to advance the discipline of drug utilization review for federal, state and commercial entities by developing and championing best practices in DUR. To help achieve this goal, Null hopes to build a nationwide consortium of DUR vendors, including other schools of pharmacy, which will contribute to the collective goal of advancing the science of DUR.

The CPMM performs the rDUR for Mississippi Medicaid under the name MS-DUR.

For more information, visit www.umcpmm.org or www.msdur.org.

Kyle Null
students complete graduate degrees

Eight students successfully defended their M.S. theses this past year, and one completed her Ph.D. Their names and thesis and dissertation titles follow.

- Amod Athavale: The Measurement of Pharmacy Loyalty and Its Use in the Development of Marketing Strategies for the RxSync Service™
- Ram Sankar Basak: Willingness to Influence Indication-based Off-Label Prescribing: An Investigation of Hospital Pharmacies
- Suwapun Bunniran: Patient Service Experiences in Community Pharmacy: An Examination of Health Criticality in Service Failures and Service Recovery Incidents and Its Influence on Trust, Satisfaction, Repurchase Intentions and Word-of-Mouth
- Krutika Jariwala: Factors that Physicians Find Encouraging and Discouraging about Electronic Prescribing: A Quantitative Study
- Tasneem Lokhandwala: Do Statins Improve Outcomes in Patients with Asthma on Inhaled Corticosteroid Therapy? A Retrospective Analysis of the Mississippi Medicaid Database 2002-2004
- Tushar Padwal: An Examination of Factors Influencing the Program Choice of Graduate Students in the Pharmaceutical Sciences
- Vennela Thumula: Type 2 Diabetes in Children: Estimates of Epidemiology, Quality of Care, Costs and Resource Utilization in a Medicaid Population
- Leonardo Torres: Pharmacists’ Rating of Relevance of Available Information in Deciding the Validity of Opioid Medication Prescriptions
- Sumit Verma: The Strategic Value Driver Model: A Methodology for Examining Value Drivers for a New Pharmaceutical Product in Diabetes

Students present research at national ISPOR meeting

Since its inception in May 2009, the Ole Miss International Society for Pharmaco economics and Outcomes Research student chapter has been involved in the ISPOR Student Network and has made significant contributions to health outcomes research. Chapter members contributed to eight publications and more than 50 research abstracts at international and national meetings this past year.

The chapter, which now represents 22 graduate students, also engaged in various educational activities, such as organizing discussions on outcomes-research methodology, participating in ISPOR educational teleconferences and inviting professional speakers to visit. Among them was Teresa Carithers, associate dean of UM’s School of Applied Sciences, who spoke last fall about the scope and outcomes of the Jackson Heart Study. This spring, Sudeep Karve, associate director of Health Economics at RTI-Health Solutions, presented results of his latest studies, and Cindy Noble, senior manager of Payer and Health Outcomes at Allergan, discussed some Allergan studies with major formulary impact.

The Ole Miss chapter also had a strong presence at the 2011 ISPOR annual meeting in Baltimore, where the chapter was recognized for outstanding service to the ISPOR Student Network and for its role in the survey committee. Three chapter members—Rohan Mahabaleshwarkar, Namita Joshi and Marie Barnard—were finalists for the ISPOR Student Poster Presentation Award, and Tasneem Lokhandwala received the 2011 ISPOR student travel grant.

The Ole Miss-ISPOR chapter is gearing up for another exciting year packed with social and academic events.

If you are interested in speaking at an ISPOR student chapter meeting, please contact Yi Yang, the group’s adviser, at yiyang@olemiss.edu.
Guest speakers

- Marv Shepherd, president of the Partnership for Safe Medicines, delivered the seventh annual Coy W. Waller Distinguished Lecture, hosted this year by the Department of Pharmacy Administration. Shepherd is director of the Center for Pharmacoeconomic Studies and chair of the Pharmacy Administration Division of the College of Pharmacy at the University of Texas at Austin.

- The status of the pharmaceutical industry and drug research and development were the topics of the department’s Winfield and Rachel Cotton Lecture delivered by Kenneth I. Kaitin, director and research professor at the Tufts Center for the Study of Drug Development in Boston.

- Bradley Martin, professor and head of pharmaceutical evaluation and policy at the University of Arkansas, presented a workshop about time series modeling.

- John Brooks, professor of pharmaceutical socioeconomics at the University of Iowa, delivered a lecture on instrumental variables.

- Michael Griswold, director of the Center of Biostatistics at the University of Mississippi Medical Center, delivered a seminar about multi-level modeling.

- John Seager, chief scientist at i3 Drug Safety, presented a workshop on propensity scores and observational studies.

- Martin Jernigan, vice president at Novo Nordisk Inc., provided a lecture on the “Top Three Concerns to Address in the Industry.”

The status of the pharmaceutical industry and drug research and development were the topics of the department’s Winfield and Rachel Cotton Lecture.

Honors theses

David McCaffrey served as director for Tyler McMillan’s honors thesis: “Independent Prescriptive Authority for Pharmacists: An Examination of the Opinions of Mississippi Pharmacists.” The study’s objective was to determine Mississippi pharmacists’ support for and willingness to seek independent prescriptive authority for pharmacists.

Results indicate that a clear majority of pharmacists support independent prescriptive authority for pharmacists. Most believe that additional training should be required but differ on the nature of the training.

Erin Holmes served as director for Karen Wilson’s honors thesis: “Regulation of Methamphetamine Precursors: Mississippi Community Pharmacists’ and Technicians’ Perceptions of Pharmacy Practice Implications Resulting from the Enactment of Mississippi House Bill 512.”

In July 2010, Mississippi passed a law restricting the sale of pseudoephedrine and other methamphetamine precursors to customers with a prescription from a licensed prescriber. Wilson’s study explored Mississippi pharmacists’ and technicians’ views about the legislation’s effect on pharmacy practice. Although pharmacists and technicians generally agree that the legislation is good for the state of Mississippi, their comments reveal concerns about the law.
Graduates continue tradition of leadership

The Department of Pharmacy Administration has a great tradition of producing individuals committed to advancing pharmacy practice by assuming leadership roles within national organizations. A milestone in that tradition was reached this year when the pharmacy leadership society, Phi Lambda Sigma, installed its new officers. Four of the officers have ties to Ole Miss, and three of the four are pharmacy administration graduates.

- President: Joseph K. Bonnarens (MSPS 00, PhD 03-PHAD)
- President-Elect: Tina Penick Brock (BSPS 90, MSPS 92-PHAD)
- Treasurer: Alan Spies (PhD 06-PHAD)
- Parliamentarian: Jillian Foster (BSPS 01, PharmD 04)

Students gain industry experience

Several graduate students learned that there is nothing like an internship to help prepare for today’s job market or validate a career choice:

- Ph.D. student Amod S. Athavale, who completed a summer internship at BioVid Corp.
- Ph.D. student Tasneem Lokhandwala, who completed a summer internship in the Health Economics and Outcomes Research department at Xcenda® AmerisourceBergen Consulting Services
- M.S. students Namita Joshi and Zainab Shahpurwala, who completed summer internships at the Tufts Center for the Study of Drug Development
- Ph.D. students Krutika Jariwala and Leigh Ann Bynum, who completed summer internships at CE Outcomes

New textbook faculty-driven

Ye Yang and Donna West-Strum edited the textbook “Understanding Pharmacoepidemiology” (McGraw-Hill, 2011). Several other faculty members wrote chapters for the book.

Graduates placed in jobs

The following job placements indicate that the department continues to ensure that its graduates are well prepared for today’s health care industry:

- Su Bunniran, associate consultant, Trinity Partners LLC, Waltham, Mass.
- Leigh Ann Bynum, assistant professor, Belmont University School of Pharmacy, Nashville
- Kyle Null, research assistant professor, Center for Pharmaceutical Marketing and Management, Oxford
- Tushar Padwal, senior analyst, Medical Marketing Economics LLC, Oxford
- Phil Schwab, clinical research consultant, Competitive Health Analytics, Louisville, Ky.
- Sumit Verma, quantitative research analyst, Acumen LLC, San Francisco
**Faculty/Staff**

- Noel Wilkin was invited to serve as co-chair of a National Institutes of Health Small Business Development study section, received the Outstanding Faculty Member Award in the Executive Administrative/Managerial category at UM’s Staff Appreciation Day and was invited to speak at the Phi Kappa Phi initiation ceremony.
- Erin Holmes received the Teacher of the Year Award at the School of Pharmacy Awards Day.
- John Bentley received the Friend of the Student Award at the pharmacy school’s Awards Day and was invited to serve as associate editor of The Journal of American Pharmacists Association.
- David McCaffrey was named a School of Pharmacy Distinguished Teaching Scholar and received the school’s Outstanding Service Award. He also won the 2011 Academic Advising Network’s Excellence in Advising Award and will represent Ole Miss for regional and national awards from the National Academic Advising Association.
- Mickey Smith received an honorary doctorate from his alma mater, the St. Louis College of Pharmacy.
- Rahul Khanna was appointed an associate member of UMMC’s Cancer Institute.

**Graduate students**

- Ph.D. candidate Clive Mendonca received the Teaching Assistant of the Year Award and Graduate Achievement Award, took second place at the Graduate Student Council’s poster day and was initiated into Phi Lambda Sigma, the pharmacy leadership society.
- Ph.D. candidate Vennela Thumula won the 2011 ISPOR Student Network Distinguished Service Award.
- Ph.D. candidate Manasi Datar and M.S. student Zainab Shahpurwala were awarded 2010-11 Pharma SAS Users Group scholarships.
- Ph.D. candidate Marie Barnard and M.S. student Zainab Shahpurwala were initiated into Phi Kappa Phi.
- Zainab Shahpurwala was inducted into Who’s Who at the University of Mississippi.
- Ph.D. candidate Leigh Ann Bynum was awarded a Dissertation Fellowship for fall 2011.
- Ph.D. candidate Ram Basak received a Summer Research Award from UM’s Graduate School.

**Alumni**

- “Pharmaceutical Marketing,” written by Mickey Smith, F.A.P. Barnard Distinguished Professor Emeritus, and E.M. “Mick” Kolas sa, CEO of Medical Marketing Economics, was translated into Korean. The book had already been translated into Japanese, Russian, Chinese and Spanish.
- Joe Jackson was appointed director of graduate programming in Applied Health Economics and Outcomes Research at Thomas Jefferson University’s School of Population Health in Philadelphia.
- Joe Bonnarens was named associate dean for student affairs and associate professor at Manchester College’s School of Pharmacy in Fort Wayne, Ind.

**Graduate student publications**

- Bunniran S. and McCaffrey D.J.”Healthcare Professionals and Interdisciplinary Care” in “Introduction to Healthcare Delivery” (Jones and Bartlett Learning, 2011).
Brian Reisetter received the Department of Pharmacy Administration Alumnus of the Year Award in April.

After completing his bachelor’s degree in pharmacy, Reisetter practiced hospital and retail pharmacy while completing his master’s degree at Drake University, then was an Eli Lilly professional sales representative for six years before spending five years as director of pharmacy at Chicago Lakeshore Hospital.

Reisetter returned to Ole Miss to finish his Ph.D. in pharmacy administration and is a vice president and partner at Medical Marketing and Economics LLC, a health care research consultancy in Oxford. He has published several articles in the areas of pharmacy communication, pharmaceutical pricing and sales strategy, and is co-author of the book “The Strategic Pricing of Pharmaceuticals.”

As an ambassador for the Department of Pharmacy Administration’s graduate program, Reisetter helps recruit new students and provides guest lectures for several courses.