



THE UNIVERSITY of  
**MISSISSIPPI**  
CENTER FOR PHARMACEUTICAL  
MARKETING AND MANAGEMENT

## BACKGROUND

The Research Institute of Pharmaceutical Sciences (RIPS) at the University of Mississippi School of Pharmacy, formed by an act of the Mississippi Legislature in 1964, is comprised of four major research entities: the National Center for Natural Products Research (NCNPR), the Center for Pharmaceutical Marketing and Management (CPMM), the Center for Clinical and Translational Sciences (CCTS) and the Pii Center for Pharmaceutical Technology.

The CPMM has its roots in the Pharmaceutical Marketing and Management Research Program started in RIPS in 1986. The CPMM is a natural outgrowth of the expertise and reputation of the faculty, capitalizing on strategic partnerships between RIPS, the Department of Pharmacy Administration and other departments at the university. The CPMM contributes through graduate teaching and graduate research experiences to help make the Pharmacy Administration graduate program one of the strongest graduate programs in its field. Collaborative research is very important in the CPMM, and almost all of the research projects in the center and department are conducted by teams of faculty, staff and graduate students working in these two units and other units of the university.

## OUR MISSION

The mission of the Center for Pharmaceutical Marketing and Management is to promote efficient and effective marketing and management of products and services in all segments of pharmacy, health care and the pharmaceutical industry. The CPMM also provides an environment where business, government and education can come together to exchange ideas, results and information.

## OVERVIEW

The CPMM is a center of excellence that advances research, teaching and service in the areas of medication use and health outcomes, management of healthcare organization, and the marketing and utilization of cost-saving and appropriate medications in all segments of the health care industry.

The CPMM has an established history of securing funding from varied sources that date back to before it was designated an official center within RIPS. The center has received substantial external funding from federal and state agencies (i.e., the Mississippi Division of Medicaid, Food and Drug Administration, and the Centers for Medicare and Medicaid Services), non-profit associations and various pharmaceutical companies.

The center has assisted in the creation of one spin-off company in Oxford (which currently employs more than 25 people), and has licensed one technology to a start-up company being formed in Oxford. CPMM continues to be an influence both locally and nationally.

The successes of the CPMM have been accomplished through its three active program areas:

- Medication Use Outcomes Research
- Pharmacy Entrepreneurship
- Pharmaceutical Marketing Research

## MEDICATION USE OUTCOMES RESEARCH PROGRAM

Projects in the MUORP take advantage of faculty skills in both primary research and the analysis of large secondary data sets. The CPMM currently has projects using multi-year databases of medical and prescriptions claims for 46 state Medicaid programs and a national sample of Medicare beneficiaries. These data sets, along with national survey data sets and prescription data sets from community pharmacies, are used by the faculty and graduate students to conduct a variety of pharmacoepidemiology and pharmacovigilance research projects.

Since January 2011, the MUORP team has operated the MS-DUR Evidence-Based DUR Initiative. MS-DUR is the retrospective drug utilization review (DUR) agent for the Mississippi Division of Medicaid (DOM). In addition to providing routine DUR activities, MS-DUR is working with several bureaus and the executive director's office at DOM to conduct analyses to support policy making, fraud detection, educational interventions and the most cost-effective treatment of Medicaid beneficiaries.

Several MUORP team members are involved in the Pharmacy Quality Alliance (PQA) and the development of new pharmacy quality indicators for use by the Centers for Medicare and Medicaid Services, private payers and pharmacies. The team uses the data available through the MS-DUR and the national data sets to test and evaluate new measures as part of the PQA development process. MS-DUR also incorporates many of these measures into the DUR monitoring and intervention activities conducted for the DOM.

Given the powerful link between medication use and health outcomes, research and initiatives in this area stand to improve benefit design and prescription drug utilization for Medicaid beneficiaries in Mississippi and other states, as well as beneficiaries in Medicare and private insurance programs nationwide.

## PHARMACY ENTREPRENEURSHIP PROGRAM

Pharmacies are important small businesses in the state of Mississippi and are critical to the access and provision of health care nationally. Activities in the PEP include research to understand innovation in today's pharmacy practice and the development of health care nationally. It also includes initiatives to help community pharmacies adapt to today's environment by providing advice to practices that are struggling to remain viable.

A major project in this program is the continued development and promotion of prescription synchronization in community pharmacies. Synchronization and the services related to this function have the potential to help community pharmacies be more competitive while increasing patient compliance, satisfaction and health outcomes. The projects in PEP are beneficial to small businesses that are an essential part of providing health care to the state and the nation.

## PHARMACY MARKETING RESEARCH PROGRAM

Activities in the PMRP include research to understand pharmaceutical companies' practices and how they affect utilization of medications. Examples of this can be seen in direct-to-consumer advertising and strategies to affect physician prescribing.

This program has conducted research to investigate medication use patterns in various populations, test various marketing strategies and measure the influence various factors have on the prescribing of pharmaceuticals.

The PMRP also conducts market analyses to evaluate the commercial viability of new drugs, including compounds being developed at the National Center for Natural Products Research in RIPS.

The true potential of this program lies in developing strategies to affect appropriate marketing and prescribing of pharmaceuticals. As a result, this program area has the potential to enhance utilization of cost-saving and appropriate medications in Mississippi and the nation.

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