

BODACIOUS GOAL SUBMISSION

ORGANIZATION'S NAME

Academy of Managed Care Pharmacy (AMCP)

BOOTCAMP PARTICIPANTS

Name and Position: Andrew Mao, President

Name and Position: Kenny Lee, President-Elect

ADVISOR(S)

Name and Position: Vinson Lee, Faculty Advisor

Name and Position: Daniel Tomaszewski, Faculty Advisor

BODACIOUS GOAL NAME: Increasing Managed Care Outreach to Undergraduate and Pharmacy Students

By completion of this project, we will have:

Goal #1: Hosted a managed care event in collaboration with LA Care

Goal #2: Visited at least 2 undergraduate campus and presented on the concepts of managed care

Goal #3: Educated undergraduate and PharmD students about the opportunities of managed care

Goal #4: Collaborated with the Student Industry Association and USC Marshall School of Business for a networking event

Goal #5 (updated): Meet with Dr. Susan Cantrell to discuss on how to expand USC AMCP's mission

DESCRIPTION – IN A PARAGRAPH, HOW WOULD YOU DESCRIBE THE PROJECT TO SOMEONE

We have decided to try to visit and speak at four undergraduate schools, specifically the pre-pharmacy society organizations to speak on behalf of AMCP and educate undergraduate students and pharmacy students regarding a field that they may not know much about: managed care pharmacy. For the undergraduate portion, we have decided to reach out to undergraduate schools and conduct presentations introducing elementary concepts of managed care pharmacy. For our pharmacy portion of this bodacious goal, we would like to reestablish our Managed Care 102 event in conjunction with L.A. Care Health Plan. This event aims to provide closer networking opportunities between pharmacy students and L.A. Care Managed

Care Pharmacists. This event has been cancelled in the past, but I would like to add it back to our regular annual schedule of events.

WHAT ARE THE FOUR COMPONENTS OF THE PROJECT?

Structural: Scheduling times that work for both parties involved, organizing and planning the presentations.

Human resources: Utilizing connections and people skills to reach out to board members of undergraduate prepharmacy organizations to develop relationships.

Political: Advocating for a field that does not get too much coverage within the prepharmacy experience.

Symbolic: The AMCP Logo and our branding will be present during all of our presentations. The L.A. Care logo and branding.

HOW WILL YOU MEASURE SUCCESS?

We will measure success by recording the amount of undergraduate schools we are able to get to speak at. Our goal when designing this project was to reach out and set up presentation times with 2 different colleges. If we are able to hit that number and/or exceed it, we will consider that a success. Additionally, the successful organization and execution of Managed Care 102 will be considered a success to us. Some secondary endpoints we will collect are the amount of USC students in attendance, the amount of pharmacist speakers in attendance, as well as how many non-USC students are in attendance. Feedback forms regarding the event will be sent out to further improve the event.

TIMELINE: OCTOBER TO MARCH

September 15th- return this form along with the communications plan you developed with your advisor(s) September – October – personal meeting with Dr. Chase

December 1st– updated proposal submitted to Dr. Chase

February 15th- interim report due (use this form)

April 15th- submission of Bodacious Goal Final Report (on this form) along with Elevator pitches from both responsibility partners

May - celebrate and receive a certificate! Congratulations.

FOR INTERIM REPORT

WHAT HAVE YOU LEARNED ABOUT BEING A LEADER?

FOR FINAL REPORT

REFLECTION – WHAT DID THE FOUR FRAMES TEACH YOU ABOUT LOOKING AT A PROBLEM THROUGH