

IPhA PUBLIC RELATIONS COMMITTEE REPORT TO 2018 HOUSE OF DELEGATES

The committee members appointed by President Jessica Kerr are Brittany Hoffmann-Eubanks, Co-Chair, Ed Cohen, Co-Chair, Ben Calceterra, Miriam Mobley-Smith, Board Liaison is Miranda Wilhelm and Staff Liaison is Kim Condon.

I would like to thank the committee members, liaisons, and IPhA staff for their time, dedication, and commitment.

The Public relations committee met six times between December 2017 and September 2018 with numerous correspondence over email in-between. The committee began with 7 main goals for the 2018 year. We utilized a tracking document to keep track of our progress and below is our report to the house of delegates:

Goal 1.1 - Creation of Member Spotlight Program - COMPLETED

- The committee created a monthly member spotlight program that will highlight the achievements of IPhA members in innovation and safety within their pharmacy practice sites. Candidates will be nominated by IPhA members and a formalized evaluation will be utilized to determine the monthly winner. Each year the BOD will be required to select a winner of the monthly winners to be recognized at the annual meeting.

Goal 1.2 – Creation of Public Service Announcements – IN PROGRESS

- The committee laid the foundation for the creation of public service announcements relating to important pharmacy issues. This goal is currently in-progress and work will resume after the next committee appointment.

Goal 1.3 – Forum Expansion on the IPhA Website – TABLED

- After additional research was conducted with our current vendor as to the feasibility of expanding our forums it was learned that this was not possible under the current platform. Therefore, this goal was tabled for the Public Relations committee until a new platform decision is made.

Goal 1.4 – Involve Regional Directors in Updating Membership on Legislative Issues – COMPLETED

- Beginning the next legislative session, the Public Relations committee and the Legislative and Regulatory Affairs committees will collaborate to involve the Regional Directors in legislative updates to provide to their regions to encourage involvement and engagement of members.

Goal 1.5 – Creation of Content for IPhA Podcast – IN PROGRESS

- **The Public Relations Committee will assist in providing content for the IPhA Podcast on hot topics or other important pharmacy issues. This goal will be continued after the next appointment to this committee.**

Goal 2.1 – Creation of a Value Proposition – IN PROGRESS

- **The committee had multiple discussions this year on the creation of a value proposition. The committee has begun the important task of revising the Top 10 reasons to join IPhA and decided on an info-graph to convey this topic. The committee has obtained the data required to create the info-graph and will begin the creation process of the info-graph next. The committee will continue this goal after the next committee appointment.**

Goal 2.2 – Creation of a new tag line – NOT STARTED

- **This goal has not been started at this time. The committee will work on this goal after the next committee appointment.**

Submitted by Brittany Hoffmann-Eubanks and Ed Cohen, Co-Chairs