



CAMPAIGN UW

# CREATING FUTURES

UNIVERSITY OF WASHINGTON SCHOOL OF PHARMACY

## The Institute for Innovative Pharmacy Practice

*...Because the Business of Pharmacy is Changing*

The business of pharmacy is changing. America's population is aging. Competition for business and for skilled pharmacists is fierce. Affordable access to basic healthcare has become a national crisis. How the University of Washington School of Pharmacy (UWSOP) and its partners respond to these changes will contribute to patient well-being, bottom-line profitability and the pharmacist's role in providing quality healthcare. So, what is at the heart of our response? Leadership.

The *Institute for Innovative Pharmacy Practice* (I2P2) will be a premier center for training, research and advocacy that provides this leadership. I2P2 will prepare well rounded pharmacists who promote entrepreneurial solutions for better health and better business.

**"Tomorrow's business model will be based on providing pharmacy care that goes beyond dispensing medication. I2P2 will be an expert partner to pharmacists looking at ways to improve patient outcomes through new and innovative services."**

*Rod Shafer, B.S. in Pharmacy '77, CEO, Washington State Pharmacy Association*

### OUR KNOWLEDGE, YOUR NEEDS

I2P2 will draw on our recognized strengths in senior care, pharmacy management and groundbreaking community health programs to address your practice needs. By training professionals who understand that running a pharmacy is both a science and an art, we will produce pharmacists who care for customers and generate revenue. Through research partnerships, we will study and help you implement cost-effective, health-enhancing practice innovations.



## WHY INVEST IN I2P2?

The UWSOP is known for pioneering innovations that extend pharmacy's reach within our communities, such as:

- Top-ranked programs in clinical and geriatric pharmacy that serve as models for developing pharmacy programs.
- Hands-on certificate program in pharmacy management offered jointly by the UW Schools of Pharmacy and Business.
- Demonstrated record of designing and introducing successful innovations such as pharmacist-administered flu vaccines, emergency and direct access contraceptives, and preventive health screenings.

The opportunity for next-generation innovation is here. Private resources will make it happen. I2P2's success rests upon strong public-private partnerships between UWSOP, individual donors and the professional community we serve. Your investment will help us take important steps toward a new standard of pharmacy practice and patient service. Together, we will play a part in reinventing pharmacy's role in 21st century healthcare. By supporting I2P2, our partners can:

- Provide curricular and programmatic input that will prepare tomorrow's pharmacy leaders.
- Receive access to our best students through preferred internships and residencies.
- Receive access to state-of-the-art research and tested innovations that put medication management and pharmaceutical care into day-to-day practice.
- Participate in I2P2 steering committee meetings.

## HOW WILL YOUR INVESTMENT HELP?

Funds raised for I2P2 will establish an on-going funding base to support faculty expertise, programs and collaborative partnerships. Private dollars will support our efforts to:

- Recruit and retain up to four outstanding faculty members to oversee I2P2's teaching and research programs.
- Further integrate UWSOP's teaching and research within UW's nationally renowned Health Sciences Center.
- Conduct real-world research that benefits both patients and pharmacy practitioners.
- Recruit and reward top-notch students with the capabilities and desire to be successful pharmacy entrepreneurs, team-players and effective communicators.
- Advocate for legislative and policy changes that establish pharmacies as the most efficient access to affordable and appropriate community health services.

## BECOME OUR PARTNER

You know, as we do, that the business of pharmacy is changing. That's why we're asking you to join us in building I2P2. Your pharmacy will benefit. Your patients will benefit. Our profession will benefit. To become our partner, please contact Joyce Robertson, Director Development at 206-616-3217.

