



COMMUNITY PHARMACY FOUNDATION
COMPLETED GRANT SYNOPSIS

TITLE

Advancing Pharmacy through the Development of Entrepreneurial Leadership

Authors

Team Members:

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Location

Drake University
2507 University Ave.
Des Moines, Iowa 50311

Objectives

- 1) Further develop the DELTA Rx Institute web site at www.DELTARx.com, an online repository of profiles, columns, and articles that promote an environment of change and innovation in pharmacy.
- 2) Build a national audience of DELTA Rx members by marketing the Institute and its products/services.

Methods

Design	<ul style="list-style-type: none"> • Enhancements to the deltarx.com web site such as adding a discussion board and preview opportunity. • Appoint an advisory board and begin holding quarterly meetings. • Develop a quarterly newsletter for members to provide updates on activities of the Institute as well as to highlight new content to the site.
Study endpoints	<ul style="list-style-type: none"> • Number of members • Number of downloads • Number of individuals enrolling in the DELTA Rx Institute’s courses: Developing Skills in Diabetes Care and Shaping Your Pharmacy Future • Feedback obtained through a survey of DELTA Rx and IPA members, and Drake pharmacy students and preceptors

Results

- The planned enhancements to the web site have been completed: discussion board, item preview prior to purchase, online program registration, member upload, international membership and online credit card purchasing
- An advisory board has been appointed with quarterly meetings held via conference call.
- A quarterly newsletter has been distributed since November 2007, highlighting new website items and DELTA Rx Institute announcements.
- The number of DELTA Rx members at deltarx.com has increased to more than 2040.

For further information and/or materials on this grant, please visit www.CommunityPharmacyFoundation.org and submit your inquiry through **Contact_Us**.

- The number of items that have been downloaded over the past 3 years is more than 440; the number of items that have been viewed is more than 82,000.
- Following the implementation of the web site repository, a survey was completed of DELTA Rx and IPA members, as well as Drake pharmacy students and preceptors. Survey findings indicated that individuals agreed with the need for a site such as the DELTA Rx Institute to promote entrepreneurial leadership. Content items identified by survey respondents indicated that the area of marketing one's services was a need for further educational assistance.
- The online program registration allowed for members to be able to register for the Shaping Your Pharmacy Future and Developing Skills in Diabetes Care courses. Enrollment increased following the development of this option.
- The DELTA Rx Institute partnered with the Iowa Pharmacy Association and the Alaskan Pharmacists Association in providing DELTA Rx membership as a benefit of the state association membership (Iowa) and distributing materials encouraging membership (Alaska). Discussions regarding partnerships with other state and national associations are being discussed.

Conclusion

Thanks to the support provided by the Community Pharmacy Foundation, the DELTA Rx Institute is much more viable than it was prior to the establishment of the grant. Additional web content has been developed and posted, and a number of marketing initiatives have been undertaken with results already being seen.