

First I want to extend my deepest gratitude to Ron for his excellent leadership this past year. As President-Elect, it has truly been a pleasure working with Ron, Val & Daina, and our very dedicated Board of Directors.

In preparation for a state-officers meeting at APhA in March, Ron asked me to compile a synopsis of Colorado Pharmacists Society accomplishments throughout the past year. I knew that we had been very active! But even I was amazed at all we had achieved, ranging from surviving Medicare Part D enrollment to the fight for Emergency Contraception to finally seeing Drug Therapy Management pass. It was not hard for me to compile three pages of bullets about CPS activity. So, if anybody questions why they should join this society...if anybody thinks that they cannot directly impact their practice by getting involved, I would be happy to show them our list. We have obviously made a lot of progress under Ron's leadership. I am extremely honored to accept this position as President of Colorado Pharmacists Society and I will do my very best to fill the big shoes Ron is leaving behind.

Clive Davis said, "You've got to seize the opportunity if it is presented to you." The most pressing opportunity facing pharmacy today is the need to transition our profession from product-oriented services to patient-oriented services. Let's face it, technological advances are making it unnecessary for the pharmacist to be physically present solely for the purpose of order fulfillment. From anywhere in the world, an uninterrupted pharmacist can review a scanned prescription image, a picture of the product dispensed, and then compare it to a picture of the prescribed medication. It is a reality that our product-related services in the local pharmacy could ultimately cease to exist. But that doesn't mean the on-site pharmacist should cease to exist. We must shift the focus of our practice away from order fulfillment.

As you know, the federal government, under Medicare Part D, has finally recognized pharmacists as health care providers and has offered reimbursement to pharmacists (among others who render health care) for providing Medication Therapy Management Services. Makes sense, pharmacists are THE medication therapy experts. But, Medicare Part D went into effect six months ago. How many of us have even applied for a provider number? Nurses have embraced this opportunity. Why haven't we?

Wayne Gretzky, who became the NHL's all-time leading scorer at age 28, was once asked what made him a great hockey player. He answered, "Because I go where the puck is going to be, not where it is." We need to go where the profession is going to be. We must accept the offer we've been given to be a player on the health care team. If we choose not to participate, we could get cut from the team. But many of us feel insufficiently trained. Where do we begin? Who is covered? What is covered? In reality, we have been providing a number of these services for years. For example, on a daily basis, we identify, resolve, and prevent adverse drug events. These are billable services. Most pharmacists

simply haven't specifically identified these interventions, documented them, and billed for them. These cognitive services have been part of the routine process associated with prescription order fulfillment. We're giving them away! Pharmacist provision of drug therapy management and the documentation and billing of these services extends beyond our Medicare patients. We must apply it to our entire patient population.

Over the course of the next year, my goal is for the Colorado Pharmacists Society to stand as "Coach" in this professional evolution...a coach equipped with a Medication Therapy Management Services "playbook" full of training and guidance to help lead the team of pharmacists in this pursuit. CPS is well-positioned for this role. First, the CPS bench is stacked! Our lineup consists of players from most pharmacy practice settings, who will assist us in meeting the needs of our diverse membership. In addition, we have already started training, including the 4 hours of drug therapy management education at this meeting and 3 hours at the Advances in Pharmacy Practice seminar held in conjunction with University of Colorado School of Pharmacy. Furthermore, we have developed strong relationships with students through our mentor-mentee program. As a result, student participation on the CPS team is at an all-time high. We can rely on them as "special teams", who are well-trained in the provision of patient care and the documentation of outcomes. Moreover, as I mentioned earlier, we are all truly veterans at providing drug therapy management. We just haven't recognized it. And if anybody questions the value of the pharmacist's cognitive services, let's review the films from the pharmacist's daily "game":

(PRICELESS MOMENTS VIDEO).

As you can see, pharmacists are no rookies in providing drug therapy management. We just need let the world know about it. It is time for us, with the help of Coach CPS, to claim our position on the health care team as *the* Medication Therapy Management Specialist! Thank you.

Shari Bohn
CPS 2006-2007 President