

Ideas for Pharmacists in Long-Term Care Settings

Take Advantage of Resident Settings to Promote American Pharmacists Month.

1. Invite residents and their guests to a special American Pharmacists Month party.

Try holding an ice cream social, afternoon tea or other fun event. Make the atmosphere festive by decorating the designated areas with streamers and American Pharmacists Month balloons, banners and posters. Provide patient education brochures and small themed giveaways, like magnets, pens, etc.*

2. Visit individual patients in their rooms and give them your full attention.

Introduce yourself and answer any questions they may have about pharmacy services or drug therapy.

3. Schedule informational programs for residents and/or their families.

Possible topics include the pharmacist's role in medication regimen review, the

ten most common and/or hazardous drug interactions among older patients and basic medication safety. If possible, use this opportunity to explore launching a long-term monitoring program for residents.

4. Develop lunch tray tent cards.

Explain the goals of the pharmacy and the services that you offer to the residents. If they have questions about their medication, encourage them to ask to speak with a pharmacist.

5. Don't be shy!

Invite your local newspaper or television reporter to the party. You just might end up with some valuable publicity! Go to www.pharmacist.com/aphm to get news release templates and additional information about using the media to tell your story.

* Promotional items are displayed in the *APhM Product Guide* and can be ordered on www.pharmacist.com/aphm.



Student pharmacists from the University of Arkansas for Medical Sciences spread a little APhM cheer at a local long-term care facility.