



New York State Council of Health-system Pharmacists

**REPORT OF THE DIRECTOR OF INDUSTRY RELATIONS
TO THE
HOUSE OF DELEGATES**

April 27, 2017
Bolton Landing, New York

Ruth E. Cassidy B.S., PharmD., MBAC, FACHE
Director of Industry Relations

I. Director, Industry Relations

The charge of the Division of Industry Affairs, as defined in the Constitution and Bylaws of the NYSCHP, is to be responsible for the coordination of issues and activities of the council in relation to the pharmaceutical industry.

II. Responsibilities

General and Ongoing Responsibilities:

1. Coordinate Member calls to exhibitors
2. Coordinate with Council Office for early bird mailings for follow-up during the summer prior to the Assembly.
3. Review industry contacts and update contact list working with the Council Office to maintain contact list as current as possible.
4. Assist in the design of the exhibitor prospectus
5. Review exhibitor list on a weekly basis and strategize methods of contacting vendors
6. Assist in identifying potential vendors, especially vendors other than pharmaceutical companies
7. Work with Council Office for layout of Exhibitors
8. Mentor Special Event Chair for exhibit duties
9. Thank each exhibitor and write and deliver Thank You cards or notes
10. With the current President, announce Exhibit Hall opening, closing raffles, and special announcements
11. Assist those on Committee when required
12. Work with decorator on exhibit hall set-up
13. Walk through exhibit hall during set-up times and answer any questions from exhibitors during set-up
14. Determine ways to drive traffic into and through exhibit hall
15. Conduct a survey of the vendors at the conclusion of the AA to determine areas of improvement for the next year.
16. Check in with Council Office Staff at registration desk to see if they need anything or if they need to be relieved for a short period of time.
17. Seek sponsorship for Past-Presidents Lunch/Dinner and work with Council office to establish location
18. Seek sponsorship Chapter Presidents Lunch/Dinner and work with Council office to establish location

III. Committee

2016-17 Industry Relations Committee Membership:

Member	Association
Vincent Giambanco	Past Director
ShaunFlynn	Executive Director NYSCHP
Joseph Pinto	President NYSCHP
Leila Tibi-Scherl	Treasurer NYSCHP
Frank Sosnowski	Montefiore Medical Center

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Philip Manning	Mt. Sinai Medical Center
Ashley Gala	Northwell
Leigh Briscoe-Dwyer	PharMedium
Renee Hoffman	Jewish Home
Raymond Vega	Pfizer
Ryan Heuer	Allergan
Mellissa Porcelli	Novonordisk
Gerry Megs	Novonordisk
Danielle Longo	AstraZeneca
Peter Grassi	Metronic
Chris Klopher	Celgene

IV. Schedule for Meetings

- September 1, 2016 (held)
- October 18, 2016 (*meeting held with past director of industry relations*)
- November 10, 2016 (held)
- *December 15, 2016* (held)
- January 12, 2017 (held)
- February 9, 2017 (held)
- March 9, 2017 (held)
- April 13, 2017
- May 11, 2017
- June 8, 2017

V. Reported Committee Activities

- ✓ **Corporate Scholarship Essay Award Topic:** The corporate scholarship essay award submissions have been received from the students. The essay topic: How Can the Pharmaceutical Industry Support Pharmacists in Assisting with “Transition of Care” within Health Systems received a total of 6 potential winners. The essays were sent to a small subset of IRC members to grade and rank. The winner should be determined by the end of March.
- ✓ **Corporate Achievement Award:** the corporate achievement award received two nominations. A vote will be sent electronically to the IRC members for a vote.

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- ✓ **Annual Assembly Prospectus for 2018:** At the last IRC, it was suggested that the 2018 Annual Assembly Prospectus be ready to present to vendors at the 2017 Annual Assembly. Approval for the more expensive sponsorships require a very early submission sometimes as much as a year in advance.
- ✓ **Annual Assembly Sponsorship:** The discussion at all of the IRC meetings weighed heavily on the Annual Assembly Sponsorships. While some of the discussion surrounded compliance regulations and constraints for both Pharma and Non Pharma the larger focus has been on the need for vendor recognition and their ROI for support of the Council. .

HOD Recommendations:

None

Review of Position Statements:

Respectfully submitted,

Ruth E. Cassidy

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