

1. Welcome/Attendance
  - a. **A** – Absent, **E** – Excused, **P** – Present

**Committee Members**

P	Abby Kahaleh	A	Hamna Khan	P	Mark Greg
A	Allison Cowett	A	Hasmik Sotelo	P	Mary Ann Klithermes
P	Alvin Godina	A	Honey Joseph	P	Matthew Biszewski
P	Ashley Stefanski	P	Imran Khan	A	Megan Hartranft
P	Brian Cryder	A	Jill Borchert	A	Nathan Mitchell
P	Bridget Dolan	E	Joe Blatz	A	Rebecca Castner
P	Brooke Griffin	A	John Keller	A	Starlin Haydon- Greatting
A	Chris Rivers	A	Keeyan Davis	<b>P</b>	Therese Castrogiovanni
<b>P</b>	Christie Schumacher	A	Kris Tupas	A	Tina Kolovos Zook
<b>P</b>	Dan Majerczyk	A	Kristine VanKuiken		
<b>E</b>	Dana Puljan	A	Ksenia Hankewych		
<b>A</b>	Denise Scarpelli	A	Leena Deshpande		
<b>P</b>	Elizabeth Van Dril	A	Lisa Palmisano		
<b>P</b>	Erin McGuire	P	Marcus Radz		
<b>A</b>	Esha Bhargava				

**ICHP Staff**

P	Chris Crank	P	Trish Wagner	A	Maggie Allen
A	Jennifer Arnoldi				

**ICHP Guests**

	Viral Patel		Lourdes Vega		Lourdes Vega Shilka, John
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2. Introduction of New Members
  - Presley Blout – U of C Ambulatory care services director
  - John Shilka
3. January 07 Meeting Minutes Review

#### 4. ICHP Updates – Trish/Chris

- a. Spring meeting March 19-20, 2021
  - i. Registration is open – check your emails or the website
  - ii. There will be a virtual social on March 18<sup>th</sup> including the Missouri chapter
- b. Zoom event – Drug Discourses – February 8<sup>th</sup> at 6:30 pm – new meeting where we share ideas, discuss best practices and foster collaboration with health system pharmacists – Topic this meeting focuses on: Distribution of COVID-19 vaccine and details on the different vaccines available
- c. February KeePosted was sent out on February first – check emails and mail
- d. Poison Prevention Month is next month
- e. Marketing affairs - Social media spotlights – go to ICHP website and pick one question you would like to answer – include a headshot – this will be showcased through Social media

#### 5. Legislative issues: house/senate meeting to discuss bills

- a. Gov't affairs: 21 bills of legislation reviewed relating to healthcare and pharmacy
  - i. Deadline to submit bills was extended to 2/28
- b. Waiting for Collaborative Pharmaceutical Taskforce
  - i. Under review: 12 h workday for residents – not exempt at this time
  - ii. ASHP accredited residency programs do not have to meet 12 hour requirements at this time– may change
  - iii. Does not focus on provider status/billing – this will potentially move into another task force
  - iv. In 2023 – next time IL Pharmacy Practice Act is up for full review
    - 1. IL State Medical Society –
      - a. Evidence needed like studies on physician burn out
- c. Trivia night is being planned possibly after Spring meeting – stay tuned

#### 6. Engagement/Recruitment Initiatives – Updates -

#### 7. Discussion:

- Marketing self/ Personal Branding- [Engagement of community and stakeholders with different marketing techniques](#)

<https://www.forbes.com/sites/goldiechan/2018/11/08/10-golden-rules-personal-branding/?sh=2d2585e758a7>

-Comments below-

Our initial 1 sentence elevator speech: **1/7/2021 Updated to:**

“Responsible for collaboratively optimizing patients’ medicines to ensure and enhance the safe and effective use of medications for patient outcomes”

8. If you have topics that you would like to discuss or include in an upcoming meeting please contact Bridget or utilize the link below:

a. <https://docs.google.com/document/d/1DU55Op2flu13ehDZxWQGQ24FvWQnil7wZaUEbxFckpEE/edit?usp=sharing>

9. Review Project Groups – Revisit

- a) Billing Champions
- b) Ambulatory Care CE for ICHP
- c) Ambulatory Care in IL demographics
- d) IDPH CDC Grant Survey update
- e) Ambulatory Care monthly call topics
- f) Ambulatory Care info for trainees
- g) Ambulatory Care Task Force - IL PPA review

10. Open forum

- Anticoagulation question and risk with covid-19 vaccine:
- <https://natfonline.org/2020/12/covid-19-vaccine-update/>
- Any new members roster demographics with photo
  - o Name
  - o Institution
  - o Position
  - o Preferred Contact (Phone and/or Email)
  - o Special interest
  - o Years in service
  - o Fun fact

11. Next Steps

a. Meeting scheduling: March 4<sup>th</sup>, 2021 at noon

12. Please let Bridget and Matt know if you are unable to attend, or if you would like to be removed from our mailing list.

Best,

Bridget

### **1. Have a focus**

- a. “Too many people are unfocused when it comes to press and coverage, trying to be "everything to everyone." Decide what your key message is and stick to it
- b. Keeping your message focused for your target demographic will make it that much easier to both create content around your personal brand and have others define you.
- c. Carve a niche, and then carve a niche within your niche. The best personal brands are very specific.
- d. The narrower and more focused your brand is, the easier it is for people to remember who you are.

### **2. Be genuine**

- a. “Be a master of your craft, skillset or industry before starting a personal brand. Then your content will help amplify who you are.”

### **3. Tell a story**

- a. “One of the best ways to tell that story is through written content or video.”

### **4. Be consistent**

- a. “You have to demonstrate consistency across your communication, gravitas, and appearance. Don’t underestimate how tiny inconsistencies can derail personal brand effectiveness.”

### **5. Be ready to fail**

### **6. Create a positive impact**

- a. Keeping a positive attitude and helping others will only help healthily grow your brand in the long run.

### **7. Follow a successful example**

### **8. Live your brand**

### **9. Let other people tell your story**

- a. "Personal branding is the story people tell about you when you're not in the room."

- b. Health care staff/coworkers
  - c. Patients
10. **Leave a legacy**