

Impact of a Medical Affairs Course on Student Pharmacists' Perception and Knowledge of Pharmaceutical Industry

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CONCLUSIONS

An elective pharmacy course incorporating an external certificate program, guest speakers, and reflections is an effective way to improve knowledge and impact perceptions of student pharmacists about pharmaceutical industry at a private, rural institution.

REFERENCES

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Introduction

The profession of a pharmacist has evolved greatly, transitioning far beyond the conventional role of dispensing medications. Pharmacists are now able to apply their clinical expertise across a diverse range of roles, encompassing not only traditional settings like community pharmacies and hospitals but also various alternative practice environments.

- Components of the pharmacy curriculum provide training in skills related to clinical knowledge, literature review, leadership, and communication that pharmacy students can leverage when positioning themselves to pursue careers in the pharmaceutical industry (ACPE 2021)
- There is limited curricular content devoted solely to increasing the knowledge that pharmacy students have on the roles that they can play in the pharmaceutical industry

METHODS

A series of pharmaceutical industry guest lectures were hosted as part of a Medical Affairs Elective Course, covering various aspects of the pharmaceutical industry with a focus on the medical affairs sector through an external certificate program.

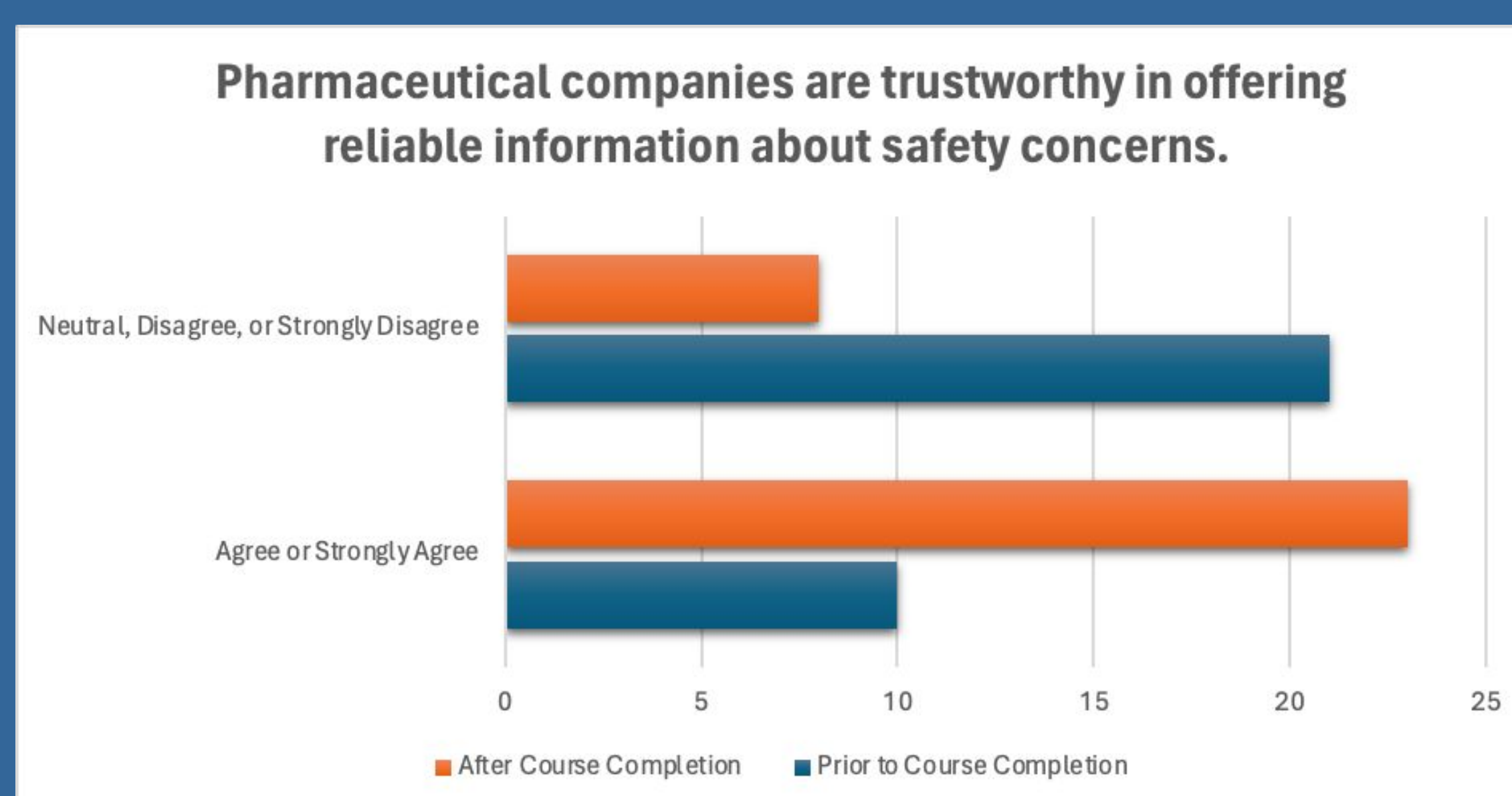
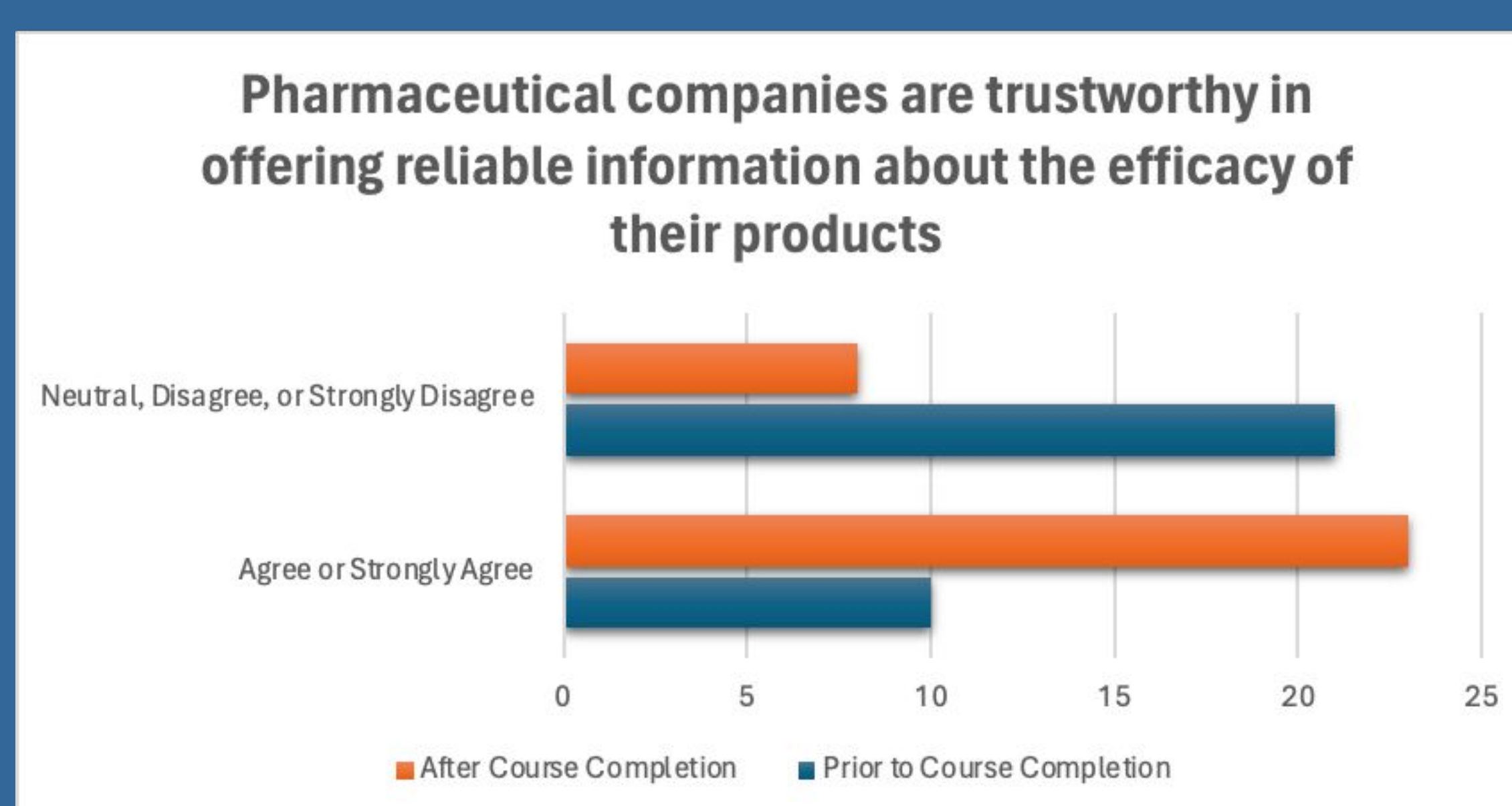
The sessions provided practical advice on securing positions in the pharmaceutical industry and obtaining post-graduate fellowships, aiming to prepare students for professional success.

The educational intervention included pre- and post-course assignments to assess and reflect on students' knowledge and opinions about the pharmaceutical industry, encouraging self-directed learning and goal-setting for personal and professional development.

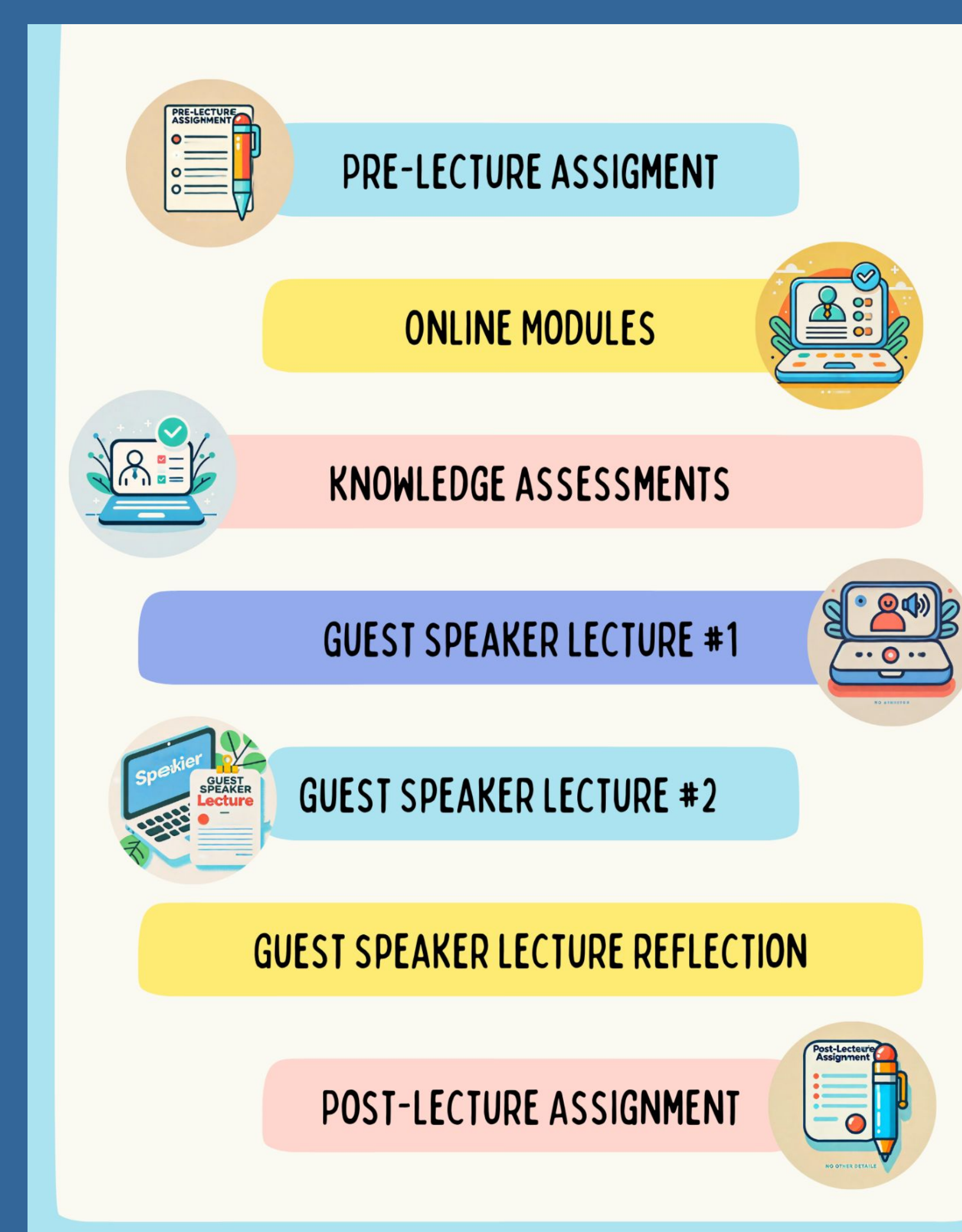
RESULTS

- A total of 31 students were enrolled in the course and completed the survey assignments
- There was a 40% overall improvement in knowledge following the course.
- Knowledge specific to clinical trials showed the most improvement, increasing from 9.6% to 58.1%.
- Students' perceptions shifted positively, viewing pharmaceutical companies as more reliable and having a more favorable opinion of the industry.
- 28 students (90%) reported meeting their learning objectives after finishing the course.

Perception Questions Results



Course Timeline



Perception Questions Results

