



SCHOOL OF PHARMACY

Developing and Implementing a HyFlex Elective Course in Medical Affairs Addressing a Curricular Gap

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BACKGROUND

- Pharmacists are involved in numerous roles in the pharmaceutical industry (Pharma) especially in the area of medical affairs (MA)
- MUSOP identified a curricular gap in the doctor of pharmacy (PharmD) program which continues to focus on training pharmacy graduates to be excellent clinicians providing patient care, yet with limited exposure to many other career paths in Pharma with a focus on MA.

PURPOSE/OBJECTIVES

- The purpose of this research was to develop a pilot on-line HyFlex hybrid elective course with the Accreditation Council on Medical Affairs (ACMA) enabling students to complete an online MA competency certificate.
- To identify a perceived or real curricular gap in the pharmacy curriculum related to practice in MA and rectify any identified gap through the development of a hybrid elective course providing certification in this area.
- Assess student perceptions on hyflex hybrid learning.

METHOD

- Students with an interest in medical affairs or the pharmaceutical industry enrolled in this course.
- Students completed a blinded, voluntary pre-course survey to identify familiarity with career options and exposure at course entry (n=20).
- There was a pilot hyflex, pass-fail elective involving collaboration with the Accreditation Council of Medical Affairs (ACMA).
- Students complete a 7-module, self-paced online program along with additional live components. Modules are completed in a student-centered format integrating in-class speakers, synchronous video and gaming sessions, and can be completed at the student's convenience.
- This course was designed to allow students to learn efficiently and effectively (time spent and achieving competency >80%) by combining online learning and in person class discussions to reduce curricular load.
- A post-course survey (n=16) was also completed.

Student Motivation for Taking Course (Pre-Course Survey, n=20)

- Helped trajectory towards a career in the pharmaceutical industry field (n=2)
- To obtain the micro credential offered by completing the ACMA course (n=2)
- Bolster personal skills (n=1)
- To expand options in career paths upon graduation and explore new fields (n=1)
- Felt there are growing opportunities for pharmacists in the Pharma area (n=1)

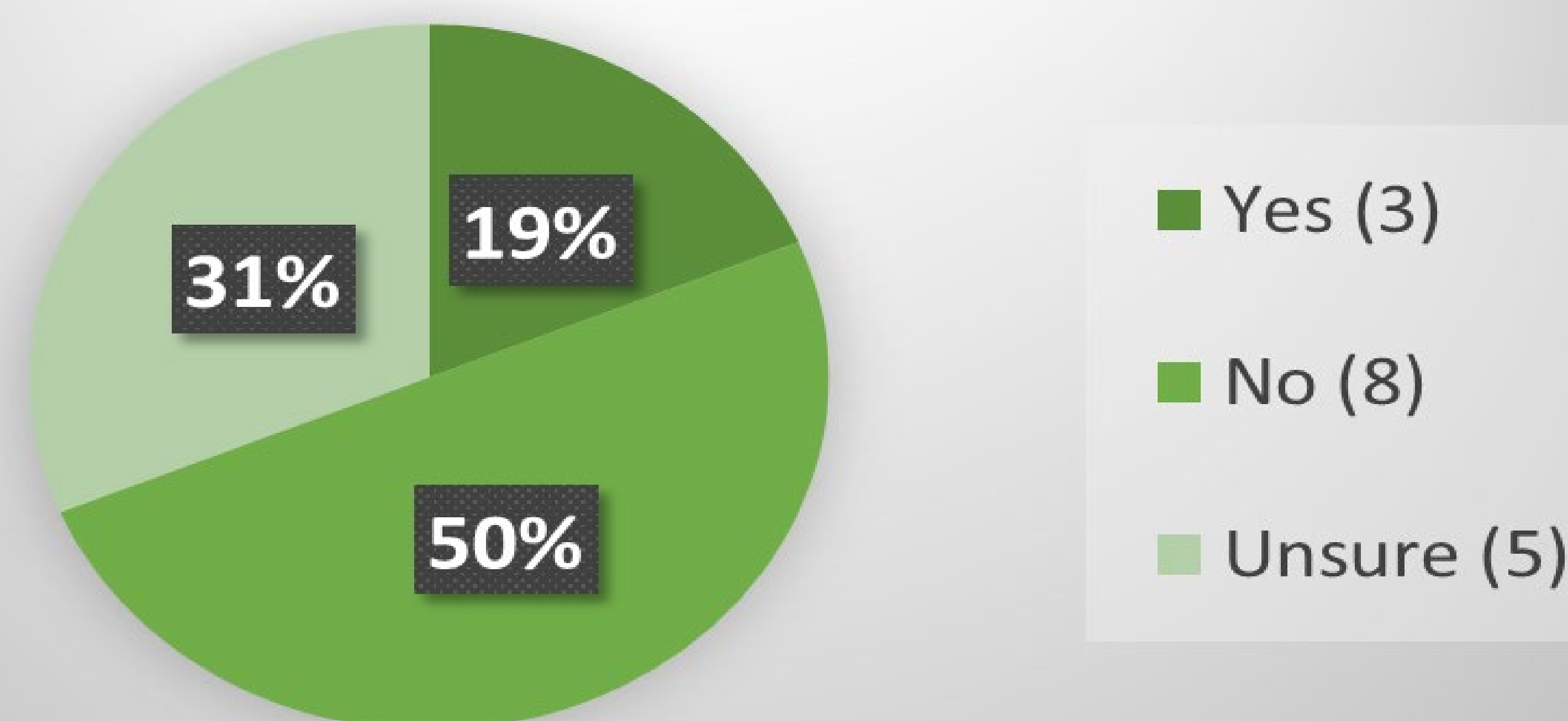
Key Areas of Learning Noted By Students (Post-Course Survey; n=16) (# of times mentioned in essay answer box/ non-prompted)

- Overview of the pharmaceutical industry (n=5)
- Career counseling for students (n=2)
- Importance and approaches to networking (n=4)
- Compliance, Rules, and Regulations (n=2)
- Different job roles in industry: Medical Affairs, Regulatory Affairs, Medical Science Liaison, Marketing, and Sales. (n=4)
- Overview of the clinical trial process (n=1)
- Overview of fellowships and how to pursue (n=2)

Most Valuable Learning Activity in the Course (Post-Course Survey; n=16)

- Exploring and discussing new opportunities (n=2)
- Learning about the pharmaceutical industry and medical affairs (n=3)
- Provided access to current employees in the pharmaceutical industry (n=6)
- Liked the hyflex model where a student could go at their own pace, take extra time if needed, and go back and review items (n=3)
- Learning about the drug approval process / drug development (n=2)

Did Taking This Course Change Your Career Trajectory? (Post-Class Survey; n=16)



RESULTS

- There were 19 students to complete the course (18 PharmD (94.74%) and 1 MSPS student(5.26%).
- Twenty (n=20) participants completed the pre-survey (100%) taken before the course began.
- Sixteen (80%) of pre-course participants (n=20) noted they had limited or no notable knowledge of the pharmaceutical industry as a career option at the point they enrolled in this course (curricular gap).
- Seventeen (85%) of respondents (n=20) noted that they were moderately or extremely excited to learn more about the pharmaceutical industry before taking the course.
- Students' primary motivation for taking this course was to expand their career options and to learn about MA in the pharmaceutical industry.
- 18.75% (n=3) of post-course respondents (n=16) stated that taking the course had altered their career trajectory and the way they would seek career development

DISCUSSION & IMPLICATIONS

- A hybrid elective course combining competency-based certification in medical affairs is a curricular efficient way to further enhance student interest and motivation for the pharmaceutical industry.
- This course format allows students to learn when and how they want to learn while preserving face to face networking time with industry contacts.
- Students commented that they liked the interactive component with industry executives and liked the learn at your own pace when and how you want "HyFlex" model as the best parts of the course
- This course altered career paths of some students.

IRB Study Approval

Approved by IRBNet - ID# 2008210-1

DISCLOSURES & ACKNOWLEDGEMENTS

Authors have nothing to disclose.