

Building Preceptor Relationships: A Structured Approach to Preceptor Outreach, Engagement and Development

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Objective

To effectively deliver experiential education, colleges rely heavily on the support and dedication of community-based faculty (CBF) preceptors. Increased enrollment, coupled with accreditation mandates for additional introductory practice experiences, has led to increased demand for quality preceptors. As a result, many colleges now provide direct remuneration for precepting students.

The objective of this poster is to UK's approach to building and maintaining preceptor relationships as a means of ensuring adequate availability of preceptors, engaged with the college and trained to deliver quality experiential education.

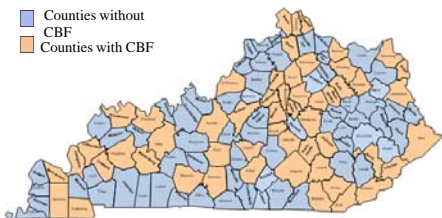
Outreach and Engagement Plan

In 2007, a structured approach for preceptor outreach, engagement and development was outlined. The primary goals of the plan were to build and maintain positive relationships with voluntary faculty preceptors by:

- providing opportunities for professional development and training in the form of continuing education programs offered to preceptors free of charge
- facilitating interaction with the Experiential Education Office personnel through routine site visits, attendance at local and state pharmacy meetings, and through meetings held at the College's Clinical Education Centers (CECs)
- Identifying and providing a package of benefits as a token of appreciation for their participation in the experiential education program

Recurrent funding for the outreach and engagement plan was requested and approved by the University Provost in 2008. Approximately \$40,000 annually is budgeted to implement the plan for the over 400 voluntary faculty from across the state that are currently on the College's preceptor rolls.

■ Counties without CBF
■ Counties with CBF



Community-based faculty are located in 60 out of Kentucky's 120 Counties

Summary of Accomplishments to Date

Professional Development

- Developed web portal in collaboration with Pharmacy and Medicine Office of Continuing Education
- CE Central platform accessed at <http://cbf.cecentral.com>
- Provides central access point to all online training programs
- Provided an online "Preceptor Orientation" for all current and new preceptors
- Provided live presentations at state pharmacy organization meetings and College-sponsored continuing education meetings
- "Structuring an Effective Rotation Experience" presented live 9 times in 08-09
- Program converted to online format June 09
- Provided an online Introductory Pharmacy Practice Experience course update training along with PEMS (Pharmacy Education Management System) training for CE credit titled "IPPE & PEMS Training"
- Faculty and preceptor-provided CE seminars offered at monthly CEC meetings
- Broadcast UK Pharmacy Grand Rounds to CECs
- Worked out logistics of providing UK Pharmacy Grand Rounds to all preceptors through a live webcast using WIMBA software

Outreach and Engagement

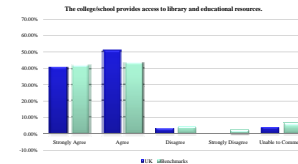
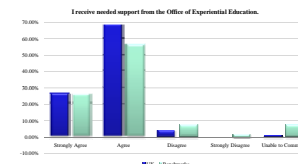
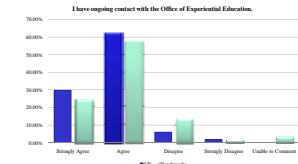
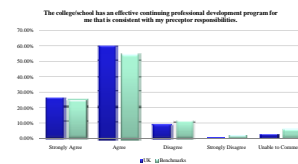
- Development of clinical education centers (CECs) at key sites across state
 - Louisville CEC
 - Owensboro-Greater Daviess County CEC
- Bi-annual preceptor site visits to distribute appreciation gifts and address concerns
 - Student handbooks
 - Portfolio embossed with UK COP logo
 - Flash drive embossed with UK COP logo containing preceptor development materials
 - Sponsored exhibit booth at annual state pharmacy association meetings
- Kentucky Pharmacists Association
 - Kentucky Society of Health System Pharmacists
 - American Pharmacy Services Corporation Meeting for Independent Pharmacy
 - UK Pharmacy Fall Conference
- Preceptor appreciation and recruitment receptions at annual state pharmacy association meetings

Benefits

- Access to UK Library resources
- Access to UK Employee Discount Program
- Discount on purchases at UK Bookstore
- Access to membership at UK Credit Union
- Distribution of recognition certificates for newly appointed and reappointed preceptors
- Awarding of a CE credit for each assigned student to offset the cost of attending live CE programming offered by UK Pharmacy and Medicine CE Office

Impact of Outreach, Engagement and Development Plan

Key results from the 2008-2009 AACP Preceptor Survey indicate that the UKCOP is in line with benchmark comparisons relative to preceptor opinions. In general, UK Preceptors feel well communicated with by the college regarding administrative and curricular components of the Experiential Education Program. Four notable areas are featured below regarding preceptor resources where UK has exceeded its benchmarks. Its important to note that this survey was conducted during the first year of plan implementation. We are hopeful that survey results will continue to improve as we continue the roll out of the structured outreach, engagement and development plan.



Select Preceptor Comments

- *This is a very nice token of appreciation- what a great idea!*
- *I want to express my thanks to the College for this visible sign of support.*
- *Thanks! This is a great thing that you guys have done to reward the preceptors.*
- *I applaud you on this program.*

Implications

A structured approach to preceptor outreach, engagement and development may assist colleges in meeting accreditation standards by building a population of engaged preceptors, trained and dedicated to the delivery of quality experiential education.