

# THE HENRI R. MANASSE LEGACY CAMPAIGN: TRANSFORMING THE PHARMACY PROFESSION

“Redefining care models for pharmacists will not happen if we continue to simply do more of what we have been doing and deploying our scarce resources in the same way. It is time to be bold and forceful in our actions. We need a revolution of thinking in pharmacy practice that puts us at the forefront of patient care.”

— *Henri R. Manasse, Jr.*



“Dr. Manasse’s priorities for the use of this critical new fund match up with what we all believe as pharmacists. He has brought us to the edge of achieving the role we need to fulfill. We need you now to lead with your hearts, your minds, and your action on behalf of this mission.”

— *Stephen J. Allen*

### **Our Vision**

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As the philanthropic arm of the American Society of Health-System Pharmacists, our vision is that: Patient outcomes improve because of the leadership and clinical skills of pharmacists, as vital members of the health care team, accountable for safe and effective medication use.

### **Our Mission**

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The mission of the ASHP Foundation is to improve the health and well-being of patients in health systems through appropriate, safe and effective medication use.



ASHP Research and Education Foundation  
7272 Wisconsin Avenue • Bethesda, MD 20814  
Tel: 301-664-8612 • [www.ashpfoundation.org](http://www.ashpfoundation.org)

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**THE HENRI R. MANASSE**  
**LEGACY CAMPAIGN:**  
**TRANSFORMING THE**  
**PHARMACY PROFESSION**

My contribution was prompted by  Personal contact,  Professional Meeting,  Mailing,  E-mail, or  Website  
**QUESTIONS?** Contact CEO Stephen J. Allen, or Director of Development Myrna Petersen at [mpetersen@ashp.org](mailto:mpetersen@ashp.org)

## THE LEGACY OF HENRI R. MANASSE, JR., PH.D., SC.D., FFIP

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When Henri R. Manasse, Jr. became Executive Vice President and Chief Executive Officer of the American Society of Health-System Pharmacists (ASHP) in 1997, he brought to the position a progressive vision for the future of health-system pharmacy, vast experience as a change agent in health care, and an international reputation as a passionate advocate for improved medication-use safety. He is tireless in pursuing the advancement of the profession of pharmacy, and impatient with the time it takes to adopt effective new strategies and technologies. Under his leadership ASHP focused sharply on expanding health-system pharmacists' contributions to patient care.

Dr. Manasse's expansive perspective and expertise in medication-use safety positions him well to represent pharmacy on high-level expert panels commissioned to tackle complex problems in health care. He speaks persuasively about the ability of pharmacists to improve patient care, and has opened many minds to new possibilities for pharmacists.

A key facet of Dr. Manasse's work at ASHP is his commitment to ensure that the health-system pharmacy enterprise has the capacity for a larger role in health care.

He puts the force of ASHP behind calls for pharmacy departments to step up their efforts to align their most precious resource—the knowledge, skills, and abilities of pharmacists—with the medication-related needs of patients and patient-care teams.

The growing sense of need for reform in pharmacy practice led to ASHP and the ASHP Foundation's development of the Pharmacy Practice Model Initiative (PPMI), and the urgency for action was voiced at the PPMI Summit in November 2010. The profession has consensus on what must change in health-system pharmacy practice. Action now to achieve these goals is the imperative for the Manasse Legacy Fund.

Henri R. Manasse, Jr., is a man of vision and a man of action. It is fitting that the fund named in his honor will serve as a catalyst for actions vital to realizing health-system pharmacy's vision for the future.



## THE MANASSE LEGACY FUND ADDRESSES URGENT NEEDS

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**Bold, assertive action fueled by necessity and supported by the Manasse Legacy Fund is what this call to action is all about.**

— *Diane B. Ginsburg, Campaign Chair*

**Reinventing the way care is provided is the only way hospitals and health systems can be sustained** in the face of demands to serve more patients, improve performance, and reduce costs, suggested the CEO of the Society of Hospital Medicine speaking at the Pharmacy Practice Model Summit in November 2010. This reinvention process will touch all areas of the institution, including the pharmacy department.

The leaders of ASHP and the ASHP Foundation believe that there is only one realistic choice in this matter: Health-system pharmacists in every institution regardless of size or location must act with speed and resolve to put into effect the practice-model changes that are required to meet these demands.

Short of such action, health-system pharmacists will be forced to accept the changes of others—changes that will not necessarily align the abilities of pharmacists with the needs of patients, patient-care teams, and health systems.

Your support of the Manasse Campaign is critical to enabling the ASHP Foundation to take immediate action to:

- **Measurably advance the capacity of pharmacists to serve** effectively on interdisciplinary patient-care teams;
- **Help pharmacy departments contribute optimally** to institutional imperatives related to quality, safety and continuity of care, patient satisfaction, operational efficiencies, and economic sustainability;
- **Accelerate the development of a highly competent pharmacy technician work force;** and
- **Resolve important issues related to effective application of technology** in the medication-use process.

Only with your help will the Manasse Legacy Fund become a powerful force in reinventing the pharmacy enterprise in hospitals and health systems in ways that improve the health and well-being of patients.

## PRIORITIES OF THE MANASSE LEGACY FUND

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Funds raised will be prioritized by the Foundation Board of Directors for immediate use for research and education programs including practice tools and implementation models that can help drive practice advancement at the local health-system level. The fundraising goal of the Manasse Legacy Fund is \$2 million, with the following priorities:

### **Expand the base of evidence for the value of pharmacists' patient-care services.**

Fund research and demonstration projects that demonstrate the value of pharmacist-provided core clinical services, including for patients served by Accountable Care Organizations and Medical Homes.

### **Expand pharmacists' contributions to interdisciplinary patient-care teams.**

Fund research and demonstration projects in health systems that (1) validate tools to guide the deployment of pharmacists to patient care teams, (2) identify key factors related to successful integration of pharmacists into interdisciplinary patient-care teams and (3) outline steps that can be taken to foster pharmacist accountability for medication-related outcomes.

### **Expand opportunities for pharmacy residency training.**

Fund evaluations of innovative residency program models that result in expansion of the number of residency-trained pharmacists.

### **Develop and disseminate tools and resources to help advance the practice models in institutions.**

Produce evidence-based tools to guide pharmacy departments and individual pharmacists in pursuing practice model reform.

### **Advance the capabilities and scope of practice of pharmacy technicians.**

Support new education and training opportunities for pharmacy technicians, with an emphasis on preparation for innovative roles for technicians that permit a significant shift in pharmacist time toward direct patient care.

### **Speed adoption of new technologies and strategies that enable advanced pharmacist practice.**

Foster the use of information technology that allows pharmacists to provide patient-care services more efficiently and effectively.

# THE HENRI R. MANASSE LEGACY CAMPAIGN: TRANSFORMING THE PHARMACY PROFESSION

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