Partner for Promotion (PFP), an innovative and unique collaboration between the College of Pharmacy and community pharmacies, aims to expand quality patient care services in community-based pharmacy practices. Developed in 2005, the program partners students and preceptors together to develop patient care programs that improve outcomes for patients, advance the role of the pharmacist in the health care team and increase patient access to care.

Since PFP’s development, over 200 students and 100 pharmacists have created a variety of successful services including wellness screenings (blood pressure, blood glucose), immunizations, diabetes management, transitions of care programs and comprehensive and targeted Medication Therapy Management (MTM) services. PFP has collaborated with many different pharmacies, pharmacy companies, clinics and health-systems in Ohio and across the country. These partnerships range from chain drug stores and grocery store pharmacies, to emergency departments, ambulatory care clinics and independent pharmacies.

As part of PFP, College of Pharmacy faculty provide pharmacists and students with training and mentorship through implementation of clinical services during the 10-month advanced pharmacy practice experience (APPE). Students work closely with the pharmacist and Ohio State faculty to establish at least one patient care service that will be sustainable by pharmacy staff at the site. Pharmacists and students collaborate with university and community resources to enhance the accessibility of pharmacy services to patients. Training involves a stepwise process through online education models while mentoring occurs through faculty site visits and regular communication with each pharmacy.

“We recognized that in order to impact patient care, distinct from the provision of products, pharmacists needed to step out from behind the counter and engage their patients. The evolution of community-based pharmacy requires the transformation of the profession, one pharmacist, one pharmacy, and one patient at a time,” said Jennifer Rodis, director of the PFP program.

More than half of all pharmacies that have participated in the program continue to offer the advanced patient care services initiated by PFP. This translates to thousands of patient visits conducted by the ongoing pharmacy programs.

The Kroger Co. has implemented PFP at many of its locations because of the many benefits it provides to the profession, and the locations’ pharmacists and students.

“For many years we’ve said the profession of pharmacy is at a crossroads and this is no different. Partner for Promotion allows students and pharmacists to go beyond the dispensing role and make an impact in community-based settings,” said Brigid Groves, Kroger pharmacy practice coordinator and College of Pharmacy residency program director. “Pharmacists do more than just give out a drug – they make sure patients are well taken care of holistically. Partner for Promotion doesn’t just impact participating pharmacies or the Ohio community, but the profession as a whole.”

PFP has been integrated into seven colleges in the United States including Chicago State University, Ferris State University, Midwestern - Glendale, Northeast Ohio Medical University (NEOMED), University of Utah, Cedarville University, and West Virginia University.
Waitzman Scholarship honors father and continues legacy of excellence in community pharmacy

Daniel B. Waitzman, a 1943 graduate and distinguished alumnus of The Ohio State University College of Pharmacy, owned and operated an independent pharmacy at Main St. and Ohio in Columbus for more than 50 years. His love for the profession and passion for the community resulted in genuine relationships with his patients that made them feel like part of his family. The profession of pharmacy and Waitzman’s store, Daniel’s Pharmacy, were a monumental part of his family’s life.

In addition to filling orders at the pharmacy, Waitzman had a delivery service for families that couldn’t make it into the store. Waitzman would make the delivery rounds himself each night after business hours ended, knowing that his customers relied on him.

“Pharmacy was part of our life,” said Karen Lazarow, Waitzman’s daughter. “Our father was extremely active at the College of Pharmacy. For a number of years, he gave lectures to the senior class on Social Problems in Pharmacy, and was a lifetime member of the Alumni Society Board of Governors. Because it played such a large role in our lives, we wanted to continue our connection with the college as our father would have done.”

As a way to honor their father’s commitment to the community and legacy in community pharmacy, Daniel Waitzman’s children Jay, Karen and Steven and wife, Rita F. Waitzman, created the Daniel B. and Rita F. Waitzman Community Pharmacy Scholarship Fund in his name.

“Pharmacy is a noble profession. We wanted to continue the legacy of our father—helping students and connecting pharmacists with the community,” said Jay Waitzman.

Established in 2014, the Daniel B. and Rita F. Waitzman Community Pharmacy Scholarship Fund provides scholarships for doctor of pharmacy candidates involved in the College of Pharmacy’s Partner for Promotion program. To qualify, candidates must demonstrate a passion and commitment to enhancing patient care provided in the community pharmacy setting through the development of a patient care service during the program. They must also exhibit the qualities of honesty, diligence, integrity and compassion which personified Daniel Waitzman in his practice of pharmacy.

“The Partner for Promotion program fit my father’s legacy perfectly,” Lazarow said. “Through the scholarship, we hope the students will remember my father while in the community and working with patients. We hope it inspires them to go above and beyond in patient care and getting involved – just like he did.”