{ INNOVATION }
Over the course of pharmacy’s history, the need to change and evolve the profession has been a common subject of discourse. The introduction of patient counseling, implementation of clinical pharmacy, evolution of the entry-level PharmD degree, and the need for pharmaceutical care all invoked a call through the profession for change agents — for leaders. In order for these changes to occur, current and future pharmacists needed to apply certain characteristics in their professional lives. These characteristics included creativity, innovation, problem solving, willingness to accept risk, passion and perseverance. These characteristics are the underpinnings of entrepreneurial leadership.

This entrepreneurial spirit — a spirit of change and innovation — is evolving as an essential component of success that Drake University’s College of Pharmacy and Health Sciences instills in its graduates and throughout the profession.

In many pharmacy classrooms, groups of students are trained through experiences such as struggling to see through goggles that have been smeared with a mixture of Vaseline and corn flakes. Nearby, others work to remove foil wrappers from Hershey’s Kisses while wearing oven mitts. The common purpose of such exercises is to teach students empathy for patients with cataracts and arthritis. At colleges such as Drake University who are striving to develop a spirit of entrepreneurship, such exercises are also used to show students that opportunities exist for new products that may help make life better for their patients.

“The profession has a strong history of entrepreneurship that has helped society,” says Brad Tice, associate professor of pharmacy.

A SPIRITED HISTORY

Examples of this innovative spirit are apparent across the Drake campus. Fitch Hall is named after Fred W. Fitch, an eccentric local businessman who responded to a need and created dandruff shampoo. The Morgan E. Cline Hall of pharmacy is named after the 1953 Drake pharmacy graduate who introduced health care advertising, an idea that now permeates society and popular culture.

These innovators were the norm rather than the exception in an age when the role of the pharmacist was much different than it is today. Looking back to the late 1800’s and...
early 1900’s, the Norman Rockwell image of a pharmacist was that of a highly knowledgeable person capable of compounding remedies to improve people’s health. This person was vital to society and highly respected in the community. The pharmacist used his knowledge to identify, assess and solve problems — a form of practice that pushed pharmacists to use their knowledge and skills of pharmacy to develop solutions, often in the form of new products or medicines. At the same time, most pharmacies were owned and operated by the pharmacist, which instilled a drive to succeed as the business owner’s livelihood was at stake. This combination of professional characteristics instilled an entrepreneurial spirit that drove change and innovation and built the image of pharmacists as valuable contributors to society.

“But the entrepreneurial spirit that was such a vital part of the profession’s development is often lacking among today’s pharmacists and pharmacy students,” explains Tice. “Even the definition of entrepreneurship as it applies to pharmacy is misunderstood by many people.”

ENTREPRENEURSHIP AS A MINDSET
The most often recognized form of entrepreneurship within the profession is the independent ownership of a pharmacy. While this is one form of entrepreneurship, in its entirety entrepreneurship is a much broader concept. It is the process of creating value by bringing together a unique package of resources to solve a problem and take advantage of an opportunity. It is an attitude of “I can affect change,” “Opportunity is everywhere,” and “There are better ways,” along with a set of behaviors of identifying opportunity, pursuing innovation and displaying perseverance.

“In this profession, entrepreneurship comes down to the level of helping individual patients,” says Tice. “Over the last century, the profession slowly allowed itself to be pulled away from patient care. We see pockets of the entrepreneurial spirit in the profession now working to move it back to patient care.”

This started with the industrialization of medication production through development of the drug industry, which in turn made the compounding of medications less of a necessity. As a result, the role of the pharmacist turned more towards that of an expert delivering medication that needed oversight because of the results of inappropriate use. In addition to the industrialization of the production of medicines, three key factors have developed over the past 45 years that have changed the landscape for entrepreneurial spirit within pharmacy: the increasing “employee” status of pharmacists, the increasingly high salaries for pharmacists, and the growth of clinical pharmacy in the community practice setting.

CHANGING LANDSCAPE
With chain companies continuing to grow larger and more consolidation occurring in the industry, the number of employee pharmacists continues to grow. While this does not eliminate entrepreneurship, it does change the landscape. Employees, while often loyal, do not have the same level of risk in the business — financial or in namesake — specially at a time of a shortage of pharmacists where it is fairly easy to find another position with a high salary. In short, there is little motivation for pharmacists today to engage in innovative, yet financially risky, business ventures.

Yet since the early 1990s there has been a significant drive to enhance the professional image of pharmacists by showcasing pharmaceutical care through media reports and educating practitioners on enhancing their own practices. However, while the profession has made significant strides, colleges of pharmacy are receiving feedback from alumni and preceptors that, while current graduates are clinically prepared for patient care, they lack the business sense to implement the skills in a financially rewarding practice. This trend continues beyond recent graduates to practitioners who feel contained to traditional pharmacy practice because they feel they lack the knowledge to start a new venture.

This landscape creates an opportunity for the development of an innovative spirit, entrepreneurial training, and excitement in the profession and academic institutions. A
more formal understanding and approach towards entrepreneurship, including the processes to identify and pursue opportunities and the business practices (e.g. business planning, financing, accounting and other basic business principles) behind entrepreneurship in pursuing them will lead to a higher success rate of these endeavors.

DRAKE’S RENEWED AND ENHANCED COMMITMENT
To ensure that the entrepreneurial spirit continues within the profession and is nurtured and developed among students and practitioners, the Drake University College of Pharmacy and Health Sciences has committed to the concept of “Entrepreneurial Leadership” and advancing the community of pharmacy through the development of the DELTA Rx Institute. The Institute was conceived by a group of faculty and staff at Drake University College of Pharmacy in 2005, in response to a strategic goal of the college identified during a planning retreat in 2004 and offering developing background and expertise in this area.

“Most pharmacists are professional and care about patients and with additional knowledge and inspiration provided by the DELTA Rx Institute, they can put their care into action,” says Renae Chesnut, professor of pharmacy and a member of the DELTA Rx Institute team. “It doesn’t matter what practice setting pharmacists are in, they need refueling of their entrepreneurial spirit to stay engaged, advance the profession and provide better care for their patients.”

To become that “agent of change,” the College of Pharmacy and Health Sciences has made the following commitments:

- Hosted and delivered “Shaping Your Pharmacy Future,” a strategic leadership business development course for practicing and student pharmacists. This was developed in conjunction with the Small Business Development Centers of Iowa and sponsored by the Institute for the Advancement of Community Pharmacy.

- Sponsored a special session titled, “Entrepreneurial Spirit in the Pharmacy Curriculum,” at the American Association of Colleges of Pharmacy (AACP) annual meeting in 2004.

- Co-hosted the Community Pharmacy Management Conference with the Iowa Pharmacy Association in Okoboji, IA in 2004 and 2005.

- Unveiled The DELTA Rx Institute website by exhibiting at the 2005 National Community Pharmacists Association meeting in Fort Lauderdale, FL.

- Sponsoring and delivering two special sessions at the American Association of Colleges of Pharmacy (AACP) annual meeting in 2006 on Entrepreneurial Leadership.

Additionally, the College of Pharmacy and Health Sciences has committed significant financial resources to the DELTA Rx Institute via its operating budget and by securing foundation grants. Furthermore, faculty members and Drake alumni have already embraced the spirit of entrepreneurship. For example, Richard Hartig, PH’73, continued his family’s legacy and has grown his family’s chain of pharmacies, Hartig Drug Stores, which has now achieved a 100-year history. Dick Hartig’s endowed gift to the College of Pharmacy supports faculty members in developing community pharmacy entrepreneurship in their practices and through student experiences. This entrepreneurial spirit in faculty is exemplified by Brad Tice who has started a software company, RXInterventions, LLC, dedicated to a mission of giving pharmacists the ability to document the patient care they provide and to enable them to integrate and analyze that data to improve patient care and quantify the value they bring to the health care system. Finally, the DELTA Rx Institute provides an avenue for the distribution and marketing of entrepreneurial efforts of all faculty. More examples of successful Drake entrepreneurs can be seen in the accompanying “Changing Perspectives” story.

THE RIGHT IDEA AT THE RIGHT TIME
Perhaps most importantly, the college has recognized the need for entrepreneurship education and realizes that the time is right for such an endeavor. Entrepreneurship education is one of the fastest growing areas of higher education. “In the early 1980s, over 300 universities were reporting courses in entrepreneurship and small business and by the 1990s that number grew to 1,050 schools (Solomon, et al., 1994).” Today entrepreneurship education in America has exploded to more than 2,200 courses at more than 1,600 schools, 277 endowed positions, 44 refereed academic jour-
nals, mainstream management journals devoting more issues (some special issues) to entrepreneurship, and more than 100 established and funded centers. The discipline’s accumulated “wealth” has grown to exceed $440 million with over 75 percent of those funds accruing since 1987 (Katz, 2003)."

The National Association of Community Pharmacists, an organization primarily representing independent community pharmacy owners, conducted a survey to determine the extent entrepreneurship education exists within schools of pharmacy. According to their website (www.ncpanet.org), only 11 schools responded. When reviewing the responses it is evident that in other existing pharmacy programs the entrepreneurship education focuses primarily on independent ownership of pharmacies.

Previously established programs such as The University of Florida College of Pharmacy’s “Institute for Pharmacy Entrepreneurship,” and the University of Mississippi College of Pharmacy’s “Pharmacy Entrepreneurship Program” concentrate mainly on this area. By comparison, the DELTA Rx Institute at Drake focuses its resources on all areas of pharmacy practice. It is already well established and poised for greater growth with the goal to create a central resource center to meet the needs of those pharmacists looking for expertise and inspiration, as well as attempting to develop tools to advance their practice (e.g. marketing, protocols, policies and procedures, expertise specific to the program). The DELTA Rx Institute will further focus on:

**ACADEMIA**

As a part of expected academic careers, faculty at colleges of pharmacy have and are able to develop expertise in areas that practicing pharmacists do not. Among others, this includes marketing, and disease-specific practices. Also, in developing advanced practice sites to teach pharmacy students they develop many of the tools that practicing pharmacists need. The DELTA Rx Institute provides a mechanism to link academia to practice in this manner.

**PHARMACY STUDENTS**

Pharmacy students are looking for the best places to practice when they graduate. They are also heavily trained in patient care but do not always see the opportunities to deliver patient care in pharmacy practice. The DELTA Rx Institute will provide a central resource for students to help get the types of practices started that they desire. The DELTA Rx
Institute will also provide additional business skills that students need through online courses.

ENSURING SUCCESS

These ideas laid out by the DELTA Rx team have already started to come to fruition. The DELTA Rx Institute is working with the American Association of Colleges of Pharmacy and the National Community Pharmacists Association to secure a Kaufman Foundation planning grant in January 2006 for the development of a full grant proposal submission in June 2006. The purpose of this grant will be to develop and implement curriculum on entrepreneurial leadership in pharmacy schools.

Additionally, this work has been presented to the Drake University College of Pharmacy & Health Sciences National Advisory Board at the last three meetings (Fall 2004, Spring 2005, Fall 2005). There has been significant positive feedback on the need and interest in this initiative. College alumni have also been contacted for interest and support. Many alumni have indicated significant excitement and interest in the concepts and are also indicating interest in financial support.

Through the website at www.deltarx.drake.edu, the DELTA Rx Institute strives to spark the interest and creativity of pharmacists across the nation to follow their ideas of innovation. It will serve as a resource for those students, practitioners, or faculty to find tools for and links to other resources necessary to implement their ideas. Over the next three years the DELTA Rx Institute will move beyond web presence to the classroom and conferences. A pharmacy curriculum with emphasis on entrepreneurship as a key component will be designed to instill a spirit of change and innovation in tomorrow’s pharmacy leaders. Practitioners will be invited to participate in a conference where the DELTA Rx Institute will host seminars on entrepreneurship and leadership. As host to a competition for a gift of capital, the conference will be a destination for those seeking to develop innovations in pharmacy.

To share this concept with others, the group has been busy presenting information about itself at state and national conferences and building relationships with practitioners. They have also hired a part-time consultant to help guide the program. “As we talk to practitioners, faculty, and students, there is a lot of excitement about the DELTA Rx Institute and what it might do for the profession of pharmacy,” says Chesnut. “The profession is ready for a movement of this nature.”

In addition to encouraging individual entrepreneurship, another goal is to alter the environment and perception of the profession to make it more accepting of entrepreneurial concepts and ideas that help advance the profession and improve patient care.

“Pharmacy has, as a profession overall, changed in the eyes of consumers, and also in the eyes of students,” says Chesnut. “The thing that concerns many in the profession is the number of pharmacists who think of their work as a job, not as a profession and don’t become engaged with their work.”

The challenge then — and this is no small feat, says Chesnut — is to change the perception of the entire profession among both the public and the people who work within it.

But Drake and the DELTA Rx Institute are making some inroads. Students and practitioners who’ve taken the Shaping Your Pharmacy Future class have been impressed with the subject matter and are excited by the opportunities that entrepreneurialism holds for the profession.

“They are excited by the possibilities, but overwhelmed at the same time,” explains Tice. “That’s what DELTA Rx is for; to provide professional support with examples of success and provide them with the tools to achieve their own success.”

And all of this is a natural fit for Drake, a university that has long embraced the concept of melding business skills with a professional education. Through collaborative efforts with the College of Business, the College of Pharmacy and Health Sciences has for several years promoted business and entrepreneurial skills among students, so this new institute is merely building upon the expertise of the college to do what it can as a private institution to influence the profession in positive manner.

The DELTA Rx Institute provides a venue to ideally position the concepts of entrepreneurial leadership within the profession of pharmacy. Through the DELTA Rx Institute, more opportunities will be identified and more pharmacists will have the ability to pursue these opportunities and take them through the stages of entrepreneurship, including “harvesting the venture” to maximize the value that pharmacy contributes to the betterment of patient health and society.

An entrepreneurial leader works to advance the profession of pharmacy by proactively identifying and pursuing new opportunities to create value for patients and society. This means recognizing and fulfilling a professional obligation to promote change, to identify and pursue opportunities, and to improve patients’ lives.

But how do you capture this message and deliver it with meaning? How does a college of pharmacy embrace entrepreneurship and provide knowledge, present experience and generate passion for entrepreneurial leadership? How do we help develop change?

The DELTA Rx Institute at Drake University’s College of Pharmacy and Health Sciences was developed to answer these questions. The Institute serves to promote a philosophy of life centered on “entrepreneurial leadership” in pharmacy.

Why Delta? Delta is the greek symbol for change. The tag line of the DELTA Rx Institute, “a spirit of change and innovation”, is directly tied to its mission.
As its inaugural accomplishment, The DELTA Rx Institute at www.deltarx.drake.edu provides the prescription for change for pharmacy practitioners, students, and faculty.

- The DELTA Rx Institute provides unique articles to support or challenge practitioners, students or pharmacy faculty to incorporate innovation in their professional lives. These articles are selected to provide knowledge about the process through which the entrepreneur is attempting to identify patterns or forces in the environment that represent profit potential and to develop a creative means of capitalizing on that potential. The remaining stages are concerned with implementation. Thus, the entrepreneur assesses and acquires the necessary resources, implements the concept, manages the business and eventually harvests the venture. It is through these profiles that the DELTA Rx Institute strives to develop the spirit of change and innovation in pharmacy.

The DELTA Rx Institute exists to instill a philosophy of life that embraces innovation and perseveres to affect change. Completing its first year, this initiative is well on its way to acting as a catalyst to advance the pharmacy profession.

- The DELTA Rx Institute website hosts many resources for practice development, teaching and leadership tools. DELTA Rx tools include checklists, lectures, evaluation materials, project guidelines, cases, syllabi and more to support entrepreneurs and to teach the foundation for entrepreneurial leadership.

- Those wishing more formal education can also obtain it through the DELTA Rx Institute. Online courses to specialize your practice, improve your current business, or to gain the confidence to take the next step in your venture taught by national leaders in their fields. Without the constraints of distance or time, practitioners can learn at their own pace.

The DELTA Rx Institute exists to instill a philosophy of life that embraces innovation and perseveres to affect change. Through this endeavor the pharmacy profession will continue to build upon its strong history of improving society through advances in medicine, patient care, and the development of new products and services in all areas of health care and society. Completing its first year, this initiative is well on its way to acting as a catalyst to advance the pharmacy profession.

The Drake University College of Pharmacy and Health Sciences INNOVATION
A n entrepreneurial leader works to advance the profession of pharmacy by proactively identifying and pursuing new opportunities to create value for patients and society. This means recognizing and fulfilling a professional obligation to promote change, to identify and pursue opportunities, and to improve patients’ lives.

It is through such vision and leadership, that these professionals are changing how the public views pharmacists and the pharmacy profession.

There is much more to pharmacy than first meets the eye. The public is most familiar with the community retail pharmacist. If asked, more often than not, the public views a pharmacist simply as a person in a white jacket handing prescriptions across a counter to waiting customers. But after years in school and thousands of hours spent studying science, drug interactions, patient care and wellness, the end result should be perceived as more than a pill-counting robot.

But for those willing to look beyond the public misconception of the profession, they will find there is much more to pharmacy than might first meet the eye. Drake pharmacy graduates, faculty and staff are challenging those perceptions with academic, corporate and professional innovations on a daily basis.

“Drake is committed to providing an outstanding curriculum enhanced with extracurricular programs focused on developing entrepreneurial leaders with the professional commitment to embrace change and advocate for the profession of pharmacy,” says Dean of the College of Pharmacy and Health Sciences, Raylene Rospond.

“This goal is achieved by providing a unique educational environment that combines outstanding liberal arts education with exemplary professional experience and training.”

The result is a broad range of pharmacy professionals who advance the profession through an entrepreneurial mindset that allows them to identify an opportunity for improved patient care and achieving this through application of scientific and entrepreneurial knowledge. These individuals have made great strides toward putting a new — and much more accurate — face on pharmacy. Here are a few:

INNOVATION IN RURAL HEALTH CARE
DeeAnn Wedemeyer Oleson, a 1999 Drake pharmacy graduate, returned to Iowa in 2000 following completion of a geriatric residency. DeeAnn created her position by convincing Guthrie County Hospital they needed a full-time director of pharmacy. Guthrie County Hospital is a 25-bed critical access hospital in Guthrie Center, Iowa. Prior to her arrival, there was only one community pharmacist who visited the hospital a few hours each week to check stock and order supplies. Just five years later, thanks to Wedemeyer Oleson’s
entrepreneurial spirit, the hospital has two full-time pharmacists providing inpatient and outpatient clinical services.

“I would like to think we are an example for other small hospitals,” says Wedemeyer Oleson. “You don’t have to lack services or have suboptimal services because you’re small.”

Additionally, Wedemeyer Oleson serves monthly as an educator for the hospital’s diabetes course, an interdisciplinary program that includes a pharmacist, nurse, dietician, dentist, podiatrist and optometrist teaming up to help community members who are newly diagnosed or need a refresher course about their diabetes.

Wedemeyer Oleson also provides admission medication histories, kinetics dosing services, participates in cardiac and pulmonary rehabilitation programs, anticoagulation monitoring and education in the healthy seniors clinic.

“You’re not going to find many pharmacists involved in cardiac and pulmonary rehabilitation programs,” she says. “I think we’re progressive compared to other rural hospitals our size.”

The progressive nature of this small hospital is largely a result of DecAnn’s entrepreneurial leadership. She identified the potential for new revenue and improved patient care. In developing her plan she persevered through the traditional small budget for pharmacy staff in small rural hospitals and leveraged the new regulations on pharmacy practice in hospitals to convince hospital administrators to provide the resources necessary to provide pharmacy services. The benefits of these services were validated through the support of other health care professionals and the community.

INNOVATIVE PRACTICE

Sue Horton, a 1980 Drake pharmacy alumnus, was practicing traditional pharmacy when two separate situations presented themselves to her, creating a potential opportunity. Sue was invited by a colleague to participate in a meeting to learn more about the practice of compounding pharmacy. Not long after that meeting Sue implemented compounding as a niche in her retail practice. Then a radio show gave her the avenue she needed to spread the word of her service and develop public interest. Combining her recently acquired education and the emergence of a new market segment, Sue identified the opportunity to develop a specialty pharmacy practice.

Today, this entrepreneurial leader, continues to grow her flourishing specialty compounding pharmacy practice at Central Iowa Compounding, which now employs four pharmacists, three technicians and a dozen pharmacy students and externs.

Central Iowa Compounding prepares a large variety of medications for humans and animals. At its root, compounding is problem solving, the practice of preparing medication products that are not commercially available. Central Iowa Compounding’s scope of practice includes pediatric preparations, veterinarian medicine, in-office therapies for physician practices, sterile preparations, and their primary focus, bio-identical hormone therapy.

Through her relationship with physicians and the word of mouth of her patients, Sue has harvested the venture of Central Iowa Compounding. She went beyond compounding as a part of her practice of pharmacy and has absorbed this new concept into mainstream operations by implementing and managing a practice with the primary purpose of providing consumable compounded medications and professional service. In addition, Horton has now moved her personal practice completely into patient care. Horton’s days are spent consulting with patients referred from area physicians. She spends between one and three hours with each patient reviewing family history, risk factors, prescription and over-the-counter medication history, menstrual history, bone density, thyroid and hormone-related symptoms. The patient completes a saliva hormone test and with those results Horton is able to develop a customized bi-identical hormone plan. Her patients range from 12 to 80 years old and include men and women.

And though successful in 2005, Horton is not yet done. Following her innovative entrepreneurial spirit she hopes in the future to develop a holistic, functional medicine practice.

CORPORATE ENTREPRENEURSHIP

As a pharmacy team member on the Transitional Care Unit (TCU) at Iowa Lutheran Hospital, Angela Boord, an adjunct professor of Pharmacy at Drake, has been instrumental in developing and implementing process improvements when transferring patients from acute care to transitional care.

Boord joined the pharmacy team at Iowa Lutheran in Jan., 2001, as the primary diabetes educator and medication counselor. Just seven months later, the pharmacy was cited for incomplete reviews of patients admitted to the TCU. As a result, Boord led the efforts to improve care for those patients through creativity, problem solving and teamwork.

At Iowa Lutheran Hospital, the members of this interdisciplinary team identified an opportunity to advance patient care. In this case it was identified by problem analysis resulting from its citation. In an example of Corporate Entrepreneurial Leadership, the management team developed the concept to include a new service to be delivered by dedicated pharmacy staff. The service would include
review of TCU patient medication profiles. To accomplish this, the management team had to acquire the necessary resources to develop the pharmacy team and put the pharmacy services into action.

Over the next four years the interdisciplinary team developed new forms, consultation protocols and standard procedures to essentially eliminate medication errors at the time of transfer from acute care to the TCU. During this transitional period, Boord and another pharmacist at Lutheran completed their doctor of pharmacy coursework. Prior to their doctor of pharmacy training there were nine therapeutic interventions in 2000. In 2004, the number of therapeutic interventions increased to 383.

As an entrepreneur, the harvest of this effort is demonstrated by the quality improvements in patient care. “We just try to provide good sound clinical patient care,” says Boord. Boord incorporates her Drake pharmacy students in every aspect of the pharmacy team. Students participate in TCU pharmacy services, medication reconciliation, and patient medication education.

“It’s a huge confidence booster for them.”

Less objectively, it is obvious that patients and the other health care providers involved see Boord and other pharmacists in a much different role than before. The value provided by pharmacists as seen by patients and other healthcare providers has increased tremendously through the implementation of these services.

ENTREPRENEURSHIP: STUDENT TO PRACTITIONER

After entering Drake’s College of Pharmacy and Health Sciences, Lindsey Stephens, a 1998 B.S. Pharmacy graduate, learned she had very little idea about what to expect from her newly chosen profession.

“I didn’t realize until I started working at Medicap there are so many opportunities in the profession,” she admits. “I discovered that I could truly help patients in other ways, and that there was room for creativity and new ideas that allowed me to advance the profession as well as my career.”

With aid of the entrepreneurial experience of her parents and her own interest in business, it became obvious that she could bring innovation to the pharmacy profession by developing ideas to fill needs in patient care. One such area was the disease state of osteoporosis.

“When I was doing my rotation at the National Community Pharmacists Association they offered a certificate program for osteoporosis screening at their spring meeting and I was put in charge of it,” she explains. “The more I learned, the more I realized this was a huge opportunity for pharmacists to become involved with patients in the discovery, treatment and prevention of osteoporosis.”

Realizing that no pharmacies in Iowa were offering disease state screening services, she researched the equipment that was necessary to do so and considered the pharmacists within the state she had relationships with to determine if establishing a business to do these screenings was viable.

She purchased the machine, called a pDexa, for $30,000 in June of 1998 — six months before she even graduated with her pharmacy degree.

“I thought, ‘if it’s $30,000 for a piece of equipment, how many people would you have to screen to make this viable?’ I figured if I screened 1,000 people, it would pay for the machine. I was used to living as a college student so I didn’t need a lot of extra money, so I took the jump. All of my professors encouraged me and were interested and helped in any way they could to see this develop and they still do. There’s a tremendous amount of support there.”

Armed with her business plan and a grant from the John Pappajohn Foundation, she began on her journey to provide disease state screening services. The road was not smooth. Lindsey encountered resistance from the local medical societies and had numerous conversations with the Iowa Board of Pharmacy. Her perseverance paid off. After graduating, Stephens and another Drake pharmacy graduate, John Forbes established MediHealth Solutions, a wellness center that conducted screenings for osteoporosis as well as cholesterol, glucose, blood pressure and other things. The business took off faster than she anticipated.

“It just started to snowball,” she says. “As more and more people saw the opportunities — both in revenue and patient education — more and more people became involved.”

She started getting calls from around the country from curious pharmacists wondering if this was a business venture that was worth pursuing.

Within a short time, the CEO of Medicap Pharmacies contacted Stephens and asked her to establish and lead the osteoporosis-screening program for the company. She joined Medicap in 1999 to expand her local initiative to a national level.

Stephens says she’s pleased that Drake’s pharmacy program teaches students the importance of the business side of pharmacy and encourages entrepreneurship. “Pharmacy can’t stay the way it’s been for the last 50 to 100 years,” she says. “We need entrepreneurs and innovators.”
n 1: a creation (a new device or process) resulting from study and experimentation [syn: invention] 2: the creation of something in the mind [syn: invention, excogitation, conception, design] 3: the act of starting something for the first time; introducing something new; "she looked forward to her initiation as a professional"; "the foundation of a new scientific society"; "he regards the fork as a modern introduction" [syn: initiation, founding, foundation, institution, origination, creation, introduction, instauration]