



# The Pitt Capsule

University of Pittsburgh School of Pharmacy

## Pitt Wins OTC Jeopardy Competition



*Members of the PPA OTC Jeopardy Team. Pitt has taken 2 of the last 3 competitions.*

**Harrisburg, PA** --- A student team from the University of Pittsburgh won the third annual Self Care Championship held on February 7, 2009, during the Pennsylvania Pharmacists Association's Mid Year Conference at the Harrisburg Holiday Inn and Conference Center in New Cumberland, PA.

The team of three students from the University of Pittsburgh – Ashley Craig, Tina Khadem, and Catherine Andrews – won first place in the competition after an exciting tie breaker round against Duquesne University. This is the second time a team from the University of Pittsburgh has achieved this honor, the first win coinciding with the debut of the event in 2007. Faculty and alumni from the University of Pittsburgh were present during the competition to help cheer the students on to victory.

Presented by the Pennsylvania Pharmacists Association

and endowed by Proctor and Gamble, the Self Care Championship is the nation-wide competition among pharmacy students designed to test knowledge of over the counter products and home remedies. Team members are selected by the individual schools of pharmacy within Pennsylvania. This year six schools competed.

The Pennsylvania Pharmacists Association is a statewide professional organization representing pharmacy students and pharmacists in all practice settings united for the purpose of assuring a high quality of professional practice, through the establishment and maintenance of high standards of professional ethics and education, promoting patient pharmacy care which is concerned with preserving and protecting public health, and protecting the professional integrity and economic security of our members.

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### The Pitt Capsule

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## Surviving and Thriving During Creative Destruction

Contributed by Hurley Associates

The consensus of the mainstream financial media is that times are tough, things are bad, and the future is bleak. And the adjective that most often precedes this pessimistic perspective? “Unprecedented.”

That’s one way to look at it. But it’s not the only way.

Financial crises are not new. Since the United States was established, its people have experienced at least 17 Panics, Crises, Recessions and Depressions. And while it may take some time, things get better; historically, every downturn has ended with a recovery. And often what arises out of the crisis is better than what was before. In fact, economists have a name for this process of crisis and recovery. They call it *creative destruction*.

### Creative Destruction

Creative destruction is a term coined by Joseph Schumpeter in his 1942 treatise titled “Capitalism, Socialism and Democracy” as a way to describe how new businesses and technologies replace older, less efficient ones. It was Schumpeter’s observation that the “process of creative destruction is the essential fact about capitalism.”

When old technologies and business models are diminished because of creative destruction, there can be significant economic distress for portions of the

population. Carriage makers lost their livelihoods when Henry Ford began mass-producing Model Ts. Mainframe computer companies were made irrelevant by Microsoft, Intel and the personal computer. And in a what-goes-around-comes-around irony, the American auto companies may shortly find themselves victims of creative destruction. For those directly affected by these realities, the impact can be financially brutal.

But for the economy as a whole, creative destruction is usually beneficial because it allows resources to be transferred out of older, less efficient industries and into newer, more efficient ones which produce improved and/or less expensive goods and services. If understood and managed properly, creative destruction can be a catalyst to more productivity, higher incomes and better standards of living.

When the prevailing psychological environment is pessimistic, it’s easy to forget that what’s being experienced right now is nothing new. With this understanding of crises and creative destruction, individuals should be focused on how to ride out the tough times and be prepared for the opportunities that inevitably follow. Many of the details will depend on your unique circumstances, but there are some financial fundamentals that apply. **The key is acting on what has proven to be productive, rather than worrying about what might happen if you do nothing.**

### BRIEF HISTORY OF ECONOMIC DISTRESS IN THE UNITED STATES

Event	Duration
Panic of 1797	3 yrs.
Depression of 1807	7 yrs.
Panic of 1819	5 yrs.
Panic of 1837	6 yrs.
Panic of 1857	3 yrs.
Panic of 1873	6 yrs.
Panic of 1893	3 yrs.
Panic of 1907	1 yr.
Post WW I Recession	3 yrs.
Great Depression	10 yrs.
Recession of 1953	1 yr.

*Representatives from Hurley Associates will discuss this further at a financial lunch and learn on March 5<sup>th</sup>. Hurley Associates is a financial services firm located at 3508 Fifth Avenue and is a frequent contributor to the Pitt Capsule and frequent lunch and learn presenter.*

**Mark Your Calendars!** Please check the student portal for more information.

**3/2: IPSF Mtg., LKS Mtg., Schweitzer Symposium**

**3/24: Rho Chi & PLS Professional Event Series**

**3/3: ASP Exec. Mtg., ASP Ice Skating, PSHP Mtg.**

**3/25: LKS Hygeia Day**

**3/4: ASP General Body Mtg.**

**3/26: SNPhA Mtg.**

**3/5: Rho Chi Mtg., Hurley Lunch and Learn**

**3/27: IPSF World Water Day Ice Cream Social**

**3/6: PLS Mtg.**

**3/30: LKS Mtg., Lexi-Comp Lunch**

**3/9-3/13: Spring Break!**

**3/31: ASP Officer Transition Lunch, PSHP Mtg.**

**3/23: LKS Mtg., IPSF World Water Day**

## A Day in the Life... Of a P-4 Student Applying for Residencies

By Gretchen M. Kreckel

During your P4 year you will find yourself with the big decision of what you want to do after graduation. Some of my classmates have chosen to work in the community pharmacy setting or in the hospital pharmacy setting, but other students are also pursuing different avenues of pharmacy practice such as residency programs.

After I had an awesome rotation experience I was convinced that pursuing a community pharmacy residency was what I wanted to do upon graduation from pharmacy school. No matter what type of residency you may be interested in pursuing, the preparation, application, and interview process is similar for most. The most important thing to remember is to start preparing early. While on my off rotation in August I put together my CV so that I could have some professors review it before attending the ASHP Midyear meeting. I would encourage everyone who is considering applying for a residency position to attend the meeting that Dr. Schonder holds. She was very helpful in telling all of us students what to include on our CV, what to expect

from the ASHP Midyear meeting, and she walked us through the residency application and interview process.

The ASHP meeting is held in December and was very beneficial to attend. I also participated in Personal Placement Service (PPS), which was helpful for learning more about the specialized programs that I was interested in. It gave me the opportunity to sit down for a 30-minute interview with representatives from most of my perspective programs. This helped me to narrow my list of programs that I wanted to apply to and also opened my eyes to some programs that I had not considered before. At the residency

showcase, I was able to talk with the directors of the programs that did not participate in PPS.

Upon returning from Midyear, it was time to gather all of the application materials, including requesting transcripts and letters of recommendation. It is important to do these things early because university offices are closed during the holidays. All of my residency applications were submitted in early January and the calls to come for on-site

interviews came soon after that. The day of the interview can be a very overwhelming experience. I interviewed for four programs and all of the interview experiences were similar. First, I met with the residency director and learned more about the program. I then met with other faculty members who were involved with the residency program and also toured each of the schools of pharmacy. The day included a lunch with the current residents, where I had the opportunity to learn more about the program from their perspective. I then got to visit the practice site to gain a better understanding of the patient care services that each site offers. At the conclusion of my interviews I had an extremely difficult decision to make. After submitting my preferences to the Match, I anxiously await for March 18th to arrive so that I know where I will be completing my residency next year. If anyone has any questions about the pursuit of a community residency program or about my experiences please contact me at [gmkreckel@gmail.com](mailto:gmkreckel@gmail.com).

## Kappa Psi Updates

By Kendra Mueller

The Beta Kappa chapter enjoyed a February of accomplishments and exciting events. Kappa Psi is proud of its five brothers newly accepted into Phi Lamda Sigma, and the two brothers nominated for Rho Chi. Congratulations to Ashley Toale, Anastasia Elmiger, Karen Nenno, Kate Steward, and Cortlynn Latsha for their acceptance into PLS, and Dana Riether and Jaci Schlott for their acceptance into Rho Chi.

This month, the brothers got to participate in a number of projects to help better the community. Kappa Psi once again volunteered to cook dinner at Family

House. This month the residents enjoyed tacos made by our very own brothers.

We were also able to participate in an event called "National Salute" at the VA medical center. This event honors our nation's veterans and increases awareness about the importance of the VA's role in medical care. Beta Kappa brothers spent the afternoon at the VA hospital passing out valentine's that had been made by people all across the country, including some from the brothers themselves. The veterans enjoyed the company of Kappa Psi, as well as the guest of honor, Mr. McFeely from Mister Rogers'

Neighborhood. The chapter received autographs as well as a personalized photograph with Mr. McFeely. It is sure to be a great decoration for the house! The event was a rewarding experience for the brothers, who gave both Kappa Psi and the pharmacy school a great name.

Beta Kappa is looking forward to the rest of the semester. We are excited for our annual formal next month, and the Province assembly in Philadelphia, which are both sure to be a great time!

## PSHP: National Poison Prevention Week is March 15-21, 2009

By Christina Martin

On Thursday, February 12<sup>th</sup>, the PSHP officers organized a



*Residency Roundtable*. The panel consisted of five pharmacy residents: Dr. Ryan Shields (PGY2 Infectious Disease, UPMC), Dr. Jeff Little (Pharmacy Management, UPMC), Dr. Erin Lopata (Managed Care Resident, UPMC Health Plan), Dr. Heather Rouse (PGY1 Pharmacy Practice Resident, AGH) and Dr. Jenna Ferrara (PGY1 Pharmacy Practice Resident, AGH). The residents spoke on their programs and what a typical day looks like before answering a variety of questions from the students. Thank you to

everyone who attended the roundtable!

National Poison Prevention Week may only be designated for one week of the year (March 15-21, 2009); however, PSHP and ASP have teamed up to provide awareness throughout the entire month of March. To kick-off Poison Prevention Month, Dr. Krenzelok will be the speaker at the March PSHP meeting (3/3). Dr. Krenzelok has great stories, as well as helpful tips for preventing poisonings and avoiding accidental overdoses. Next, students will volunteer at one of ten local elementary schools. Pharmacy students will teach elementary children about Mr. Yuk and his special phone number (hint: 1-800-222-1222), as well as teach them to recognize common household poisons

and incorporate the role of a pharmacist into poison prevention. The presentations will occur during the weeks of March 2 and March 23. Pharmacy students will be tabling at Falk Pharmacy during the week of March 16 (12-2 pm each day) and handing out Mr. Yuk stickers and patient-friendly poison prevention pamphlets. All activities are approved for EL Service hours!

Have you considered running for a PSHP Executive Board position (President, VP, Business Manager)? Or are you interested in becoming more involved with PSHP but are not sure how to? Elections for the 2009-2010 academic year will take place at the end of March. Please check the portal for the time and location of this meeting!

Have a wonderful, relaxing Spring Break!

## SNPhA Updates

By: Ijeoma L. Odigwe

With Spring Break only a week away, anticipation is widely felt around campus for the long-overdue, yet brief, vacation. SNPhA's events over the past few weeks have been worthy of this break. On February 4<sup>th</sup>, SNPhA had its first lower campus meeting of the semester with RxPrep. International opportunities for pharmacy students were discussed in this meeting. For those of you that thought that traveling was not an option for pharmacy students, think again. The International Pharmaceutical Student Federation (IPSF) branch here at Pitt is a great way to become involved in global health projects of today and rising issues in the international world of pharmacy. In addition to that, residency should also be a major consideration for all graduating

pharmacy students hoping to gain greater "hands-on" experience and a prominent advantage over other contenders in the pharmacy market.

On February 19<sup>th</sup>, SNPhA and APhA-ASP jointly hosted guest speaker Ian McGowan, MD PhD FRCP and professor at the University of Pittsburgh School of Medicine. Dr. McGowan presented very interesting findings on his current research study on the effectiveness of microbicides in prevention of HIV and other sexually transmitted infections.

On March 4<sup>th</sup> (4pm; Salk, Rm. 402), SNPhA and RxPrep will host their second joint meeting with focus on State Board and pharmacy research. April 18<sup>th</sup> will be

the day of the Health Fair held in East Liberty, where SNPhA will provide screening to the general public. This event will count toward patient care hours, so those that may be interested in helping out can contact SNPhA president Zack Snyder ([zjs1@pitt.edu](mailto:zjs1@pitt.edu)) or SNPhA president-elect Melissa Ruminski ([mer69@pitt.edu](mailto:mer69@pitt.edu)) for more information.

As you struggle through these last few days before the break, stay strong and remember that the reward will be all the more sweeter if it is diligently earned (i.e. work hard now so that you can enjoy later)!!!!

## Lambda Kappa Sigma News

By Julie Lauffenburger

As the weather begins to heat and spring break nears, Lambda Kappa Sigma has been busy this month with preparations for our remaining spring events!

In terms of upcoming spring events, the chapter looks forward to volunteering at the Benedum Geriatric Center, with the Silver Sneakers Program, as well as recently participating in the Clean-Off Oakland event on Saturday, February 28<sup>th</sup>. Also, look forward to another bake sale this coming Wednesday, March 4<sup>th</sup> at 12pm all around the school—with proceeds benefiting Project HOPE, our national philanthropy!

We are also looking forward to the Powderpuff football game with Kappa Psi when we return from spring break on Sunday, March 22<sup>nd</sup>. It should be a tough match, but hopefully we can continue the tradition of success!

From all of us at LKS, have a great March and spring break, everyone!

## Rho Chi Updates

By Sierra Hogue

Spring Break is almost here! This semester has been flying by and the members of Rho Chi have been busy continuing our monthly Health Talks at the Salvation Army ARC in SouthSide. January's topic was on Diabetes and February's was regarding Asthma/COPD. Our March topic is scheduled for Monday the 2nd and will cover Hypercholesterolemia and on Monday April 6th, we will discuss Medication Safety. The next *Professional Events Series* will be held on *Tuesday March 24th from 12-1 pm in 458*. As always, we offer tutoring services to any pharmacy student requesting extra help

### *Lamb Light* **Christina Martin** **(P3)**

The monthly "Lamb Light" column is designed to highlight special members, "lambs", who gone above and beyond for our chapter. This month, LKS is pleased to recognize one of our senior members for their hard work in organizing and presenting the recent Cervical Cancer presentation based on the LKS Biennial Women's Health Issue, along with P3 Amanda Simpson (also picture above). Thank you very much, Christina and Amanda!

#### **What's your favorite activity in LKS?**

Christina: Round Robin

#### **What's your favorite activity to do outside of pharmacy school?**

Christina: Attend Pitt Basketball games and watch Sports Center.

#### **What do you want to do after pharmacy school?**

Christina: I'd like to move South to warmer weather and complete a residency, possibly pursue a second degree.

#### **Who would you like to change lives with for a day, if you could?**

Christina: My mother- she's my role model and my best friend.



with studies. Contact Jennifer Melichar ([jlm96@pitt.edu](mailto:jlm96@pitt.edu)) or Holly Vozel ([hlv2@pitt.edu](mailto:hlv2@pitt.edu)) for more information. We also have a few extra padfolios available on a first-come, first-serve basis. Contact Katyln Cochran ([kjc29@pitt.edu](mailto:kjc29@pitt.edu)) if interested.

Rho Chi would like to congratulate **Gerard Mascara** for being selected as the Rho Chi Student of the Month for February. Gerard was nominated for his help in the Rho Chi tutoring program where he volunteered to help his peers sort out and augment the information presented in the biochemistry course. He is also being rec-

ognized for his leadership, acting as the SNPhA business manager and the P2 Class Representative to the Curricular Assessment Team. Gerard has been very active in his community and has expressed the characteristics of a professional.

To learn more about Gerard or the Student of the Month Program, please see the full article posted in the Salk Hall 4th floor bulletin board. There is only one month left to nominate a peer for the Student of the Month, so please consider nominating a deserving peer. Contact [zrr2@pitt.edu](mailto:zrr2@pitt.edu) for details.

## Updates From Your Class Presidents...

### P1 Update

By Adam Martin

We are currently enjoying a slight break from our wave of exams, anticipating a restful and relaxing Spring Break. We recently had the opportunity to interview professionals of various niches of the profession through the Career Roundtables. There were 18 tables with alumni available to answer any and all questions relating to their specific careers, as well as offer us advice on getting experience in our area of interest. This was a great chance to gain exposure to the vast array of options that are available in the profession, as well as an invaluable opportunity to network with Pitt Alumni!

### P2 Update

By Mike Smith

The P2 class is currently skating through this semester with ease. With choosing our P3 Hospital Rotations for Experiential Learning upon us now, and picking electives right around the corner, we are all ready for the end of the year, but spring break will do for now.

### P3 Class Update

By Katherine Radzevick

The P3 students finally made their selec-

tions for the P4 year of rotations via the online selection website and are eagerly awaiting the results. After a few challenging weeks of exams and assignments, we are anticipating a relaxing and rewarding spring break! Block C of the P3 IPPE experiential learning rotations falls during the week after spring break. Therefore, a portion of the students will be participating and observing clinical pharmacy at that time. Once that week concludes, we only have FOUR weeks of didactic work left!

### P4 Update

By Matt Sapko

With nearly half of the spring semester gone, the P4s focus has switched to thinking about graduation and all of the preparation needed beforehand. Many students are completing rotations this month with the remainder finishing on April 24. We have been receiving information about graduation including paperwork which must be submitted on March 13, 2009 to Lori Schmotzer in Student Services. Until then, everyone will be completing their last assignments and portfolios as the last requirements remaining before graduation. In addition to rotations and lots of paperwork, our APhA-ASP board review book

arrived in late January/February. Therefore, after nearly a year away from the books, many students are learning to "crack the books" again. For underclassmen, this is often the best perk of being a member of APhA-ASP during your fourth year of pharmacy school. Many students will only study from this material in preparation for the boards. Any member of APhA-ASP is eligible for the book and can request the book online -- something your APhA-ASP Past President will likely share with you during that year.

Since many of our students have been away for part of or the entire year, many students are looking to reconnect and celebrate graduation. Pharmacy graduation is notoriously fun - always being the loudest, craziest, and most animated graduates at the Pete Ceremony. Afterwards, pharmacy has its own graduation ceremony, this year held at the Hilton downtown, to recognize students with awards, awarding of doctoral hoods, and a time to celebrate, reminisce, and share future plans.

We hope everyone has a great spring break and good luck finishing up projects and finals before summer break (P1s and P2s) and rotations (P3s) start!

## Hey, P1's - What are your plans for Spring Break?



Kate Sisco  
Hometown: Pittsburgh, PA  
Undergrad: Pitt  
Plans for Spring Break: "I'm going to Washington D.C. to visit my brother."

Kristina Susic  
Hometown: Chardon, OH  
Undergrad: Pitt  
Plans for Spring break: "I'm going to Tucson, Arizona to visit my sister."



George Liu  
Hometown: Pittsburgh, PA  
Undergrad: Pitt  
Plans for Spring break: "I'm just gonna be myself and act fly this break."

