

# AACP Presents The Enrollment Marketing Platform (EMP)

The All-In-One Admissions  
Tool for Pharmacy Programs

November 10, 2016



# Agenda for today's webinar

- Introductions
- Overview: Industry Challenges
- Pain Points Solved - EMP
- Hear it from the experts
  - Manchester University College of Pharmacy
  - Northeast Ohio Medical University College of Pharmacy
- Key takeaways
- Questions & Answers/Next steps

***Feel free to submit questions!***

***Questions will be addressed at the end if time permits.***

***Recording & slide deck will be made available.***

# Today's presenters



**Jennifer L. Adams,**  
**Pharm.D., Ed.D.**  
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American Association of  
Colleges of Pharmacy  
jadams@aacp.org

American Association of  
**Colleges of Pharmacy** AACCP  
*Discover • Learn • Care: Improve Health*

























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**Kelly Skeehan**  
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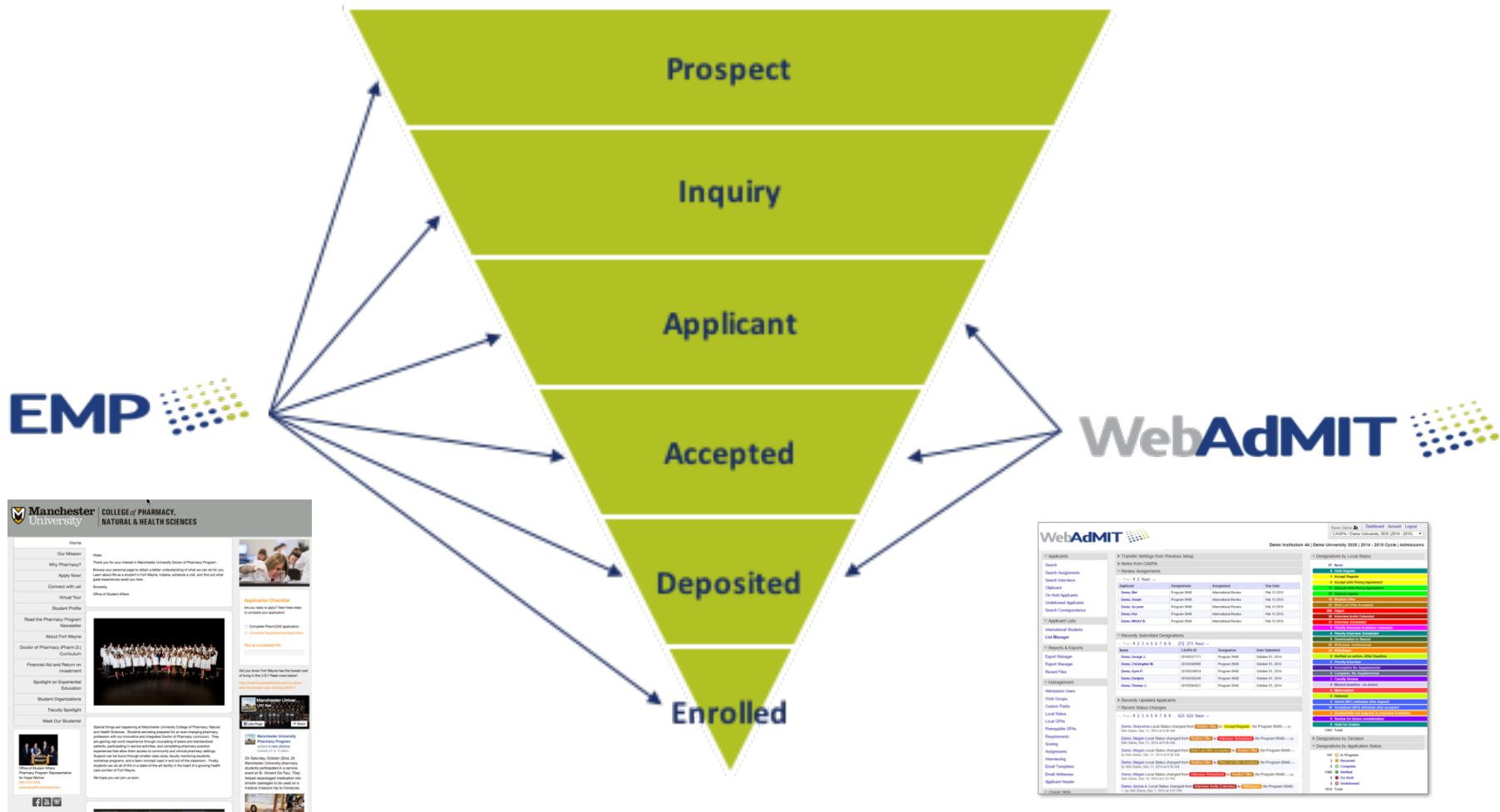


# Liaison is CAS™ (Centralized Application Service)

<u>Allied Health Professions</u> 	<u>Nursing</u> 	<u>Physician Assistant</u> 
<u>Athletic Training</u> 	<u>Occupational Therapy</u> 	<u>Podiatry</u> 
<u>Communication Sciences &amp; Disorders</u> 	<u>Optometry</u> 	<u>Professional Science Masters</u> 
<u>Dental</u> 	<u>Orthotic/Prosthetic</u> 	<u>Psychology</u> 
<u>Health Administration</u> 	<u>Osteopathic Medicine</u> 	<u>Psychology (Post Doctoral)</u> 
<u>Healthcare Leadership</u> 	<u>Pharmacy</u> 	<u>Public Health</u> 
<u>Marriage &amp; Family Therapy</u> 		<u>Social Work</u> 
<u>Naturopathic Medicine</u> 		<u>Veterinary Medicine</u> 



# Liaison covers the entire admissions spectrum



# Challenges facing the industry

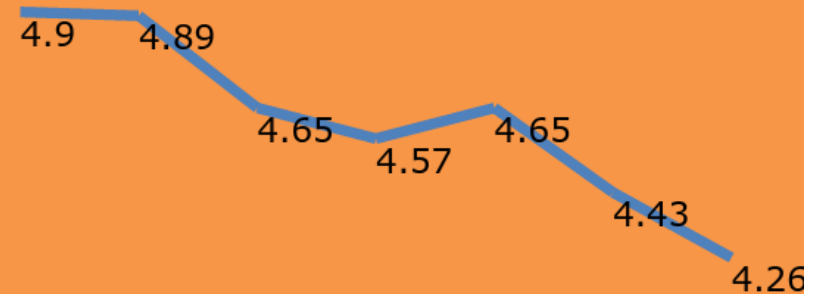
- Decline in applications to schools and colleges of pharmacy
  - Changes in demographics of applicant pool
- Multiple health profession career options available to qualified applicants
- Continuing financial pressures associated with professional education
- Enrollment is getting harder
- Students are applying to fewer programs



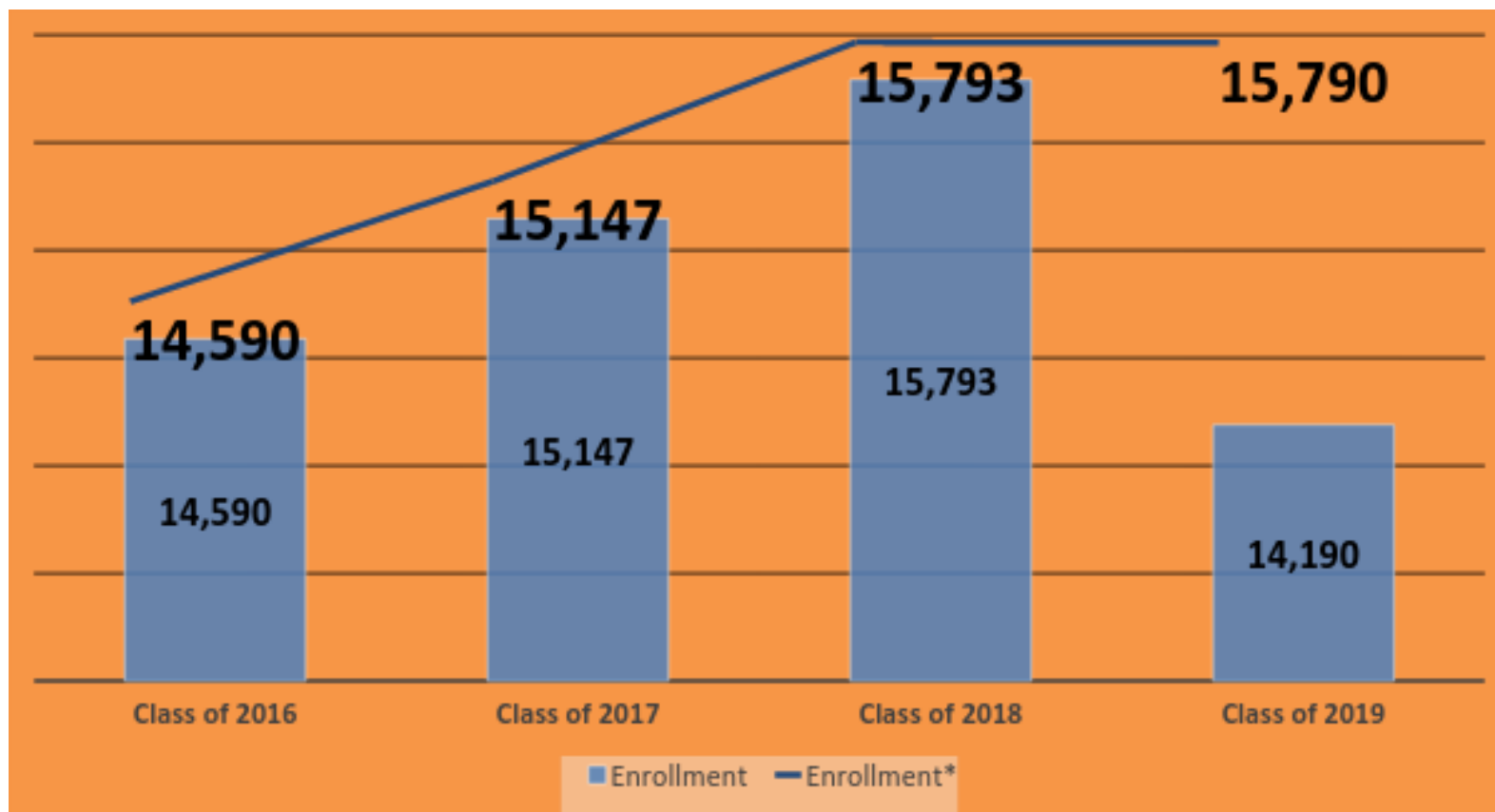
# PHARMCAS

Pharmacy College Application Service

## PharmD Applications

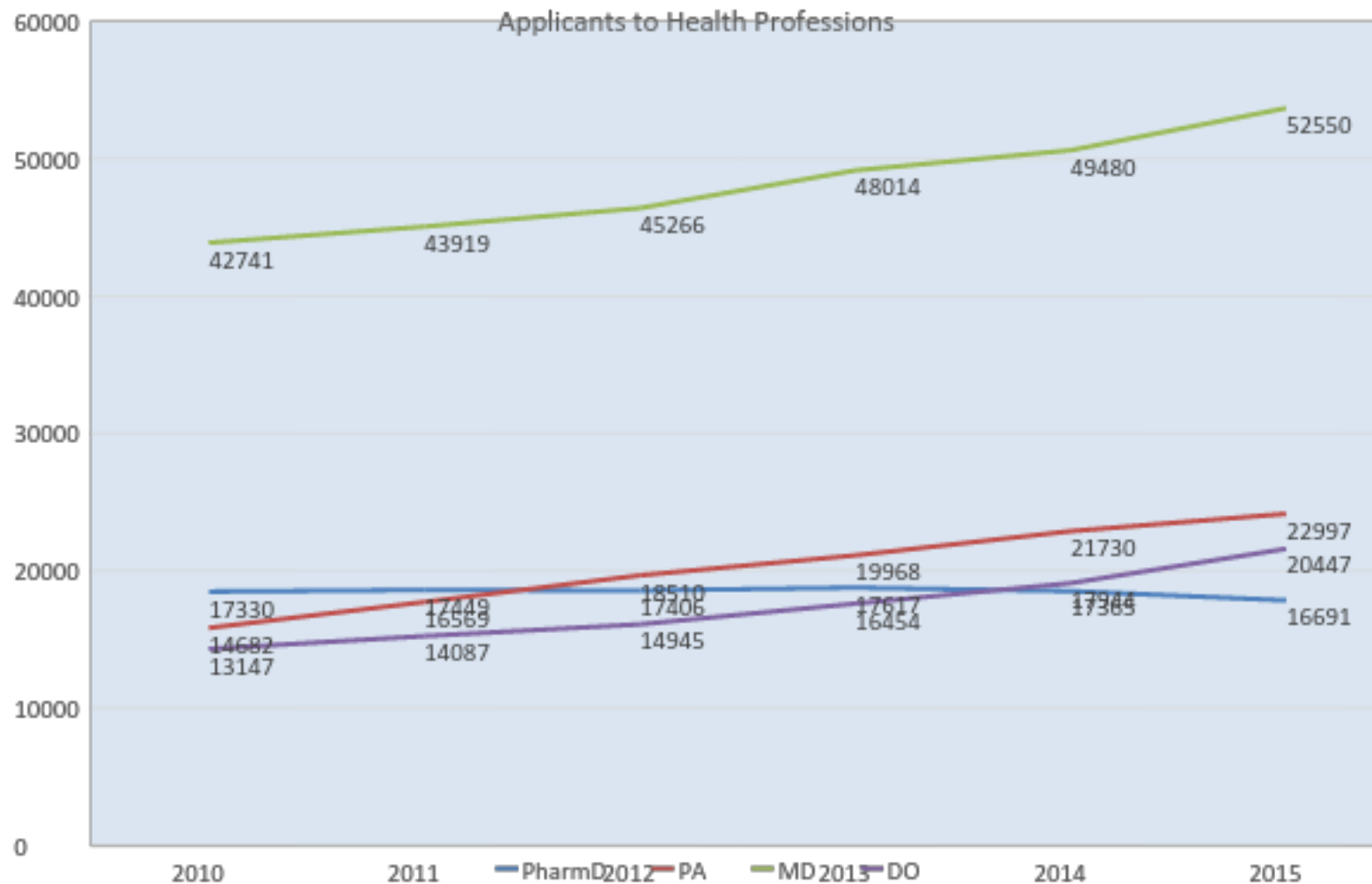


# PharmD enrollment



\* Estimated enrollment due to 3-year accelerated programs

# PharmD versus other health professions



# What is AACCP doing?

- Enriching the Applicant Pipeline
- Creating a New Portrait of Pharmacists and Pharmacy Careers
- Innovation in Education and Practice
- Expanding Research & Graduate Education

*JCPP Goal 2: Stakeholders understand and recognize the evidence that demonstrates and validates the value of pharmacists' patient care services*





## Take the Next Step Towards Pharmacy.

Please review and enter your contact information below so we can provide you with more details about a career in Pharmacy.

### Tell us about you

First Name \*

Last Name \*

Email \*

Address Line 1 \*

Address Line 2

Zip/Postal Code \*

We infer the state and country from the zip code

Student Type \*

Entry Year \*   
Year you plan to attend Pharmacy School

I am a \*



one application, a world of opportunity



Home
Is Pharmacy for You?
Role of a Pharmacist
Application Process
What You'll Need to Apply
Important Dates
PharmCAS Certification and Verification Statement
AACP



AACP Contact  
for Emma Burton  
mailto:emma@aacp.org

## Preparing to Apply

Before you begin the application, be sure to:

- use the "Step-by-Step" Checklist,
- carefully read all the [PharmCAS instructions](#),
- review the [pharmacy school admission requirements](#),
- review specific [pre-requisite courses](#) by PharmD program
- abide by the [Applicant Code of Conduct](#) and,
- familiarize yourself with the [PharmCAS Applicant Responsibilities](#).

## Learn About Pharmacy Programs

Visit the [PharmCAS School Directory](#) for valuable information on the application process and requirements for all participating degree programs. These pages provide concise summaries of the unique features offered by individual programs and important application deadlines, and include contact information and links to each degree program's website. Launch the pages by selecting a degree program's name in any of the PharmCAS Directories.

## Things to Consider When Choosing a Pharmacy Degree Program

The following is a listing of things to consider when choosing a Pharmacy degree program. It is not all inclusive, but will help to start your search for the programs that will fit you the best. It is up to you to decide which factors are the most important in your decision on where to apply.

- **Location** - How far are you willing to relocate?
- **Cost** - What can you afford? Private vs. Public? In-state vs. Out-of-state?
- **Class Size** - In what environment do you learn best?
- **What is the accreditation status of the program?** Pharmacy degree programs are accredited by the Accreditation Council for Pharmacy Education (ACPE). Students must graduate from an ACPE accredited program to be eligible to practice pharmacy in the U.S. For more information about accreditation, go to our [Accreditation information](#) page.
- **Does the program offer dual degrees?** Will you be able to develop other

## Have questions about the application process?

What would you like to know?

Go >

# The importance of recruitment



Successful admission of students with  
the potential to impact pharmacy practice  
begins with and is contingent upon a  
strong and diverse applicant pool.

*—AACP Special Committee on Admissions  
White Paper, July 2015*

# Enrollment Marketing Platform (EMP)

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# Reaching your prospects

## 4 Keys to Success:

- Immediate
- Relevant
- Automated
- Trackable

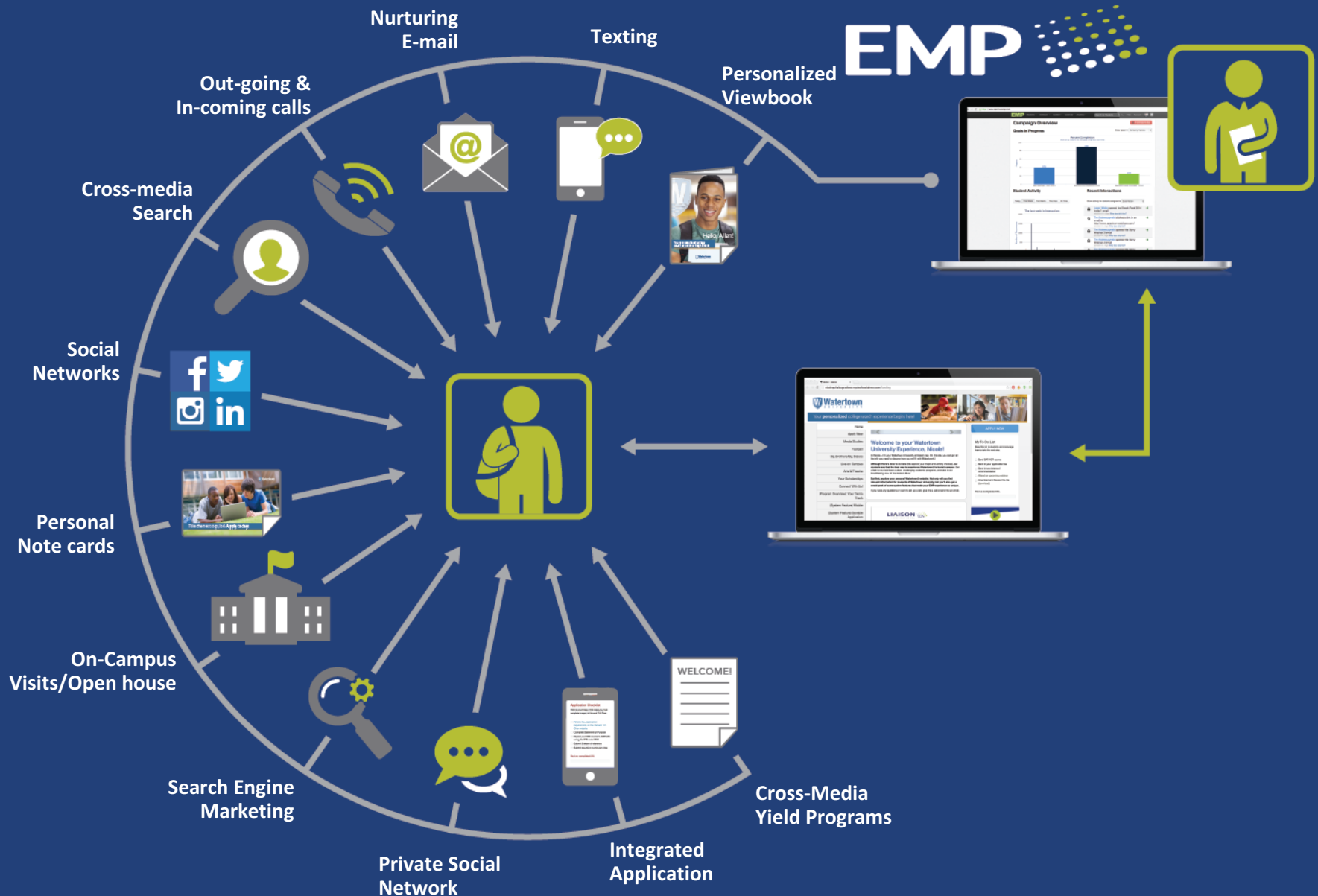


# Solutions: EMP (Marketing/CRM)

- Marketing and CRM Platform
- Complement to CAS to manage communication from inquiry through deposit
- Behavioral Scoring
- SaaS Platform
- Native API integration to WebAdMIT



# EMP: An integrated approach to admissions marketing





# A complete communication plan



# How EMP Helps Manchester University College of Pharmacy

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# EMP helps Manchester

- Immediate
  - Career Pathway Tool/page/form
- Relevant
  - Segment!
    - High school students
    - International
    - Stages
- Automated
  - Newsletter - And stage to stage Connection/engagement
- Trackable
  - One System Benefit
  - Being able to see students/engaged/active

Overall: Less melt: educated student base

# Requesting information

## Your connection to life at Manchester University Doctor of Pharmacy Program

Complete this form to access your personal site, built with information you need to succeed at Manchester University. Your information is secure, and we will not sell or use your information for any other purpose.

Once you share your information with us it will be stored securely, and will never be shared or sold.

### Tell us about yourself

First Name *	<input type="text" value="First Name"/>
Last Name *	<input type="text" value="Last Name"/>
Email *	<input type="text" value="Email"/>
Date of birth	<input type="text" value=""/> <input type="text" value=""/> <input type="text" value=""/>
Gender *	<input type="text" value=""/>
Address Line 1 *	<input type="text" value="Address Line 1"/>
Address Line 2	<input type="text" value="Address Line 2"/>
Zip/Postal Code *	<input type="text" value="Zip code"/> <small>We infer the state and country from the zip code</small>
Entry Year *	<input type="text" value=""/>



**Manchester**  
University

COLLEGE of PHARMACY,  
NATURAL & HEALTH SCIENCES

# Immediate fulfillment

- All Interactions Tracked
- Instant Response 24/7
- Variable Video
- Facebook Integration
- Checklist Integration
- Event Banner
- Rep Information
- Content Managed

**Manchester University** COLLEGE of PHARMACY, NATURAL & HEALTH SCIENCES

Home

- Our Mission
- Why Pharmacy?
- Apply Now!
- Connect with us!
- Virtual Tour
- Student Profile
- Read the Pharmacy Program Newsletter
- About Fort Wayne
- Doctor of Pharmacy (Pharm.D.) Curriculum
- Financial Aid and Return on Investment
- Spotlight on Experiential Education
- Student Organizations
- Faculty Spotlight
- Meet Our Students!

Hope,

Thank you for your interest in Manchester University Doctor of Pharmacy Program.

Browse your personal page to obtain a better understanding of what we can do for you. Learn about life as a student in Fort Wayne, Indiana, schedule a visit, and find out what great experiences await you here.

Sincerely,

Office of Student Affairs

**Application Checklist**

Are you ready to apply? Take these steps to complete your application!

- ☐ Complete PharmCAS application
- ☐ Complete Supplemental Application

You've completed 0%

Did you know Fort Wayne has the lowest cost of living in the U.S.? Read more below!

<http://www.businessinsider.com/us-cities-with-the-lowest-cost-of-living-2016-7>

**Manchester University** 1,625 likes

Like Page Share

**Manchester University Pharmacy Program** 5 hrs

Need help with the financial aid process for college? Please join us Monday, November 14th for the FAFSA Help Open House! The event will take place on the Fort Wayne campus of

Special things are happening at Manchester University College of Pharmacy, Natural and Health Sciences. Students are being prepared for an ever-changing pharmacy profession with our innovative and integrated Doctor of Pharmacy curriculum. They are gaining real world experience through counseling of peers and standardized patients, participating in service activities, and completing pharmacy practice experiences that allow them access to community and clinical pharmacy settings. Support can be found through smaller class sizes, faculty mentoring students, workshop programs, and a team concept used in and out of the classroom. Finally, students can do all of this in a state-of-the-art facility in the heart of a growing health care corridor of Fort Wayne.

We hope you can join us soon.

Office of Student Affairs  
Pharmacy Program Representative  
for Hope Weimer  
260-470-2703



# Relevant



Hope,

You did it! Congratulations on being a part of the Class of 2021 at Manchester University Pharmacy Program. So what happens next?

We welcome you to check out your personalized web site below:

[Pharmd.manchester.edu/HopeWeimer](http://Pharmd.manchester.edu/HopeWeimer)

You may have already visited your page...however, now that you're a part of the next class, there is brand new content for you! A checklist of to-do items, housing resources, profiles on our students and faculty, and lots more await you on your site. Visit here often for updates and to complete the necessary steps to help us prepare for your arrival in August.

#### What can you do next?

- Complete the "New Pharmacy Student Information" form - if you've already completed it, mark it off on your checklist!
- Complete a "getting to know you" survey, which helps us learn more about you. This information is eventually shared with our faculty prior to your arrival, and specifically to your faculty mentor, whom you will meet in August. You'll find a link to the form on the left side menu of your personalized page.
- Complete two assessments: personality and learning styles. Both are used to create learning teams within the Class of 2020



**Manchester**  
University

COLLEGE of PHARMACY,  
NATURAL & HEALTH SCIENCES

Home

Our Mission

Read the Pharmacy Program  
Newsletter

About Fort Wayne

Housing Resources

Doctor of Pharmacy (Pharm.D.)  
Curriculum

2016-2017 Academic Calendar

Class Schedule

Financial Aid and Return on  
Investment

Four Easy Steps to Making  
Financial Aid Easy

Spotlight on Experiential  
Education

Student Organizations

Faculty Spotlight

Meet Our Students!

Preparing for Pharmacy School

Getting to Know You!

Personality Self-Assessment

Learning Styles Self-Assessment

Hope,

Welcome to Manchester University Pharmacy Program! Please use your personal EMP website to manage your "to-do" list, find required forms and important information, and learn more about our program, faculty, and students!



#### Matriculated Student Checklist

Complete these steps prior to the start of P1 New Student Orientation. Keep in mind that our Office of Student Affairs will direct you when and how to complete these steps.

- ☐ Complete New Pharmacy Student Information form (IF NOT ALREADY COMPLETED)
- ☐ Complete Getting to Know You form (bottom left of screen for link)
- ☐ Join the Facebook Class of 2020 group (wait for invite - will open in January 2017)
- ☐ Update Fall grades through Academic Update in PharmCAS
- ☐ Complete FAFSA (open October 1st; due March 10th)
- ☐ Complete Personality Self-Assessment (bottom left of screen for link)
- ☐ Complete Learning Styles Self-Assessment (bottom left of screen for link)
- ☐ Complete New Pharmacy Student Registration form
- ☐ Complete Criminal Background Check/Drug Screening
- ☐ Complete Health History form






# Automated


Tier 1 [Add Item](#)

Send this tier 1 day after [entering the selected stage\(s\)](#)




**Name:** New Inquiry - 2017  
**Delivery:** Email  
**Group:** 2017 Inquiries  
1,424 records  
**Stats:** 1190 Sent - 490 Opened  
**Tested:** No  
**Status:** On Off

[Edit Content](#) [Edit Details](#) [Settings](#)




**Name:** New Applicant - 2017  
**Delivery:** Email  
**Group:** 2017 Applicants  
177 records  
**Stats:** 179 Sent - 155 Opened  
**Tested:** No  
**Status:** On Off

[Edit Content](#) [Edit Details](#) [Settings](#)



**Name:** Accepted - 2017  
**Delivery:** Email  
**Group:** Accepted  
0 records  
**Stats:** 0 Sent - 0 Opened  
**Tested:** No  
**Status:** On Off

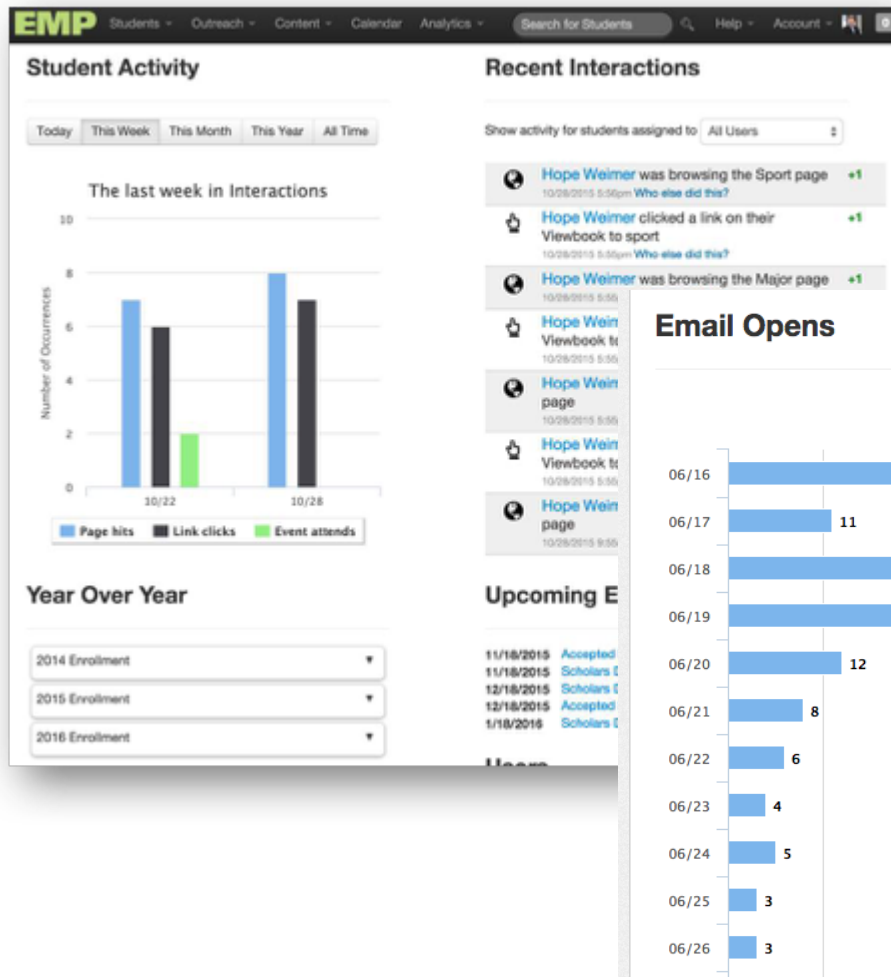
[Edit Content](#) [Edit Details](#) [Settings](#)



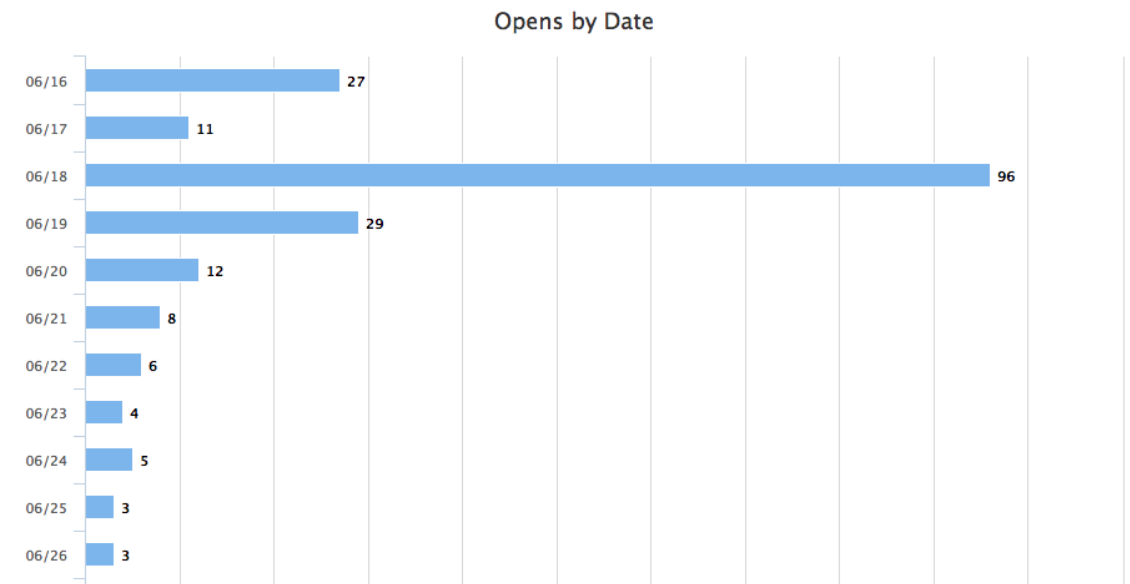
**Name:** Deposited 2017  
**Delivery:** Email  
**Group:** 2017 Active Admits  
28 records  
**Stats:** 2 Sent - 1 Opened  
**Tested:** No  
**Status:** On Off

[Edit Content](#) [Edit Details](#) [Settings](#)

# Trackable



## Email Opens



# How EMP helps NEOMED

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# EMP helps NEOMED

- Immediate
  - Good Experience: Student and Admissions friendly
- Relevant
  - Segment and target audiences
  - Stage to stage relevant communication
- Automated
  - Streamlining
  - Small office, workload balanced
- Trackable
  - WebAdMIT Integration
  - Integrated Processes with programs, helping to yield students

# Immediate fulfillment



EDUCATING THE NEXT GENERATION OF **PHYSICIANS,**  
**PHARMACISTS** AND **HEALTH RESEARCHERS**

[Home](#)

[Complete My Profile](#)

[Becoming a Pharmacist](#)

[College of Pharmacy: 3 + 4 Pharm.D.](#)

[Apply Now](#)

[University Partners](#)

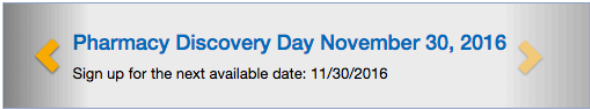
[Student Advisors & Club Leaders](#)

[Event Calendar](#)

[Driving to Campus](#)

[Getting to Campus](#)

[Financial Aid](#)



**Pharmacy Discovery Day November 30, 2016**  
Sign up for the next available date: 11/30/2016


## Lindsey,

Thank you for your interest in Northeast Ohio Medical University. Browse the navigation to the left to learn more about our top-notch facilities and our dedication to improving the health, economy, and quality of life in northeast Ohio through the medical, pharmacy, and health sciences education of students and practitioners at all levels.

**We will help you to develop the skills and knowledge required to excel in the medical field.**

Schedule a visit to campus, and see what you can achieve at Northeast Ohio Medical University. Please contact me if you have any questions, and keep in touch on our social media to keep up-to-date, and learn what students are saying about us!

Jim Barrett  
Director of Admission  
[jbarrett1@neomed.edu](mailto:jbarrett1@neomed.edu)



Jim Barrett  
Director of Admission for Lindsey

*Northeast Ohio Medical University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, gender identity and/or expression, disability, age, religion, or veteran/military status in its programs and activities.*

### Ask a Question!

Have a question? Ask us through this form and we'll respond shortly!

Ask us your question!

[Go >](#)

# Relevant

## Integrated Pharmaceutical Medicine

[View Track Stats](#) [Back to Campaigns](#)

Campaign IPM

Name \*

Group

Stages Prospect Inquiry Applicant Accepted Enrolled Withdrawn Denied

[Show or Hide Email Settings](#)

- Rules
- Emails do not get sent to students in the [invalid emails](#) or [optouts](#) list.
  - Text & voice messages can only be sent to students who have [opted in to receive them](#).
  - Students may only receive an email, print piece, text or voice message once.
  - Print pieces will only be sent to US students with complete information (First Name, Last Name, Address 1 or Address 2, City, State, and Postal Code)

[Save](#)

Tier 1 [Add Item](#) Send this tier on  at  repeat



Name: IPM to PharmCAS   
Applicants

Delivery: Email

Group: N/A

Stats: 0 Sent - 0 Opened

Tested: Yes

Status: On Off

[Edit Content](#) [Edit Details](#)



Name: IPM to PCAT Names

Delivery: Email

Group: 2017 IPM to PCAT

Names

603 records

Stats: 632 Sent - 248

Opened

Tested: Yes

Status: On Off



Name: IPM to GRE Names

Delivery: Email

Group: 2017 IPM Campaign

GRE

441 records

Stats: 440 Sent - 181

Opened

Tested: Yes

Status: On Off

## Prospect 2017

[View Track Stats](#) [Back to Campaigns](#)

Campaign 2017 Campaign Unknown Entry Year: *Unknown*

Name \*

Group

[View Group](#) [Remove Group](#)

Stages Prospect Inquiry Applicant Accepted Enrolled Withdrawn Denied

[Show or Hide Email Settings](#)

- Rules
- Emails do not get sent to students in the [invalid emails](#) or [optouts](#) list.
  - Text & voice messages can only be sent to students who have [opted in to receive them](#).
  - Students may only receive an email, print piece, text or voice message once.
  - To be eligible for the next tier, a student must receive at least one item from the previous tier.
  - Students may only move forward, and not backward, through tiers.
  - Print pieces will only be sent to US students with complete information (First Name, Last Name, Address 1 or Address 2, City, State, and Postal Code)

[Save](#)

Tier 1 [Add Item](#) Send this tier  entering the selected stage(s)



Name: Email 1 2017

Delivery: Email

Group: Prospect Campaign

2017

13,507 records

In Both Groups:



# Automated

## Direct Entry Interview Day Option Registrations

Show time slots

109 registrants signed up for the event.

Date	Registrants	Guests	Total Attending
1/19/2017	4	0	4
11/17/2016	43	0	43
11/10/2016	42	0	42
10/20/2016	20	0	20
<b>Total</b>	<b>109</b>	<b>0</b>	<b>109</b>



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**PHARMACISTS** AND **HEALTH RESEARCHERS**

## Campaigns

New Campaign Email Settings

Nurture Campaigns Blast Campaigns Event Campaigns Archived Campaigns

### 2017 Interview Campaign Entry Year: 2017



Name	Group	Stages	Outreach
<a href="#">Direct Entry Interview Invite 2016/2017</a>	<a href="#">Direct Entry Interview Invite 2016/2017</a> (15 records)	Applicants	1 email 0 print pieces 0 text messages 0 voice messages 0 to-dos
<a href="#">Doctorate of Pharmacy Interview Invite 2016/2017</a>	<a href="#">Doctorate of Pharmacy Interview Invite 2016/2017</a> (22 records)	Applicants	1 email 0 print pieces 0 text messages 0 voice messages 0 to-dos

- Home
- Complete My Profile
- Becoming a Pharmacist
- College of Pharmacy: 3 + 4 Pharm.D.
- Apply Now
- University Partners
- Student Advisors & Club Leaders
- Event Calendar
- Driving to Campus
- Getting to Campus
- Financial Aid



Jim Barrett  
Director of Admission for Lindsey

## Event Calendar

This month: Events occurring in November, 2016

Event	Taking Place on:	Register
Traditional M.D. Discovery Day November 15, 2016 (College juniors, seniors & college grads)	11/15/2016	<a href="#">Register</a>
B.S./M.D. Discovery Day November 16, 2016	11/16/2016	<a href="#">Register</a>
Pharmacy Discovery Day November 16, 2016	11/16/2016	<a href="#">Register</a>
Traditional M.D. Discovery Day November 22, 2016 (College juniors, seniors & college grads)	11/22/2016	<a href="#">Register</a>
Pharmacy Discovery Day November 30, 2016	11/30/2016	<a href="#">Register</a>
MD Discovery Day (For high school 11th & 12th graders or college freshman & sophomores)	11/30/2016	<a href="#">Register</a>

Next month: Events occurring in December, 2016

Event	Taking Place on:	Register
Pharmacy Discovery Day December 7, 2016	12/7/2016	<a href="#">Register</a>
MD Partner Discovery Day (For 11th & 12th graders or college freshman & sophomores)	12/8/2016	<a href="#">Register</a>
Pharmacy Discovery Day December 13, 2016	12/13/2016	<a href="#">Register</a>
MD Discovery Day (For 11th & 12th graders or college freshman & sophomores)	12/13/2016	<a href="#">Register</a>

# Trackable

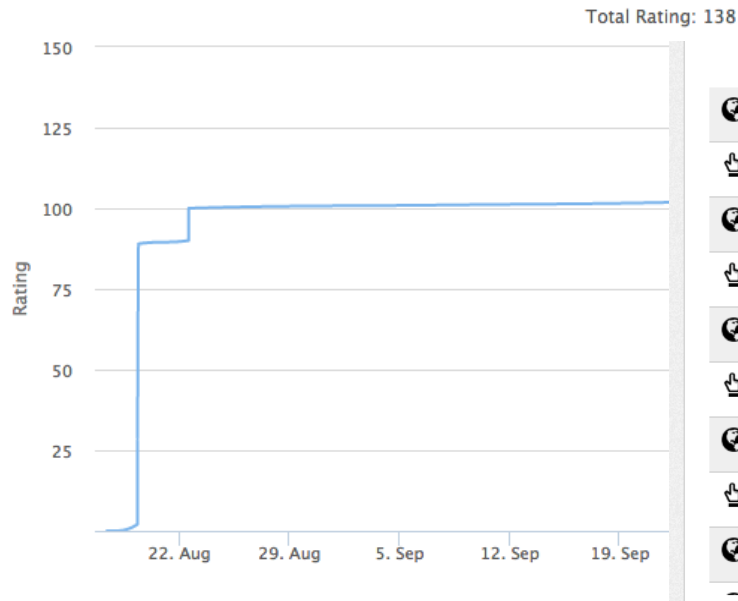
## Kelly Skeehan Student, Applicant 2017

Timeline Information Checklists Registered Events Communications To-dos Notes Groups Actions ▾

A phone number associated with this record, "+1 330-325-6267", opted in to receive text & voice messages on 8/19/2016 6:59am.

### Timeline

Graph List



- Kelly Skeehan was browsing the Home page 11/01/2016 2:42pm [Who else did this?](#) +1
- Kelly Skeehan clicked a link on their Viewbook to landing\_inquiry\_0 11/01/2016 2:42pm [Who else did this?](#) +1
- Kelly Skeehan was browsing the Program page 11/01/2016 2:42pm [Who else did this?](#) +1
- Kelly Skeehan clicked a link on their Viewbook to program 11/01/2016 2:42pm [Who else did this?](#) +1
- Kelly Skeehan was browsing the Student Advisors & Club Leaders page 11/01/2016 2:41pm [Who else did this?](#) +1
- Kelly Skeehan clicked a link on their Viewbook to student\_advisors\_\_club\_leaders 11/01/2016 2:41pm [Who else did this?](#) +1
- Kelly Skeehan was browsing the University Partners page 11/01/2016 2:41pm [Who else did this?](#) +1
- Kelly Skeehan clicked a link on their Viewbook to university\_partners 11/01/2016 2:41pm [Who else did this?](#) +1
- Kelly Skeehan was browsing the Home page 11/01/2016 2:41pm [Who else did this?](#) +1

# Key takeaways

- We need more Pharmacy students!
- Schools feel pain in traditional recruitment methods
- EMP can ease your pain: engage with students effectively
  - Immediate
  - Relevant
  - Automated
  - Trackable
- Recruitment important at all stages
- You heard some examples; now stand in the shoes of a prospective student - launch a personalized campaign to yourself:

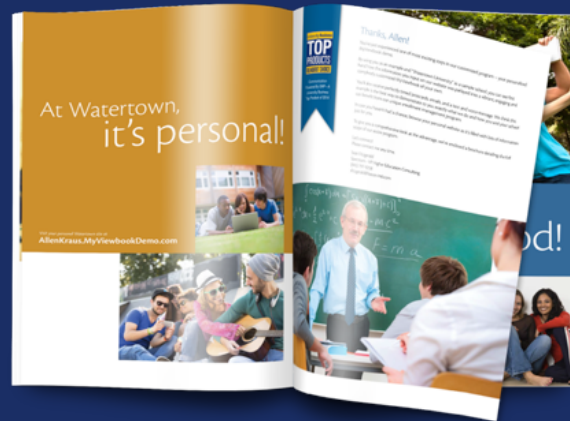
**[www.myviewbookdemo.com](http://www.myviewbookdemo.com)**

# Thank You!

## Q & A

*We will be in touch to offer a free consultation  
on your current recruitment strategies!*

**Want to contact Suzanne?**  
**[ssharp@liaisonedu.com](mailto:ssharp@liaisonedu.com)**



**[www.myviewbookdemo.com](http://www.myviewbookdemo.com)**