

# APhA-APPM Medication Management SIG MTM Content Development for Pharmacist.com

**Project #:** 3

**Project Title:** Marketing MTM Services

**Application Available At:** <https://apha.secure-platform.com/a/solicitations/home/1239>

**Deliverable Type:** PDF guide

**# of Volunteer Opportunities:** 2

**Project Description:**

Selected volunteers will develop a brief guide for pharmacy teams on how they can successfully market their MTM programs. This guide will be a 2-4 page PDF exploring:

- The differences between digital and traditional marketing,
- How pharmacies can market to patients, providers and payers, and
- Available marketing resources/tools.

This guide will ultimately be housed on APhA's MTM webpage. Volunteers will work with the MTM Content Project Manager and Medication Management SIG Coordinator and Coordinator-Elect.

## Draft Project Timeline

Date	Activity	Activity Category
December 21	Call for Volunteers Opens	Volunteer Selection
January 21	Call for Volunteers Closes	Volunteer Selection
January 28	Volunteers Selected/Notified	Volunteer Selection
February 15	Introductory Call with Selected Volunteers	Project Development
March 15	Initial Content Drafts Due from Volunteers	Project Development
March 31	Initial Content Review Completed by SIG Leaders and sent to volunteers for editing if necessary	Project Development
April 15	Content edits made by volunteers due to SIG Leaders (if necessary)	Project Development
April 22	First Draft Content Sent to APhA Staff for Review	Project Review
May 6	First Draft Content Review Completed by APhA Staff	Project Review
May 20	Final Content Sent to APhA Staff for Review	Project Development
June 3	Final Content Reviewed by APhA Staff	Project Review
June 17	If Content Approved, APhA Staff Sends Content through Copyediting/Layout/Production/Posting	Project Finalization

## Volunteer Engagement Expectations

- Communication with volunteers by the MTM Content Project Manager and SIG leaders will be primarily by email and on occasion by phone.
- In email notifying of selection for the project, volunteers will be asked to complete a poll to determine date/time of a conference call with the Project Manager and/or SIG leaders to introduce the project, discuss expectations and deadlines and answer any questions.
- Follow-up will be done via email.
- Google Drive will be used to house all materials related to the project (a specific folder will be created for storage of content)

- Draft content can be created within Google Docs or outside Google Drive and uploaded once complete. If content is created outside Google Drive, volunteers will work together to ensure everyone in the group has access of the most current version of the document.
- Volunteers can direct any questions regarding the project to the Project Manager via email.
- If volunteers are delayed in completing the required items and anticipate they will be unable to meet the deadline, they should contact the Project Manager as soon as possible so arrangements (including potential deadline extension or reassignment) can be made.