Amplify Your Impact

Kelly Brock, ‘02 PharmD, Executive Director, Community Pharmacy Foundation
Farah Towfic ‘11 PharmD, MBA, Director, CEO Operations, USP
Our Leadership Journey...
Farah’s Leadership Journey

Iraq → Turkey → Cyprus → Detroit → Dubuque → Iowa City → Washington, D.C. → Wisconsin → Back to Iowa → Back to D.C. Metro

Students, faculty, and staff of UI College of Pharmacy

Karbeling Leadership Award
What we have encountered in our journey...

1) Imposter syndrome
2) Risk taking
3) Adaptability
4) Shifting priorities
5) Relationships/Connections
“Imposter syndrome is loosely defined as doubting your abilities and feeling like a fraud. It disproportionately affects high-achieving people, who find it difficult to accept their accomplishments. Many question whether they’re deserving of accolades.”

Source: Harvard Business Review 2/21
Farah’s Impact
Being a student leader...

**IMPACT**

+ Collaboration
+ Leadership
+ Iowa Pharmacy Family (network!) and mentors
+ Professionalism
+ Opportunities (knowing they exist)

+ Shaping long term student success (Student Government)

- Free time...
- Grades...

It's about balance...
Residency...outside of direct patient care?
Residency at the American Pharmacists Association in Washington, D.C.

IMPACT

+ Learning professional priorities (drug shortages; pharmacist services, etc.)
+ Understanding how national associations function
+ Building a national network of mentors
- Being outside of direct patient care...
- New place/new people...
- Behind the scenes versus doing...ultimately drove me back to the Midwest
Walking the walk...as a practitioner
Practitioner, Part I: Wisconsin

**IMPACT**

+ New owner/flexibility in work
+ WPQC Program (pharmacist services)
+ Understanding challenges in building collaborative practice agreements
+ Streamlining operations
+ Medication adherence and technology became my passion

- Missing my parents
- Critical access environment/challenges (team of 2-3 pharmacists)
- Growth opportunities
Practitioner, Part II: Iowa

IMPACT

+ Back to national pharmacy engagement
+ Operations and workflow passion
+ Closer to my parents
+ Collaborative team and community impact
+ Lifelong mentorship

- Direct patient care versus supporting profession
- More growth in direct patient care areas
- Time to focus on personal life
Knowing when it’s time to take a big risk...
Finding USP

IMPACT
+ Mentors help open doors for you...
+ They push you even when you feel “Imposter Syndrome”
+ New learning in a brand new, global environment
+ Being Chief of Staff – the challenges that shape my lifelong learning
+ Intersect of regulatory, industry, and practitioner world
+ Mentor network grows...

- Imposter syndrome
- Proving myself
- Understanding my “why”
Applying my practitioner roots...

IMPACT

+ Solutions; agile mindset
+ Knowing how pharmacy ‘works’
+ Operational flow/areas of impact
+ USP’s trust, combined with practitioner network
+ Combining my passion for patient care and association experience
+ Medical reserves

- Imposter syndrome
Impact is a journey...

+ Balance competing priorities
+ Learn from mistakes...
+ Take a risk...your mentors will help you through it...or push you toward it. 😊
+ It doesn’t stop with you...
Kelly’s Impact
Expectations...
Adaptability

- You may not be where you thought you would be

**Lessons Learned**
- Keep an open mind
- Never say never
- Be willing to take a risk
Shifting Priorities...
Priorities and Purpose

- Priorities may change

Find your purpose
Be true to you
Identify your priorities
Set boundaries
Risk Taking...
Reward: Finding Joy in My Journey

All you have is what’s in front of you right now

“You are exactly where you are supposed to be right now”
Most Important Factor...
"I've heard it said, that people come into our lives for a reason, bringing something we must learn, and we are led to those who help us most to grow if we let them and we help them in return. Well, I don't know if I believe that's true but I know I'm who I am today because I knew you."

Lyrics from “For Good” from Wicked
Amplify Your Impact...
Amplify Your Impact

- Be a difference maker
- Pay it forward

You have no idea how much of a difference you can make in someone’s life
Questions?

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