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## Innovations in pharmacy through pharmacy practice: A call for papers

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The pharmacy practice section is for articles that can be used for developing the practice roles of pharmacists.

Innovation has been at the core of the many different practices and roles that pharmacists have developed. Over the last 40 years, pharmacy practice has evolved from clinical pharmacy to medication therapy management. Clinical pharmacy originated in hospitals in the 1970's and by and large used pharmacists as consultants for their clinical knowledge. In an effort to improve clinical outcomes and manage costs for those with chronic conditions, managed care organizations developed disease state management programs. Pharmaceutical care originated in the 1990's as the practice where the practitioner (pharmacist) takes responsibility for a patient's drug related needs and is held accountable for this commitment. With the advent of Medicare Part D medication therapy management has provided pharmacists an opportunity to be reimbursed for services that optimize therapeutic outcomes for individual patients. All of these practice types continue to exist.

Innovations in Pharmacy Practice	
clinical pharmacy	1970's
pharmaceutical care	1990's
medication therapy management	2010's

During these years, professional roles of pharmacists including ambulatory care, hospital, health-systems, long-term care, nuclear, and oncology have evolved. Undoubtedly, additional roles will continue to be developed.

What's next in the future of practice and professional roles for pharmacists? How will health care reform affect our future?

With change comes innovation. The dynamic nature of health care has been the root catalyst for change and innovation in pharmacy practice. The pharmacy practice section of INNOVATIONS is intended to provide practitioners an opportunity to share their practice innovations. The innovation may include a description of a practice or program, a special population, new evaluation tool, an interprofessional alliance, interviewing technique, educational program, or technology to support practice. When describing or evaluating a practice/program it should be of sufficient detail for a reader to replicate it, including how it was conceived and how it was evaluated. We encourage you to include surveys, forms, brochures, videos and evaluation tools. All manuscripts should include a justification how the practice is innovative.

INNOVATIONS will allow practitioners to publish these practices/programs just in time. Changes in innovation are so rapid, relying on traditional publication methods delays the dissemination of such innovations.

Pharmacy is a versatile profession that is anchored in science and applied in practice. No other health-care profession has the depth of knowledge in pharmacotherapy. Creative pharmacists will continue to develop practices. Let us know about your innovation.

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