

Winston Durant Lecture
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Atlanta, Georgia
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Introduction

- Honor - as #10 - A Durant resident - award in his name
- Winston Durant - my first mentor, preceptor, advisor -- admire, role model, respect, but also a task master.
- Notified by committee of “2” Dave and Win -- pondered for weeks on the selection - appreciate the effort
- Introduction DZ -- 2nd Durant Award Winner “The Bullit”
 - also mentor, peer, advisor, futurist - last year I said
 - hired me with Win - Spring of 1966 - Rx school - student
 - 31 years worked with DZ - comment PSO - now works for me

Durant Address History

- 1) Win - traced early years development of department 1960 - 1972
 - Development of WISMED -- UD, IV Adds, Clinical, Computer, Decentral RPh
 - Old war stories with the early residents -- how Wisconsin residents were responsible for much of the early development.
- 2) Dave Zilz -- the DZ survey -- success of our residents where they are, statistics and quotes
- 3) TT - theme - the development of the Wisconsin Resident - attributes that made them successful.

Yesterday, today and tomorrow

- 3.1) past - DZ Survey - quotes from residents themselves
- 3.2) Past and present -- TT's interpretation -- feedback from employers
- 3.3) How the Pharmacy Department's change has influenced our resident product

- 3.4) How our health system -- UW Health and department will need to change in future or continue to do -- influence on Resident product
- 3.5) TT's attributes required of our new grads -- with some that will continue to exist because of our core values
- 3.6) Lastly my description of what future Wis resident graduates as well as post grads need to do to be successful in the new health systems

Perspective

I have trained 125 MS/Residents

30 PPR's

1 Specialty resident 1969-1997 -- 28 years

156 -- Ruthie and I -- people part of my family

Read attached poem by Samuel Ullman -- describes success of past 2 Durant award winners plus my philosophy - TT

Definition of a Resident/Residency - ASHP

A pharmacy residency is an organized, directed, post graduate training program in a defined area of pharmacy practice.

Interpretation

- Exist primarily to train RPh on professional practice and management activities
- Provide in-depth skills leading to advance practice skills and knowledge
- Foster an ability to conceptualize new and improved pharmacy services
- Opportunities to conceptualize, integrate and transform accumulated experience and knowledge into improved drug therapy
- instills a philosophy of practice

What past residents said - DZ survey - impact residency had on them and success

never accept status quo

pride in Wisc. legacy

how to think and learn / critical thinking

work ethic

** leadership

dedication

visionary

networking

** work hard, enjoy life, play hard

team player

** “fire up” -- 21 times mentioned words

stamina / endurance

perseverance

ethical values

outstanding practice philosophy

confidence

global understanding / big picture

life long learning philosophy

discipline, mental toughness

profound service ethic

intellectual stimulation

** long term friendships

humility and patience

- ** “best years of my life”
- ** “single most influential experience in career”
- ** mentioned numerous times

TT's Interpretation from List -- made residents successful and employer comment

- 1) leadership skills
- 2) work ethic/stamina
- 3) visionary - big picture of health system
- 4) team player
- 5) networking ability and access to networks
- 6) fired up -- work hard / play hard
- 7) practice / medication use system philosophy
- 8) life long learning, involvement in organizations
- 9) dedication to profession
- 10) mental toughness / discipline
- 11) pride in legacy of program / thankfulness

Changing Health Care environment - UWHC Pharmacy Department - adjust to and positive effect on future grads as well as what will continue to do that have been successful at

- 1) UWHC Pharmacy Dept. - 35 yrs. continues to be nationally and internationally recognized as one of the most competitive, integrated and patient focused pharmacy services in the country - DZ - message to staff at retreat! - now - last few years one of most integrated and successful multiple service pharmacy service organizations - Acute, LTC, Mtg Care, HHC, retail, ambulatory - PSO great training ground for new leaders

- 2) Related to above -- dept grads must learn to take more risk in decisions and increase potentially the number of risky career decisions
- 3) Our grads must continue to be innovators and be creative individuals “futurists” - must create more “DZ” types
 - see lot of turnover at the “creative top” in leaders of Pharmacy health systems. UW grads must replace these people, no one else is training them - UW Health environment - technology, systems
 - Einstein -- can't solve today's problems with the same type of thinking that created them!
- 4) Corpocracy -- grads and preceptors that train need to watch these developments “pick partners carefully” -- remember basic premise and medication management philosophy

Who is the captain of the medication use highway in our new integrated health system?

Graduates -- ethics, teamwork, humility, service to patients, passion for profession -- synergy with which corporate partners??
- 5) Grads must be prepared to monitor new ideas for technological discoveries and relate to “IHS” fit
 - continue to support and believe in creative and innovative research as a foundation for forward thinking
 - expose resident to so can support in new jobs
- 6) Expose residents to new pharmacy service corporations, organizational theory, matrix management and deal with change, change, change, be flexible, flexible, flexible
 - how it will effect residents in new positions, roles and how to deal with
- 7) Last and not least -- TT philosophy -- DZ message to Admin staff and residents last year at retreat -- Wisconsin idea / legacy -- ability to fire up -- work hard / play hard
 - at home, meetings -- Wis. reception
 - criticized at times for -- others Kentucky, OSU etc. no longer -- legacy stopped
 - strong loyalty and networking -- life long career advising

- Wisconsin is perhaps the last program to continue to sustain this style and philosophy
- All of us must continue this and not allow it to ever stop. “Fire up and always have a good time”
 - My pledge! -- fire up forever

Future UW resident attributes / abilities (a lot of repeats -- list face it we've been successful

- 1) outstanding leadership skills
- 2) innovative, creative
- 3) team player
- 4) visionary
- 5) outstanding communication / marketing skills
- 6) extremely flexible, change artist
- 7) passion for the profession
- 8) patient and customer oriented
- 9) relentless - never, never give up
- 10) establish and mature network for peers, fellow residents, etc.
- 11) thankful for opportunities that are out there for pharmacy, pride as a grad of the Wisconsin program
- 12) have fun -- always have a good time and a sense of humor

In conclusion my personal message to our new residents and past UW residents

I believe that you the future Wisconsin residency graduates (as well as past residents) must continue to be active, very active. Your strategic plans and service philosophy must have both an offensive plan and a defensive plan. You must be patient in the new environment but still strike quickly when opportunities

present themselves. You must be relentless -- you will never, never, never give up under any circumstances. You must be devoted team players who play intensely and unselfishly. You must remain humble with the many victories in your pharmacy life and remain passionate about our profession. Even though you will lose some battles during your professional endeavors, you must always think of these losses as more opportunities. Be thankful for these opportunities. Through these victories and defeats you must remain unified for our profession and continue to network with you colleagues, fellow residents, and friends to support each other. I know that I can be assured that you, the graduates of the Wisconsin Residency Program will always provide quality services to your patients and customers and dedicate yourselves to a safe medication use system. Thank you for this dedication. The current challenges in health care are difficult and challenging but you will overcome these obstacles and continue to be leaders in the profession of Pharmacy. But remember: lets always remember to fire up and live each day like there's no tomorrow!

Thank you for this honor and for all my Wisconsin Resident memories. I'm proud to have been a Wisconsin resident.

Youth

Youth is not a time of life; it is a state of mind; it is not a matter of rosy cheeks, red lips and supple knees; it is a matter of the will, a quality of the imagination, a vigor of the emotions; it is the freshness of the deep springs of life.

Youth means the temperamental predominance of courage over timidity of the appetite, for adventure over the love of ease. This often exists in a man of sixty more than a boy of twenty. Nobody grows old merely by a number of years. We grow old by deserting our ideals.

Years may wrinkle the skin, but to give up enthusiasm wrinkles the soul. Worry, fear, self-distrust bows the heart and turns the spirit back to dust.

Whether sixty or sixteen, there is in every human being's heart the lure of wonder, the unfailing childlike appetite of what's next, and the joy of the game of living. In the center of your heart and my heart there is a wireless station; so long as it receives messages of beauty, hope, cheer, courage and power from men and from the Infinite, so long are you young.

When the aerials are down, and your spirit is covered with snows of cynicism and the ice of pessimism, then you are grown old, even at twenty, but as long as your aerials are up, to catch waves of optimism, there is hope you may die young at eighty.

Samuel Ullman