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OUPharmacy.com

From the Dean

Dear Friends:

We recently observed the 1st anniversary of the existence of the revised website for the OU College of Pharmacy. Last year, on June 22, the announcement was made at the annual meeting of the Oklahoma Pharmacists Association (OPhA) that the new website was up and running. The OPhA annual meeting was chosen as the setting to begin publicizing the new website in light of the long-standing relationship the college has had with that organization. That partnership extends back to the very beginning of The University of Oklahoma when the pharmacists of the Oklahoma Territory Pharmaceutical Association petitioned the Board of Regents to implement a pharmacy program. As it turned out, pharmacy was the first professional program at OU and all members of the first two graduating classes (a grand total of 2 individuals in 1896 and 2 more in 1897) in Norman were in pharmacy. The story is well-documented in Leo Tate's centennial history book which is available as a free download at <http://oupharmacy.com/museum/history/index.asp>. In the year that it has been available on our website, there have been 2,054 downloads of the complete history book.

Comprehensive first year WebTrends® statistics for www.oupharmacy.com show that there were 182,480 total visits to the site. The top 10 countries represented by these visits, from 1 to 10, were United States, United Kingdom, Canada, Saudi Arabia, Australia, Germany, Japan, Netherlands, Austria, and Taiwan. These top 10 countries accounted for 76 % of the total number of visits to the site and, as might be expected, 98% of visits from countries in the top 10 were from the United States. The most active day of the week has been Tuesday and the least active has been Saturday. During the day, the most active time has been between 5 and 6 PM with the least active time between 5 and 6 AM Oklahoma time. The most frequently accessed and downloaded pages were with regard to the doctor of pharmacy program and admission requirements.

In examining the statistics for the first year of www.oupharmacy.com, it is obvious that tremendous growth has taken place. In comparing numbers collected for the month of July in 2001 with those collected in May of 2002, the growth of interest and utility of the website is very noticeable. The following table provides a few of the more interesting comparisons between those two months.

	<u>July 2001</u>	<u>May 2002</u>
Number of Visits to the Website	9,698	22,227
Average Number of Visits per Day	312	717
Number of Unique Visitors	2,898	8,084
Average Length of Visit (Minutes)	17	35

As is evident, growth in number of visits has been paralleled by growth in the amount of time individuals spend browsing our site. Equally impressive, the number of subscriptions to the e-News has grown to approximately 300 currently and I hope we can expand that number over the course of the upcoming year.

Thank you for participating with us as we strive to enhance your communication and interactions with the college. I very much appreciate the support you have given by taking the time to visit our website and to subscribe to this e-News. I hope you have enjoyed the experience and that you will continue to take advantage of the many benefits afforded through our website.



Sincerely,

College News

▪ Promotion and Honors for Dr. Tracy Hagemann

Dr. Hagemann was recently promoted to Associate Professor in the OU College of Pharmacy. Her promotion coincided with recognition of her outstanding accomplishments by the Oklahoma Pharmacists Association (OPhA, <http://opha.com>) and the Pediatric Medical Residency Program at Children's Hospital of Oklahoma. Tracy was the 2002 recipient of the OPhA Distinguished Young Pharmacist Award and the Residency Program's 2001-2002 recipient of the Outstanding Faculty Teaching Award. Tracy's many activities and interests can be viewed at <http://oupharmacy.com/TracyHagemann>. Congratulations to Tracy and Best wishes for continued success.

Important Healthcare Information

▪ GI Anthrax and Smallpox Research

In a recent issue of "Emerging Infectious Diseases": scientists point out that not only does awareness of gastrointestinal anthrax in a differential diagnosis remain important in anthrax-endemic areas, it also is important in settings of possible bioterrorism; and investigators provide an update on the smallpox research agenda. To view these articles, go to http://www.cdc.gov/ncidod/eid/bio_links.htm.

Alumni News

▪ Calvin Anthony ('68) Featured Pharmacist at OPhA

Calvin is the Featured Pharmacist on the newly designed website of the Oklahoma Pharmacists Association (OPhA). His biographical profile can be found on the OPhA site at <http://opha.com/featured/index.asp?InterestID=37>. Welcome back to Oklahoma Calvin.

▪ Kimi Boedeker ('00) Recently Married

Kimi, who is currently serving the OU College of Pharmacy as Assistant Professor, was recently married. Her new name, Kimi Boedeker Vesta, is reflected in her new e-mail address. Classmates and friends are welcome to contact Kimi at kimi-vesta@ouhsc.edu and to visit her web page at <http://oupharmacy.com/KimiVesta>.

▪ Cynthia Boyle ('71) – Recent Visitor to the College

Cynthia recently payed a visit to the college in Oklahoma City on her way back to Baltimore where she is Director of the Office of Continuation Studies, Assistant Director of Experiential Learning, and Assistant Professor of Pharmacy Practice and Science at the University of Maryland School of Pharmacy. She was in town as part a trip to attend her Norman High School Class Reunion. Classmates and friends can communicate with Cynthia at cboyle@rx.umaryland.edu.



Pharmacy News

▪ NCPA Digest Reports on Sales and Margins

According to the National Community Pharmacists Association (NCPA, <http://www.ncpanet.org/>), total sales and prescription revenues continue to climb at the nation's independent community pharmacies. Preliminary data from the 2002 NCPA-Pharmacia Digest indicate that independent pharmacies exceeded \$2.45 million in total sales per location in 2001. That represents growth of 6.5 percent over 2000 figures. Prescription sales revenue also rose, accounting for 88 percent (\$2.154 million) of total average sales - a nearly 10 percent increase from the previous year.

Prescription volume surged by 5.5 percent with the average independent dispensing 53,808 prescriptions in 2001, or 172 per day. Gross margins, however, continued to decline as a percentage of sales. "The preliminary results of the Digest survey firmly demonstrate the tenacity and vitality of the nation's independent pharmacies," said NCPA Executive Vice President and CEO Bruce Roberts. "Despite declining margins, independents continue to show themselves to be a pivotal part of the pharmacy marketplace, especially in the area of prescription drugs."

Oklahoma Poison Control Center News

▪ Beware of Poisonous Spider Bites

Summer time is just beginning and the Oklahoma Poison Control Center has already received a large number of calls about spider bites. From January through June 26, 2002, the poison center has helped 120 callers with spider bites; 40 suspected Brown Recluse or Fiddleback spider bite exposures, 11 Black Widow bite exposures, and 69 unknown spider bite calls. In 2001 the poison center received a total of 164 spider bite calls; 68 Brown Recluse, 27 Black Widow, and 69 unknown spider bite calls. The poison center would like you to know more about the two poisonous spiders in Oklahoma, including what to do and what to expect if bitten.

"The Brown Recluse spider is usually light brown in color with a darker brown violin shape on the topside of the spider's head," says Lee McGoodwin, managing director for the poison center. They like to hide in dark outdoor locations, under rocks and boards, in holes and caves or in dark, dry, undisturbed places like attics, closets, bedding or furniture. Prevention includes picking up clutter, not wearing cloths that have been on the floor, and checking bed sheets before going to bed if the home is heavily infested. The poison center also advises the control of the brown recluse spider's food supplies, such as crickets.

If a brown recluse spider bites you or someone you know, the poison center offers the following recommendations:

- Wash bite/sting area well with soap and water.
- Call doctor if signs of infection occur like increasing pain, swelling, redness or drainage.
- If back pain, fever, or dark urine develops, call your doctor or the poison center right away
- Serious symptoms may occur especially in children and the elderly or persons who have weak immune systems.
- **If signs of a severe allergic reaction occur, go to an emergency room or consult a doctor right away.** Signs of a severe allergic reaction include abdominal cramps, vomiting, dizziness, chest tightness, hoarseness, or blue discoloration to lips, wheezing, difficulty breathing or rapid, severe swelling.
- If a tetanus vaccination has not been given within the last five to seven years, consult a doctor.
- Do not touch or handle biting or stinging creatures. However, when possible, you could save the spider for later identification. Small creatures can be killed by dropping in scalding water or freezing without changing their appearance.

"The bite from a brown recluse may not be noticed right away, but may experience mild to severe pain in the bite area the after two to eight hours," McGoodwin says. "A victim might see one or two tiny puncture holes at the site of the bite surrounded by a whitish and a reddish halo. Blisters appear usually within 24 hours, and an ulcer may be seen within 48 hours. Pain and itching increases and there may be fever, chills, weakness, nausea, vomiting, joint pain, and a rash within 24 to 48 hours," McGoodwin explains. "Dark urine within 72 hours after a bite requires immediate medical attention," she



warns. In one or two weeks, the tissue dies and sloughs away and an open ulcer may form. Healing may take six months or longer and plastic surgery may be required.

The Black Widow spider has a jet-black, patent leather appearance and marble shaped body. Markings on the underside of the abdomen are red, yellow, or orange and often shaped like an hourglass. McGoodwin describes the bite from a Black Widow as usually being a sharp, pinprick like pain, which may subside and reappear as a dull, throbbing ache followed by severe muscle pain and cramps. The venom begins to produce symptoms after about 10 to 60 minutes. Symptoms include abdomen pain, restlessness, sweating, and headache. Board-like hardness of abdomen or back is common. "A bite from a Black Widow may be serious. Seek medical attention immediately if you are bitten by a Black Widow." McGoodwin warns. "Anti-venom is available but it is not used in all cases."

Job Openings

OU MEDICAL CENTER, Children's Hospital

- Clinical Assistant Professor

The University of Oklahoma College of Pharmacy, Schusterman Center, Tulsa

- Clinical Assistant Professor
- Clinical Assistant Professor
- Clinical Pharmacist

The University of Oklahoma College of Pharmacy, Oklahoma City

- Research Technician
- Pharmacy Technician
- Assistant or Associate Professor of Pharmaceutics
- Assistant or Associate Professor

Eckerd Drug Company

- Pharmacist
- Pharmacy Technician

Wal-Mart Stores, Inc

- Staff Pharmacist and/or Assistant Pharmacy Manager
- Staff Pharmacist

USPHS/Indian Health Service

- Staff Pharmacist
- Staff Pharmacist