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The Sig

Southwestern Oklahoma State University

NEWS FROM THE
SCHOOL OF PHARMACY



INTERVIEW WITH DEAN B. G. KELLER JR.

What are some of the major long-range objectives of your Deanship?

I would like to see our enrollment stabilize. It is a bit traumatic to go through these fat years then to lean years then to fat years. At the moment, we are in the lean years, and the alums tend to criticize us for not turning out enough graduates as opposed to the fat years when they criticize us for turning out too many graduates.

I want to reiterate our commitment to producing pharmacists for a more rural setting, since this is one of the objectives of our school. The rural settings are in desperate need of primary health care providers.

I would also like to encourage a little more pursuit of excellence in teaching, even if this means that some people would request and be granted sabbaticals to retool themselves.

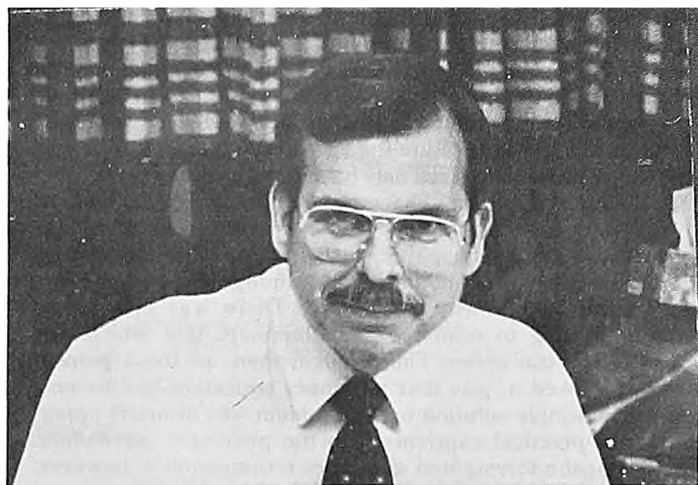
I wish to encourage research. I am serious about this. We have a nucleus of people who are definitely interested in research. If I can encourage research, particularly where grants are concerned, I might be able to allow some release time from classroom activities. I would also like to continue to pursue at least the development of a limited enrollment Pharm.D program. Maybe some day we might be allowed to offer M.S. in certain select areas. I feel we are ideally qualified in certain areas.

With that type of plan in mind, do you see any extensive changes in existing programs taking place? In other words, a redesign of our curriculum.

I think you are going to find that the curriculum is going to include a much greater emphasis on the behaviorals, and the curriculum is going to reflect a much greater interest in Bio-Pharmaceutics, Pharmacodynamics, and Pharmacokinetics. Also the time is coming when the curriculum is going to have to stress the clinical roles that are available and encourage the development of more clinical roles. It has always been my contention that schools have put a great deal of money into developing clinical models, but the profession **itself** has done very little in the actual development and utilization of clinical models. We just don't have \$10 million to pour into a clinical model, no school does. We have developed a model of clinical services, then why doesn't XYZ Hospital do it and not depend on the school. But too often, especially during the fat days of the federal money, schools were pouring money into developing clinical roles, but the roles weren't **there** anymore when the money dried up.

Is Southwestern planning to introduce the Pharm.D degree in the near future?

We have been attempting to have a limited add-on-type of Pharm.D program since 1973. So far, the Regents have not seen fit to grant a Pharm.D to either institution. We are a little concerned at the moment, however, that our sister institution in the state is making a great deal of noise about a Pharm.D program that may start within the next few years. We have not been notified of such a program for our institution. We would certainly expect that if one institution gets the program, the other one would also.



"DEAN B. G. KELLER, JR."

I often think it might have been a better idea had we pressed from back in 1973 for a M.S. in certain select areas. We have always been ideally situated here to give an M.S. in Administrative Sciences and in Hospital Practice.

It is no big secret that federal funding has decreased for the Schools of Pharmacy. What impact do you feel the decreased funding will have on Southwestern?

We were very fortunate at Southwestern to have had Dr. Walter Dickison as Dean and Dr. H. F. Timmons as interim-Dean for a two-year period. Both of these gentlemen chose to utilize federal money principally to buy the kind of equipment that normal budgets would not have permitted. We were blessed in proper utilization of the federal money. Now it is gone. Consequently, I feel we will have to do without some of the frills. A piece of equipment may have to be used a little longer than some of my basic science people would like, but I think that they understand this. We try to keep our lines of communication open, and they are willing to make-do with what we have. Here is an area where the alumni can help a great deal, through support of the Southwestern Pharmacy Alumni Foundation. The Foundation may be able to help us in these dry years when we don't have this windfall of outside money.

What role do the alumni have in your Deanship?

I have appointed a Council of Advisors composed of 16 men and women. Although they are not all alumni on the council, the greatest preponderance are alumni. Four are selected for four years, four for three years, four for two years, and four for one year. We need alumni financial support and recruitment support. I personally need to know that the alumni are out there. I ask the alumni one final thing: nothing is ever the same. No one Dean is going to run things exactly the way former Deans have. We hope that the alumni will give us a chance, give us a lot of good will, and a lot of moral and financial support.

THE NEED FOR CLINICAL PHARMACY

By Dr. Charles Nithman

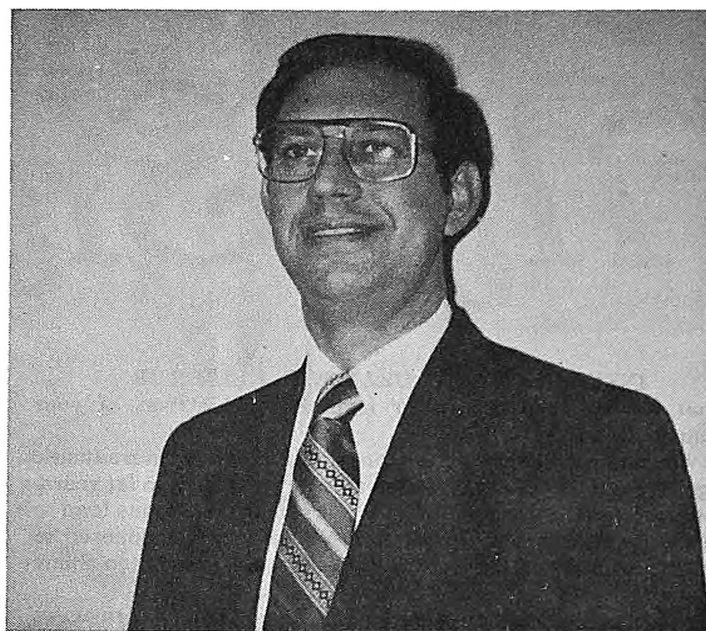
Have you ever been asked a question and not been able to remember the answer. You do, however, recall that you studied that material last semester, or last year, or sometime during your formal education. Perhaps you have also experienced the frustration of learning facts but had no concept of the application of those facts. I'm sure that everyone has been in a class and thought to themselves, "when will I ever use this information." All of us have had experiences and frustrations such as these, no matter how recent or distant our formal education might be. Clinical Pharmacy education attempts to address these situations by providing "real life" learning experiences. These experiences impress data upon the students' memory and help him to apply factual material that was learned in the didactic setting of the classroom. It brings to life the usefulness of information that at the time it was memorized may have seemed useless.

The direction of Clinical Pharmacy was charted in the 60's. At that time a number of pharmacy educators began to look at the preparation which the neophyte pharmacist was receiving. These progressive educators found that the training of future pharmacists was almost exclusively didactic. There was little or no practical training to reinforce and illuminate that which was studied in the classroom. The problem then, as these pioneer educators viewed it, was that pharmacy education had become lopsided. A simple solution to the problem was to insert opportunities for practical experience into the pharmacy curriculum. This is what the foresighted educators recommended, however, the solution was far from simple.

Problems encountered in placing practice opportunities into the curriculum ranged from attempts to squeeze the new courses into an already over-crowded curriculum, to the increased cost inherent to the low student instructor ratio necessary in the clinical setting. Another problem encountered was that of geography, as many schools were not ideally located near adequate clinical facilities. The problems were not limited solely to the educational institution but involved burdens for the students as well. Student expenses increased as tuition and fees were often higher for clinical courses. In some cases students had to provide transportation to and from practice site, and in other cases even had to bear the expense of relocating to sites some distance from the campus.

These problems are far from solved; many schools are still dealing with them. Through series of trial and error improvement is being made. Clinical education is becoming a prominent part of the curriculum of all schools of pharmacy. The growth in this discipline is an on-going and painful process. One that touches both faculty and students alike. The problems can be solved. Solutions will require the effort and cooperation of all individuals involved; faculties, students and practitioners. It is encouraging to know that solutions will bring improvements in pharmacy education, an end for which we all strive.

A student stopped in my office last week after he had completed his Pharmacy Practice course. His conversation, I believe, summarizes the value of clinical education. During the course of our conversation he said, "It sure is different preparing a prescription that a patient is going to take than it is to prepare one in a teaching laboratory that will be poured back into the stock bottle." My comment to him was, "You sure can't learn responsibility by reading about it in a book." I think we parted both having a greater understanding and appreciation for what it means to be a pharmacist.



"DR. CHARLES NITHMAN"

WITHOUT SCRUPLES

Many letters have come in (allright-one postcard, and it was just an address change) wanting to know where this column got its name. It comes from the old joke--"did you hear about the inadequate pharmacist--he didn't have any scruples."

All joking aside, I have a serious problem to discuss. That is, this situation pertaining to scholarships. Now a scholarship is not a boat load of students as some of you might think. A scholarship helps a student through school by paying tuition and books so that the student can use his own money for the more important things in life like dames and Corvettes. (Note to the Chevrolet company--make that complimentary car candy apple red. On second thought make that last line read--". . .like dames and Lincoln Continentals." Ford Motor Company take note.) A student who does well in class, makes good grades, is active in community projects, etc. when graduating gets a nice 8-inch walnut plaque, or similar award. An athlete would get a 6-foot loving cup, and that is just for a third string benchwarmer! By the way, have you ever seen a physical ed. major? Wow! Big, strong, muscular, mustaches, beards, hairy--and you should see the men!

But we have digressed enough; back to scholarships. Here at SWSU School of Pharmacy and Allied Arts Like Kleenex Counting and Ham Sandwich Making the faculty encourages good grades. Because if they didn't, they might have to put up with you again next semester.

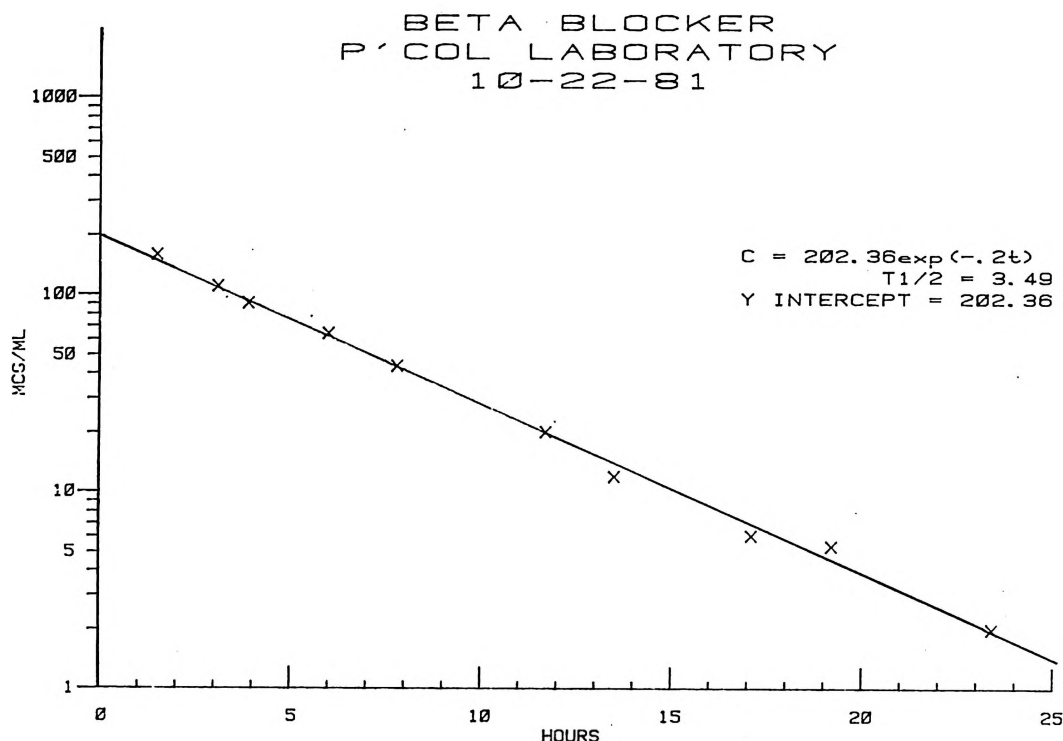
Before I go, you are by now aware of the superb journalistic caliber of this column. However, I do have a cousin that is my equal or superior in literature and journalism. Her name is Ann Onymus, and I have invited her here today to say a word to you. Ann, if you please---

"Hi."

Thank you for that word, Ann.

Oh, by the way, I'm sure many of you caught our booth at the State Fair. It was a great success. Wait till next year; it will be better. Dean Keller will wrestle alligators, in the mud!

So long,
Sudo Nim



"COMPUTER GRAPHICS"

KINETICS, DYNAMICS AND COMPUTERS

One of the exciting new developments at the School of Pharmacy is the Apple II computer in the pharmacology department. Drs. David Coates and Don Waters have been spending extensive time and effort working with the computer to develop programs that will be useful to the department and the entire School of Pharmacy. Dr. Coates and Dr. Waters foresee a great many uses for the computer now and in the future. The uses for the faculty include management of grades and analysis of exams and applications to individual and institutional research projects. The pharmacy students are anticipated to get some hands-on experience with the computer in the pharmacology labs especially in the statistical analysis and interpretation of pharmacology lab results. Some of the anticipated uses in labs include analysis of pharmacokinetic parameters of drug absorption, distribution, metabolism, and excretion; half-life studies; elimination studies; drug interaction studies, and dosage studies by determining plasma levels of drugs. The plasma level studies would have special application for drugs that must be taken on a chronic basis in order to maintain adequate therapy.

No computer is going to replace original thought, but they can eliminate the tedious work involved in statistical analysis and recordkeeping. Then in the course of a student's learning in pharmacology or other areas, more time can be spent learning principles and understanding the why and how of drug action instead of untangling the statistics involved.

The editors of *The Sig* were fortunate to see some uses of the Apple II in pharmacology, and one application is graphically displayed here. The School of Pharmacy has purchased a graphic display device to use with the computer. The graph indicates the plasma concentration of a beta blocker as a function of time.

STATE FAIR BOOTH--HUGE SUCCESS

The School of Health Sciences' Booth at the 1981 Oklahoma State Fair was a huge success. The booth was designed to publicize our school and to talk to interested people about the programs within the School of Health Sciences. The booth was manned during the ten-day fair run by students, faculty, and alumni. All types of literature were made available to the fairgoers, and the various student organizations in Pharmacy, Nursing, and Allied Health conducted blood pressure screenings. Phi Delta Chi also obtained and handed out poison prevention information. Other consumer publications which were dispensed included a "How to Read a Prescription" sheet and an identification sheet about black widow and brown-recluse spiders. Over the ten days, 100 people worked in the booth. This number included 65 students, 24 faculty, and the rest were alumni. Over 1,100 people stopped at the booth and picked up literature. More than 2,500 people had their blood pressure checked. A special thanks goes out to the many alumni who helped man the booth: Bob Dishman, Kenneth Eck, Kohen Tabor, Becky Thomassen, Janie Doverspike, Ann Schaefer, Roy A. Johnson, Denise Wilson, Bobby Hoffman, Janet Jespersen, and Pete Doughty. These individuals gave of their time and in some cases, their days off in order to help us. During the first Saturday of the fair, Senator David Boren stopped by the booth and chatted with our people.

NATIONAL PRESIDENT KAPPA EPSILON

Congratulations to Linda Tillinghast Rodgers (Class of '73) of Irving, Tex., newly elected national president of women's professional pharmacy fraternity, Kappa Epsilon! We, here at *The Sig*, welcome news about our alumni and friends. Help us pass it on; tell us what's new with you.

HELP NEEDED FOR HYPERTENSION TRACKING PROGRAM

The Oklahoma Pharmaceutical Association, in conjunction with the American Heart Association Task Force on Hypertension, is attempting to develop an ongoing hypertension monitoring program in Oklahoma. Unlike hypertension screening, this tracking program is designed to utilize the community pharmacist to regularly monitor a patient's blood pressure and to help make the hypertensive patient more compliant. The pharmacy committee which has been established to increase the utilization of pharmacy in the control of high blood pressure has the following objectives:

1. To promote the training of pharmacists in the detection referral, follow-up and longterm tracking of hypertensive patients.
2. To review existing curricula on high blood pressure in pharmacy schools and suggest improvements where needed.
3. Develop and facilitate implementation of systems to enable pharmacists to counsel, monitor, and follow-up hypertensive patients.
4. Explore ways to expand pharmacists participation in high blood control efforts (both as to numbers and scope).
5. Promote patient-pharmacist-physician cooperation in controlling hypertensives.

What the committee needs now is for more Oklahoma pharmacists to become actively involved in the program. This project represents an excellent chance for the pharmacist to utilize his superior pharmacological knowledge for the patient's benefit. If you are interested in becoming involved in a hypertension monitoring and tracking program, please contact the Oklahoma Pharmaceutical Association. A well-prepared article giving a detailed explanation of this program has been written by Joel Osborne, Director of Pharmacy, Baptist Medical Center, and appears in the October, 1981, issue of the **Oklahoma Pharmacist**. The OPhA's address is: P.O. Box 18731, Oklahoma City, OK 73154.

INVITATION TO EXCELLENCE: LET'S CONTINUE

During 1981, Southwestern alumni responded well to our requesting help concerning school publicity and recruitment. We had many pharmacists send in names of high school students who were interested in pharmacy, and we responded by mailing recruitment material to these individuals. We also had a number of alumni who helped us at the State Fair Booth. We are asking you, the alumni, to help us make sure 1982 is an even better year in all of these areas. Only through sustained effort can we ensure that Southwestern obtains the best students to train in order to graduate the nation's best pharmacists. We have a handy order form at the bottom of this page to allow you to communicate with us. A variety of items may be requested through this form. Remember that our admissions counselor, Susan Thiessen, is always prepared to help you with any problems about applying to Southwestern. Susan's telephone number is (405) 772-6611, Extension 4680. Being the best means you cannot be complacent. We continually need new ideas from our alumni. Let's continue to work together to select, teach, and train the best pharmacists in the country.

BULLETIN: As We Go To Press

Pharmacy student Mary Jane Hurley has been selected as a participant in the NPC Summer Internship Program. The program is designed to allow select students to obtain exposure to the pharmaceutical industry. The very competitive selection process examines pharmacy students from all across the nation. Mary Jane will be going to Upjohn in Kalamazoo, Michigan. **The Sig** congratulates Mary Jane for a job well done.

Please help us by checking the appropriate blank or by providing the proper information. Please do not forget to fill out the address information.

_____ I need a recruiting packet sent to me.

_____ I am involved or know of a local health careers day. I need to be contacted about this event.

_____ I know the names and school addresses of the science club or National Honor Society sponsors at the local high school.

Name: _____

Group: _____

Address: _____

Zip

MY ADDRESS IS:

Name

Telephone No.

Box or Street

Town

St.

Zip

CUT OUT THIS FORM AND MAIL TO:

The SIG
School of Pharmacy
SWOSU
Weatherford, OK 73096

_____ I want some information about the School of Pharmacy sent to the names of the students on the attached sheet. (attach sheet to this form.)

_____ I have included the following suggestions about recruitment on the attached sheet. (attach sheet to this form.)

**DR. NEAL LATMAN**

Dr. Neal Latman, a native of Borger, Texas, has joined the faculty in the Department of Pharmacology and Toxicology. Dr. Latman obtained his BS with a major in Zoology from the University of Oklahoma. He obtained his MS in Biology at West Texas State University, and he received his PhD in Physiology from Oklahoma State University. Before coming to Southwestern, Dr. Latman was a visiting scientist in the Department of Medicinal Chemistry at the University of Arkansas for Medical Science. He has been very active in the study of arthritis and is a past director of research of the Levi National Arthritis Hospital in Hot Springs, Arkansas. Dr. Latman has also worked as a toxicological chemist, an epidemiologist, and coordinator of a drug rehabilitation center. He has published a number of articles in scientific publications including the *New England Journal of Medicine*.

Dr. Latman is single. He is an outdoorsman and enjoys tennis, swimming, and bicycling. He is a collector of old medical and pharmacy textbooks. Currently, Dr. Latman is responsible for the Physiology sequence.

PLACEMENT SERVICE

The School of Pharmacy has an active placement service available both to those seeking extern, intern, and registered pharmacist positions and to those desiring people to fill these positions. For further information, contact Mr. Ed Christensen at the School of Pharmacy, phone (405) 772-6611, Extension 4650.

SOUTHWESTERN ONCE AGAIN RECEIVES BURROUGHS WELLCOME FUNDS

Every year Burroughs Wellcome sponsors the Burroughs Wellcome Pharmacy Education Program. Pharmacists from all across the country may enter a contest, and if their name is drawn, Burroughs Wellcome donates \$750 in their name to the School of Pharmacy of their choice. The money is designed to establish a revolving loan fund for deserving pharmacy students. This year Southwestern was the recipient of three such awards. The winners who designated Southwestern were: Minor L. Jones of Quail Plaza Drug in Oklahoma City; Randy L. Bechtel of Susan B. Allen Memorial Hospital, El Dorado, Kansas, and John D. James of Memorial Hospital in Stilwell, Oklahoma. We deeply appreciate these alumni and friends of Southwestern naming our school to be the recipient of their awards.

**PETER RATTO**

Dr. Ratto earned his BS in Pharmacy at the University of California, San Francisco. He also earned his MS and PhD at UC. He entered the educational field and taught in the pharmaceutical chemistry area at Loyola in New Orleans for five years. Dr. Ratto then spent 17 years in industry as a research pharmacist in product development at both Bristol Labs and at Norwich-Eaton. He comes to Southwestern from a community pharmacy practice in New York State. In spite of his extensive experience in industry, Dr. Ratto has maintained an abiding interest in community pharmacy and managed to work at least on a part-time basis in community pharmacies in Louisiana and California.

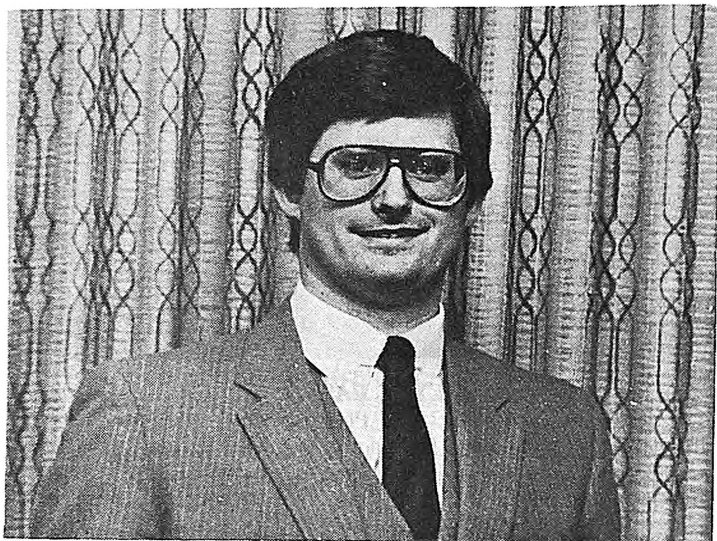
Peter "Pete" Ratto is married to Sofia, and they have one daughter, Andrea, a ninth grader. Dr. Ratto is interested in gardening when time permits, and since the Ratto's live on a farm near Weatherford, it looks like he will have the necessary space to indulge.

HOMECOMING 1981

In spite of a little wet weather, homecoming activities during the weekend of October 10 were well attended. Pre-game snacks were served and several pharmacy alumni, faculty, and students attended the game as a group. They were rewarded in a fitting fashion as the Bulldogs trounced Eastern New Mexico 43 to 13. Open house at the School of Pharmacy followed the game. Later that evening the alumni dinner was held at the Pharmacy Annex with a crowd of over 70 attending the festivities. Honored classes were the graduates of 51-52, 61-62, 71-72, and 76-77. Both men's fraternities held dinner and dance activities Saturday night as well. On Sunday 85 pharmacists attended the continuing education program held at the Pharmacy Annex.

SOUTHWESTERN ALUMNI RECEIVE SPECIAL APPOINTMENTS

Several Southwestern alumni have been appointed to high state offices, not only in Oklahoma but around the southwestern United States as well. In Oklahoma, Wayne Salisbury, a member of the class of 1958, has been appointed to the Board of Regents of Oklahoma Colleges. Wayne currently owns a pharmacy in Clinton, Oklahoma. Although many Southwestern alumni have served on the Oklahoma State Board of Pharmacy, several alumni in surrounding states have also been recognized for their leadership abilities. Charles Cardin, class of 1976, was recently appointed to the Board of Pharmacy in Kansas. Jerry Hodge, long-time Mayor of Amarillo, Texas, was recently appointed to the Board of Pharmacy in Texas. Jerry is a member of the class of 1965. Former assistant professor of pharmaceuticals, Gloria Ardeuser, has been selected to serve on the Colorado State Board of Pharmacy.

**ALAN MASON**

Joining the department of clinical pharmacy at Saint Anthony's Hospital in Oklahoma City is Alan Mason, RPh. Alan received his BS in Pharmacy in December, 1977, from Southwestern. After graduation he worked for Walgreen Drug for a year in retail pharmacy in Louisiana. He joined the pharmacy staff of Saint Claude's Hospital in New Orleans in August of 1979 where he worked as the assistant chief pharmacist until joining the faculty here this summer. Hospital practice in general and Saint Anthony's, specifically, are not new to Alan. He worked at Saint Anthony's as an extern during the time he was enrolled as a student at Southwestern.

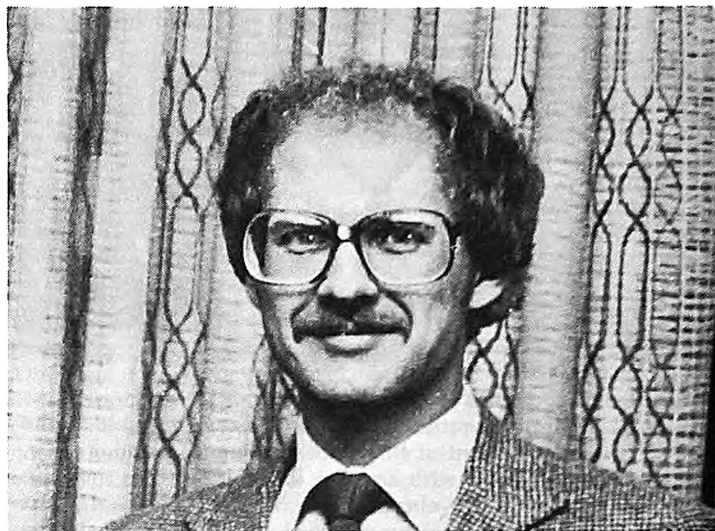
Alan and his wife, Marie, live in Midwest City, a community Alan calls "home" even though he has made his home in various parts of the world. He has lived in places as distant as Tripoli, North Africa, and Germany.

Leisure pursuits for Alan center on his fishing activities. He is known to be the kind of dedicated sportsman that carries a rod and reel in his vehicle at all times in the event that an opportunity arises to do some fishing.

Health Careers Day Very Popular

Health Careers Day held last October was very popular with area students and teachers. Over 200 students and teachers from 25 area high schools attended. Fifteen health care institutions or agencies had representatives on campus. Twelve programs at Southwestern also participated in the event.

After their arrival on campus, the students were gathered in the Old Science Building Auditorium, and they saw a new slide program about the School of Health Sciences. During the rest of the morning, they were free to visit the various representatives at their booths. In the afternoon, tours were given to the Allied Health, Pharmacy, and Nursing sections of the campus. Most of the health care professionals were very pleased with the turnout and urged Southwestern to continue Health Careers Day.

**DR. KEITH OLSEN**

Dr. Keith Olsen of Laurel, Nebraska, has joined the faculty as Assistant Professor of Clinical Pharmacy. He will be working at Saint Anthony's Hospital in Oklahoma City. Dr. Olsen obtained a BS in Chemistry from Wayne State University, and he received his PharmD from the University of Nebraska Medical Center. He also did a clinical residency in oncology and hematology at the University of Nebraska Medical Center. Dr. Olsen is married. His wife Patricia, their one-and-a-half year old son Matthew, and he reside in Edmond. He is an avid sportsman and particularly enjoys running and snow skiing. Dr. Olsen finds time to indulge in woodworking.

Direct all correspondence to: Editor, **The Sig**; School of Pharmacy; Southwestern Oklahoma State University; Weatherford, Oklahoma 73096.

The statements and opinions appearing in **the Sig** do not necessarily represent those of the editors, The School of Pharmacy, or Southwestern Oklahoma State University, except when stated as such.

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