



## PQA Member Spotlight: Brian Jensen

*Meet Brian Jensen, PQA Executive Board Treasurer, Board Member Community Pharmacy Foundation, Founder Lakeshore Apothecare, Founding Member Wisconsin Pharmacy Quality Collaborative*

Brian Jensen, pharmacist of 38 years, continues to drive the profession forward. His passion to make a difference in patients' lives remains stronger than ever. Brian affirms he is "a community pharmacist- heart and soul", and his strategic thinking and ability to, not only embrace, but lead change has been an integral part of his success. He continues to advance pharmacy by creating and supporting sustainable ways to optimize pharmacists' clinical and patient-care abilities. His accomplishments have been recognized by numerous awards on the state and national stage. Brian recently shared his personal practice philosophy, views on the importance of healthcare quality, and vision for the future of pharmacy.



**Q: You've spent much of your career as an innovator and often explain your pharmacy "journey" in 3 phases. Can you highlight a few of these career-defining experiences?**

The common thread through these phases is my desire to make a difference and

change practice. The first part of my journey (roughly 10 years) helped to shape my practice philosophy. I was fortunate to have had visionary mentors that provided exposure to a philosophy of patient-centered collaborative care; helping me to see the pharmacy profession from a different perspective and to embrace change. The second "era" (roughly 20 years) focused on building, testing and replicating sustainable practice models that expressed this philosophy. I am proud of a number of "firsts" – payment for care, community pharmacy practice residency program in Wisconsin, vaccination program and others. The final period of my journey continues and is centered on exploring new ways to express this mission as well as supporting the expansion of these models of pharmacy care. This is, in large part, the "Board" phase of my career – and I am not "bored".

**Q: This Board phase of your career has been increasingly focused on quality, measurement, and exploring models to measure pharmacists' impact on patient outcomes. What do you gain from your work with PQA? How does your engagement with PQA relate to your work with the Community Pharmacy Foundation (CPF)?**

I truly believe that the missions of CPF and PQA are intertwined – with CPF investing in quality and PQA measuring and reporting quality. My current mantra - "define, measure, report, compare and reward" encapsulates this synergistic relationship as a force for practice change. PQA does an excellent job bringing diverse members into the same room, fostering mutual respect, and shaping care by aligning incentives toward shared goals. CPF's research projects have evolved to examine new models of care and value-based and collaborative partnerships. One trend that CPF is exploring is encouraging patient participation in their own care by providing the necessary information and ability to make choices. Pharmacy-level measures would help provide the pathway to do this. Another area CPF is interested in is the integration of pharmacists into team-based care.

**Q: While balancing your various roles, you have been recognized for your outstanding commitment to service as part of the leadership team for the Guatemala Medical Program. What have you learned through this charitable work that has influenced the way you view care in our country?**

My work in Guatemala over the course of the past 8 years has been very rewarding, and I'm thankful for the experiences. Patients stand in line for hours, without complaint, to receive care. The coordinated, patient-centered care the team is able to provide is inspiring. This ability to truly impact lives is transformational and has provided insight into possible improvement areas in our system. The care delivery is collaborative – members of the healthcare team work together with a free flow of ideas and mutual respect of each other's skills. Once again, putting much of my life experience in perspective – service to patients and my fellow colleagues on the team. Isn't that the underpinning of community pharmacy?

**Q: What is your vision for the future of community pharmacy?**

I look forward to the time when community pharmacists don't dispense drugs, but dispense care. I have been proud to play a part in the evolution of pharmacy to one that is patient-focused and caring. I am thankful to have had mentors early in my career that challenged me to think outside the box. As such, I continue to imprint my practice philosophy on pharmacy students and residents – agents of change.