

Heather Roth

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## EDUCATION

**Full Sail University; B.S. Graphic Design;** Valedictorian

**Ferris State University; B.S. Pharmacy;** Graduated with Honors

## CERTIFICATIONS & LICENSURE

Michigan Registered Pharmacist/Controlled Substance License	1999 – present
Michigan Registered Pharmacist and Approved Preceptor License	1999 – present
CITI Training: Biomedical Research, Social and Behavioral Research, & Good Clinical Practice	2015 – 2025
AHA BLS Provider CPR & AED	2019 – 2021

## PROFESSIONAL EXPERIENCE

**Graphic Designer,** Heather Roth Design 2013 – present

### Responsibilities

- Create branding solutions for small, independent businesses
- Provide digital assets, including presentation templates, social media visuals, and business templates
- Design print projects, including business cards and promotional materials

**Clinical Care Coordinator,** SpartanNash

Grand Rapids, MI

2015 – present

### Responsibilities

- Disease Management Program for Diabetes (Care2)
  - Independently provide ongoing care and education for internal associates enrolled in program, including participants with diabetes and those looking to learn about and decrease risk of diabetes
  - Create impactful behavior change and improved health outcomes for participants, incorporating self-care education, goal setting, and medication optimization
  - Develop and iterate evidence-based program experiences to improve participant engagement, satisfaction, and outcome targets
- Prescription Drug Care Management Program (PDCM)
  - Provide telephonic and face-to-face Medication Therapy Management (MTM) services in workplace, call-center, and pharmacy-based environments
  - Develop and coordinate ongoing marketing strategies to increase engagement in program
  - Conduct data gathering to assess associate engagement in wellness benefits and provide targeted offerings

- PGY1 Community Practice Pharmacy Residency; Lead Preceptor for MTM
  - Create and lead resident learning experience, including teaching philosophy, experiential and independent learning activities, and evaluation processes
- Clinical Support
  - Develop and curate clinical resources and information for staff pharmacists

### Accomplishments

- Launched the Prescription Drug Care Management Program, integrating multiple stakeholder needs to create value for participants, internal departments, and the employer
- Developed patient-centered, outcomes-based program for expanded SpartanNash associate disease management program (Care<sup>2</sup>) for diabetes
- Co-designed in-house database solution for documentation, workflow, and communication integrations for disease management programs (Care<sup>2</sup>)
- Coordinated the creation of an adherence interventions software program in partnership with an outside vendor including development, pilot expansion, training, and support
- Expanded Point-of-Care program, including strategy, development, training, and quality improvement
- Provided 3 NACDS Point-of-Care Certificate training sessions, training 27 pharmacists
- Coordinated 8 Point-of-Care screening events including corporate campus and store-based events
- Managed IPPE/APPE internship program for SpartanNash in partnership with Ferris State University College of Pharmacy, including Partners for Promotion
- Developed and provided patient-centered disease management program (Care<sup>2</sup>) for asthma/COPD for outside employer group

### **Wellness Champion, SpartanNash**

Grand Rapids, MI

2016 – present

### Responsibilities

- Create, develop, and execute wellness events and communication
- Collaborate with Wellness Manager to improve engagement in wellness programs
- Lead local volunteer team

### Events

- Coordinated and provided wellness events annually including chair yoga, SpartanNash Dash (1-mile walk campus wide), SpartanNash YMCA Family Fun Night, Pharmacy-supported biometric screening events, Take the Stairs Week, Financial Wellness Lunch & Learns, and Wellness Program presentations

### **Lead Pharmacist, Cherry Health Heart of the City Pharmacy**

Grand Rapids, MI

2012 – 2015

### Responsibilities

- Managed technician staff and lead pharmacist team
- Managed inventory, including a 340B program (Federal Drug Pricing Agreement)
- Completed dispensing and counseling on appropriate medication therapy
- Provided Medication Therapy Management services
- Precepted Ferris State University APPE pharmacy students

## Accomplishments

- Supported creation of new community pharmacy within a FQHC (Federally Qualified Health Center)
- Developed and improved workflow to improve efficiency and quality
- Developed and consulted on pharmacy procedures including clinical services, inventory, and quality improvement
- Created and managed Medication Therapy Management service program, using innovations for pharmacy workflow and health care team collaboration

## Committees and Events

- Pharmacy & Therapeutic Committee
- Credentialing and Privileging Committee

### **Staff Pharmacist, Walgreens**

6020 Kalamazoo Ave SW, Kentwood MI

2000 – 2012

### **District Diabetes Representative / East District Health Testing Trainer, Walgreens**

Grand Rapids, MI

2005 – 2012

## Responsibilities

- Provided live continuing education programs to staff
- Informed staff of important product and clinical information related to diabetes care
- Promoted company in community events
- Advocated for specialized diabetes education within pharmacies
- Trained pharmacists for CLIA-waived testing: A1c, blood glucose, and cholesterol

## Committees and Events

- American Diabetes Association Leadership Board Member, West Michigan 2011 – 2012
- Michigan Minority Health Summit Diabetes Workshop 2007

### **Consultant/Staff Pharmacist, White & White LTC Pharmacy**

Grand Rapids, MI

1999 – 2000

## PROFESSIONAL ORGANIZATIONS & ENGAGEMENT

AIGA [The Professional Association for Design] West Michigan, member  
Design for Good, Wellhouse website team (2013)

MWUX [Midwest UX] conference (2019)

Design Professionals Community, including GR Designs Change, IxDA Grand Rapids, and Ladies that UX Grand Rapids

NWI [National Wellness Institute], member

MPA [Michigan Pharmacists Association], member

MPA Annual Convention and Exposition attendee (2016 – 2020)

Pharmacy Day at the Capitol: "Communication with Health Care Providers" (2015)

APhA [American Pharmacists Association], member

APhA-APPM Education Standing Committee (2020 – 2021)

MTM Telehealth SIG [special interest group], member (2019 – 2021)

APhA Marketing Content Development Project (2019)

APhA Annual Convention attendee (2007, 2017)

## PROFESSIONAL DEVELOPMENT

User Experience Research & Design Specialization [University of Michigan – Coursera]	2020
Human-Centered Service Design – Designing Moments that Matter [IDEO University]	2019
Design Thinking Course [In-person @ The Factory, Grand Rapids, MI]	2016
Creativity, Innovation, and Change [Penn State – Coursera]	2013
Design Action Lab [Stanford d.School]	2013
Design: Creation of Artifacts in Society [University of Pennsylvania – Coursera]	2012
APhA Advanced Preceptor Training	2017
NACDS Community Pharmacy-Based Point-of-Care Testing & Trainer Certificate	2016
APhA Delivering Medication Therapy Management Services	2014
APhA Pharmacy Based Immunization Delivery	2009
APhA Pharmaceutical Care for Patients with Diabetes Certificate Program	2007
NIPCO Diabetes Care Certificate Program	2004
Walgreens Diabetes Training Program	2004

## PRESENTATIONS

### **In-House Presentations**

Keep Your Heart Healthy Live Education Session	2020
SpartanNash Pharmacy Conference	
How do I use this thing? Techniques and Counseling for Asthma and COPD and Diabetes Medication Devices	2019
Eat Well to Prevent Type 2 Diabetes, Webinar and Live Education Session	2019
Diabetes Prevention & Treatment Live Webinar and Live Education Session	2019
SpartanNash Care2 Program for Diabetes: Is it for Me?	2018
SpartanNash Intern Kick-Off Meeting	2018
Pharmacist Patient Care Process (co-presented with Robin Curtis, PharmD)	
Panel: Working with Providers in Outpatient Settings	
SpartanNash Intern Clinical Conference	2017
Pharmacist Patient Care Process (co-presented with Robin Curtis, PharmD)	

### **Continuing Education**

Blood Glucose Monitoring	2009
Diabetes Skills Training Review	2009
Polypharmacy and the Community Pharmacist	2008
Diabetes 2008: Eight Essentials Every Pharmacist Must Know	2008
An Overview of Parkinson's Disease Treatment	2008
Major Depressive Disorder: More than Just the Blues	2007

## NON-REFEREED PUBLICATIONS

<b>SpartanNash Pharmacy Practice Tools Monthly Newsletter</b>	2016 – 2021
CGM Coverage and Dispensing Detail, BCBSM	
Asthma Guidelines Update	
Spacers & Valved-Holding Chambers: FAQ	
UV Safety Awareness Month	
Asthma: Increasing Awareness and Control	
Impacting Antibiotic Resistance: Cough & Cold Season	
Asthma Severity & Control Assessment	
Asthma Medication Choice, Technique, & Adherence	
Adherence: Starting the Conversation	
Improving Diabetes Care – Resources for the Community Pharmacist	