

Ready to Care Wisconsin

MCW pharmacy student research project with Dr. Michael DeBisschop
Campaign discussion with PSW on October 21, 2026

The campaign

Ready to Care helps students and the public understand pharmacy standard of care reform and what it could mean for Wisconsin patients. Posters and social graphics lead into a flyer, patient questions, and a chapter discussion.

A connection to PSW's work

PSW's 2026 plan includes standard of care and practice authority, patient choice, and care within the healthcare team. The campaign gives students a way to understand and discuss those priorities.

Sharing through student chapters

We propose connecting interested chapters at MCW, UW–Madison, and Concordia University Wisconsin through PSW's Student Pharmacist Advisory Committee. MCW would supply the materials and maintain the common explanation. Each chapter could choose a meeting, campus event, or social activity.

The October 21 conversation

We would like to discuss the materials with PSW and consider how interested student chapters could use them. The conversation can shape the explanation and connections to chapters.

Sources

Pharmacy Society of Wisconsin. Strategic Plan 2026. Goals 1–3, 7, 10–12.

PSW Student Pharmacist Advisory Committee

The materials and how they fit together

A shared set for public education and chapter discussion

Posters and social graphics

Five poster options introduce a familiar medication need, the idea of reform, or questions for a pharmacy visit. The carousel, stories, and short captioned animation give chapters material for social channels.

The flyer and patient questions

The two-sided flyer explains the idea in everyday language. The public guide adds examples and evidence. The patient conversation sheet helps people ask about care available today, costs, privacy, and next steps.

Chapter discussion

The student presentation explains the model, current Wisconsin law, patient examples, and research. The FAQ, student guide, and facilitator guide help chapters answer questions and lead a discussion.

A usable sharing kit

The chapter kit supplies an invitation, event wording, captions, and alternative text. Editable event templates give each chapter room for its own date, location, and contact.

Research alongside the campaign

An optional before-and-after questionnaire could examine student understanding. The faculty team would establish the study process before collecting responses. The campaign materials and chapter activities remain the main focus.