

GINA UPCHURCH, RPh, MPH

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EDUCATION

- ◆ MPH, Department of Health Behavior and Health Education, University of North Carolina at Chapel Hill, 1991-1993
- ◆ Geriatric Pharmacy Practice Residency, Program on Aging, University of North Carolina at Chapel Hill, 1990-1991
- ◆ BS in Pharmacy, University of North Carolina at Chapel Hill, 1981-1986
- ◆ Certificate, Nonprofit Management, Duke Continuing Education, 1999

PROFESSIONAL EXPERIENCE

- ◆ Executive Director, Senior PharmAssist, Inc., Durham, NC, 1998 – Present
- ◆ Director, Senior PharmAssist, Council for Senior Citizens, Durham, NC, 1993 - 1998
- ◆ Adjunct Assistant Professor (Division of Pharmacy Practice and Experiential Education), University of North Carolina at Chapel Hill Eshelman School of Pharmacy, Chapel Hill, NC, 1993 - Present
- ◆ Adjunct Instructor, The University of North Carolina at Chapel Hill Gillings School of Global Public Health, Chapel Hill, NC, 1999 – Present; Adjunct Lecturer, 1996-1998
- ◆ Geriatric Workforce Enhancement Program (GWEP) Leadership Team with, US DHHS HRSA grant 2015-Present
- ◆ North Carolina Institute of Medicine's New Models of Care Workgroup, 2010 & 2011; Task Force on Mental Health and Substance Abuse, 2015 & 2016
- ◆ North Carolina Dept. of Insurance, Consumer Assistance Group Advisory Committee, 2015 - present
- ◆ State Health Plan's Transparency Workgroup, 2014 – Present
- ◆ North Carolina's Medicare Coordinating Partners Committee and Consumer Advisory Group, 2004 – 2015
- ◆ North Carolina's DHHS Division of Medical Assistance Drug Utilization Review Board, 2004 - 2010
- ◆ Advocates for a North Carolina Prescription Drug Assistance Program, Steering Committee, 2006 – 2011
- ◆ Partnership for a Healthy Durham Steering Committee (co-chair – 2015 and 2016) & Chair, Healthcare Access Committee, 2005 – 2010, Member, 2011 – Present
- ◆ Project Access of Durham County, Board and Executive Committee member and Chair, Evaluation Committee, 2008 – Present, Chair, Optometry Committee, 2012 - Present
- ◆ Durham Partnership for Seniors, 1999 – Present
- ◆ Lead Agency (Senior PharmAssist), Durham Medicare Rx Network, 2007 - Present
- ◆ U.S. Dept. of Health & Human Services, Agency for Healthcare Research & Quality Expert Panel on Medication Therapy Management Programs for Priority Populations and the New Medicare Drug Benefit, 2005
- ◆ Rx for Access Newsletter (Drug Cost Management and Value for Vulnerable Populations), National Advisory Board, 2004 & 2005
- ◆ Medical Review of North Carolina's Nursing Home Quality Improvement Technical Expert Panel, 2005
- ◆ North Carolina Health and Wellness Trust Fund Commission Advisory Committee, 2002
- ◆ Prescription Drug Work Group, NC Department of Health & Human Services, 1997, 1999 - 2000
- ◆ Durham Health Partners Board of Directors (including Healthy Carolinians), 1999 - 2004
- ◆ Consultant, Rapides Foundation, Central Louisiana, 1998 – 2000
- ◆ Student Preceptor, UNC Schools of Pharmacy, Public Health, and Social Work, Campbell University School of Pharmacy, and Duke's Leadership in an Aging Society, Durham, NC, 1993 - Present (Gina or other faculty)
- ◆ Guest Lecturer, UNC Schools of Social Work, Physical and Occupational Therapy, Pharmacy, and Public Health, Chapel Hill, NC, 1990 – Present
- ◆ Guest Lecturer, Duke University Medical School. 2003 - 2010

- ◆ Consultant, Services to Senior Citizens Task Force of Durham County, Durham, NC, 1992
- ◆ Evaluator, Partners for Improved Nutrition and Health, UNC School of Public Health, Chapel Hill, NC, 1992
- ◆ Pharmacist, Ask the Pharmacist, Chapel Hill, NC, 1992
- ◆ Consultant Pharmacist, Program on Aging, UNC School of Pharmacy, Chapel Hill, NC, 1992
- ◆ Science Teacher, U.S. Peace Corps, Botswana, 1987 - 1989

PROFESSIONAL AWARDS

- ◆ Associate Member of the Pharmaceutical Honor Society - Rho Chi, March 2014
- ◆ Recipient (Senior PharmAssist), Outstanding SHIIP Coordinating County of the year, 2013 – NC Seniors’ Health Insurance Information Program – NC Department of Insurance
- ◆ Recipient, The Exchange Club of Greater Durham – Book of Gold Deeds Award, 2013
- ◆ Recipient, NC Association of Free Clinics – Spirit of Free Clinics Award, 2011
- ◆ Recipient, AARP North Carolina Advocacy Award, 2009
- ◆ Recipient, The Jim Long Outstanding SHIIP (Seniors’ Health Insurance Information Program) Service Award, 2009
- ◆ Recipient, NC Health and Wellness Trust Fund’s Power of Prevention Award, Advocacy and Public Policy, 2008
- ◆ Recipient, Elna B. Spaulding Founder’s Award from WoMen-In-Action, Durham, 2006
- ◆ Recipient, Don Blanton Award for Outstanding Contributions to Pharmacy in North Carolina During the Past 12 Months, North Carolina Association of Pharmacists, 2006
- ◆ Recipient (Senior PharmAssist), Great Durham Chamber of Commerce’s Nonprofit of the Year Award, 2006
- ◆ Recipient, Distinguished Service Award, UNC-CH School of Pharmacy, 2005
- ◆ Recipient, Eunice N. Tyler Award for Excellence in Public Health Education, Department of Health Behavior and Health Education, UNC-CH School of Public Health, 2005
- ◆ Recipient, Bowl of Hygeia Community Service Award, North Carolina Association of Pharmacists, 2002
- ◆ Named “Tarheel of the Week” by the News and Observer, May 5, 2002
- ◆ Recipient, Robert Wood Johnson Foundation Community Health Leadership Award, 2001
- ◆ Recipient and Member, Delta Omega, The Honorary Public Health Society, Theta Chapter – The University of North Carolina School of Public Health, 2001
- ◆ Recipient, Drug Topics, National Pharmacist of the Year for North Carolina, 2001
- ◆ Recipient, American Society of Consultant Pharmacists Certificate of Fellowship, 2001
- ◆ Recipient (Senior PharmAssist), National Committee to Preserve Social Security and Medicare, Service to Seniors First Place Award, 2000
- ◆ Recipient (Senior PharmAssist), N.C. Coalition on Aging, Best Practice Model, 2000
- ◆ Recipient (Senior PharmAssist), N.C. Division of Aging, George L. Maddox Award, 1998
- ◆ Recipient (Senior PharmAssist), Southeastern Association Area Agencies on Aging, Public-Private Partnership Award for North Carolina, 1996
- ◆ Recipient, UNC School of Public Health, Department of Health Behavior and Health Education Distinguished Alumnus Award for the 1990’s, 1994
- ◆ Recipient, North Carolina Merit Tuition Award (Morehead Scholar Finalist at UNC Chapel Hill), 1981-1985

CONFERENCE PRESENTATIONS

- ◆ Presenter, Pharmacy continuing education events –Senior PharmAssist and UNC Eshelman School of Pharmacy (live and statewide webinar), Annual Medicare Updates for Pharmacists & Pharmacy Technicians, 2012 - Present
- ◆ Keynote Speaker, The Rho Chi Pharmacy Honor’s Society Induction Ceremony, UNC Eshelman School of Pharmacy, Chapel Hill, 2014
- ◆ Presenter, 28th Annual Pharmacy Practice Seminar, “Healthcare Reform and the Future of Medicare,” Wrightsville Beach, 2013
- ◆ Presenter, NC Association of Free Clinic annual meeting, “Medication Adherence: Reality and Best Practices,” Winston-Salem, 2013
- ◆ Commencement speaker, UNC-CH Department of Public Policy, College of Arts and Sciences, 2011

- ◆ Presenter, Medicare D and Health Reform, co-sponsored by NCAP and Senior PharmAssist, 2009, 2010, and 2011 and sponsored by the UNC Eshelman School of Pharmacy, 2011
- ◆ Guest, National Public Radio and WUNC, *The People's Pharmacy* – Medicare insurance and medication management, October 30, 2010
- ◆ Presenter, Durham Health Innovation's "Community Dialogue: How do you envision a healthy Durham?" 2010
- ◆ Presenter, Cover the Uninsured Forum in Durham: "Existing options for healthcare in Durham," 2009
- ◆ Presenter, UNC Program on Aging's 19th Annual Conference: Challenges in Geriatric Practice, Chapel Hill, "Medicare D," 2008
- ◆ Presenter, Northwest AHEC Conference, Winston-Salem, "Medication Therapy Management Services Update," 2007
- ◆ Presenter, Justus-Warren Heart Disease and Stroke Prevention Task Force of the NC General Assembly, Raleigh, "Improving Health & Supporting Independence for Seniors: Medication Therapy Management, Medication Access & Patient Activation," 2007
- ◆ Presenter, North Carolina COPD Symposium, Chapel Hill, "Update on Medicare Part D," 2007
- ◆ Presenter, Durham-Orange County Medical Society, Durham, "Medicare Drug Benefits and Senior PharmAssist," 2007
- ◆ Presenter, UNC Program on Aging's 18th Annual Conference: Challenges in Geriatric Practice, Chapel Hill, "The Voluntary Medicare Part D Prescription Drug Benefit Program: Where Are We Now?" 2007
- ◆ Presenter, North Carolina COPD Symposium, Chapel Hill, "Medicare Part D – Application to the COPD Patient," 2006
- ◆ Presenter, North Carolina Association of Pharmacists Annual Convention, RTP, "Medication Therapy Management Services – Medicare Part D," 2006
- ◆ Presenter, American Pharmacists Association Annual Meeting, San Francisco, CA, "Best Practice Showcase for MTM Services," 2006
- ◆ Presenter, UNC Program on Aging's 17th Annual Conference: Challenges in Geriatric Practice, Chapel Hill, "The Voluntary Part D Prescription Drug Benefit Through Medicare: Who Should Enroll?" 2006
- ◆ Presenter, Medicare Part D and Its Impact on the HIV Community Town Hall Meeting, Duke Law School, 2006
- ◆ Guest, WUNC-Radio, The State of Things – Medicare Drug Plans, Jan 6 2006
- ◆ Presenter, Continuing Care Community Residents Annual Meeting, Greensboro, Keynote Address – "Medicare Changes Coming: Ready or Not," and Medication Management breakout session, 2005
- ◆ Presenter, NC Center for Nonprofits' Statewide Conference, Charlotte, "Leaders and Executive Directors/CEOs: What do they have in common?" 2005
- ◆ Presenter, 2005 NC Association of Pharmacists Annual Convention, RTP and Williamston, NC, "Medicare: Implementing MMA in NC – Implications for Practice," 2005
- ◆ Presenter, 20th Annual Pharmacy Practice Seminar, UNC School of Pharmacy, Wilmington, "Implementing the Medicare Modernization Act in North Carolina – Implications for Pharmacy," 2005
- ◆ Presenter, Association of Health Care Journalists National Conference, Chapel Hill, "Medicare: What's the Real Deal?" Webcast by the Kaiser Family Foundation at KaiserNetwork.org, 2005
- ◆ Presenter, NC Emerging Issues Forum: My Health Is Your Business, Raleigh, "Making Medicine Work Better," 2005
- ◆ Presenter, UNC Program on Aging's 16th Annual Conference: Challenges in Geriatric Practice, Chapel Hill, "Everything You Wanted to Know about Drug Benefit Programs," 2005
- ◆ Presenter and Program Coordinator, NC Senior Care Pharmacist Training Program, Chapel Hill, "Helping Older Adults Obtain the Medications They Need," "Medicare Prescription Drug, Improvement, and Modernization Act of 2003: The Good and the Bad," "Future Directions: Purchasing Medications and Developing Community Capacity," 2004
- ◆ Presenter, American Public Health Association Annual Meeting, Washington DC, "An Evaluation of a Community-Based Program for Seniors with Limited Incomes that Integrates Medication Management with Prescription Assistance: Effects on Health Outcomes," 2004
- ◆ Presenter, Northwest AHEC, "Medicare Drug Update," 2004
- ◆ Presenter, Strategies for Pharmaceutical Access, Nashville, "Medication Counseling and Management" & "Putting It All Together: Model Programs Share Their Stories," 2004
- ◆ Presenter, MedPIN (Medicine for People in Need) Annual Conference, Sacramento, "Forging Partnerships Between Pharmacy Schools and Clinics," 2004

- ◆ Presenter, Duke University Health System, Cardiovascular Disease in Late Life: Reducing the Risk of Functional Decline, “Pharmaco-Reality in the Elderly with Cardiovascular Disease,” 2004
- ◆ Trainer/Presenter, State Health Plan Pharmacists Training for Orange and Durham Counties, 2004
- ◆ Presenter, Robert Wood Johnson Foundation’s Volunteers in Health Care National Teleworkshop, “Medicare Drug Benefits: What’s Next for Low-Income Beneficiaries?” 2004
- ◆ Presenter, UNC Program on Aging’s Challenges in Geriatric Practice, Chapel Hill, “Low Income Drug Benefit Programs: How They Work,” 2004
- ◆ Presenter, American College of Clinical Pharmacy Annual Meeting, Atlanta, “Senior PharmAssist: An Innovative Community Based Program,” 2003
- ◆ Participant, Patient Advocacy Summit, Organized by the UNC School of Public Health, Chapel Hill, 2003
- ◆ Presenter, North Carolina Association of Pharmacists Annual Convention, RTP, “Patient Prescription Assistance Programs in North Carolina: In Community-Based Practice,” 2003
- ◆ Presenter, LEADERSHIP North Carolina, Health and Human Services Session, Greenville, NC “Community Solutions for Underserved Populations,” 2003
- ◆ Speaker, Candle Light Vigil, For Appropriate and Accessible Health Care for the People of Durham County, 2003
- ◆ Panelist, “Covered the Uninsured Week,” Kenan-Flagler School of Business, Chapel Hill, 2003
- ◆ Presenter and Program Coordinator, NC Senior Care Pharmacist Training Program, Chapel Hill, “Why the Need for Medication/Disease Management and Improved Access to Medicines for Older Adults?,” “Pharmaceutical Care of the Older Adult,” and “Targeting Common Medical Problems in Older Adults,” 2003
- ◆ Presenter, UNC Program on Aging’s Challenges in Geriatric Practice, Chapel Hill, “Mapping the Pathways: Eleven Steps to Medication Management,” 2003
- ◆ Presenter, Pharmacy Leaders Forum, Greensboro, “Senior Medical Services Update,” 2003
- ◆ Presenter and Program Coordinator, More Than Medicines – A Prescription for North Carolina Seniors: A state-wide forum on pharmaceutical care for older adults, “Framing the Day and the Issues,” Chapel Hill, 2002
- ◆ Presenter, UNC Program on Aging Lecture Series, “National, State, and Local Issues Affecting Seniors and Their Medications,” 2002
- ◆ Presenter, Duke University Medical Center’s Geriatric Grand Rounds, Durham, “Medication Management and Payment for Non-Institutionalized Elderly,” 2002
- ◆ Presenter, N.C. Association of Pharmacists Annual Meeting, Greensboro, “ Financing Pharmaceutical Care for Seniors,” 2001
- ◆ Presenter, N.C. Society for Public Health Education Annual Meeting, Charlotte, “Senior PharmAssist: A Model for Medication Access and Education,” 2001
- ◆ Presenter, UNC Program on Aging’s Challenges in Geriatric Practice, Chapel Hill, “What Does Pharmacy Have to do with Quality of Life,” 2001
- ◆ Presenter, N.C. Legislative Study Commission of Managed Care, Raleigh, “Senior PharmAssist,” 2000
- ◆ Presenter, American Society of Consultant Pharmacist’s Midyear Meeting, Las Vegas, “Changing the Rules: Meeting the Needs of the Non-Institutionalized Elderly,” 2000
- ◆ Present, N.C. Division of Aging, Long Term Care Roundtable, “Accessibility to Prescription Drugs,” 2000
- ◆ Presenter, N.C. Association of Free Clinics Annual Meeting, Charlotte, “Pharmaceutical Care and Measuring Outcomes” & “Accessing Medications,” 2000
- ◆ Presenter, N.C. Pharmacy Annual Winter Meeting, Greensboro, “Managing Drug Costs for Needy Patients,” 2000
- ◆ Presenter, N.C. Association on Aging Annual Training Conference, High Point, “Safe Use of Medication Among the Elderly: Becoming an Advocate for Yourself and Others,” 1999
- ◆ Presenter, Public Health Pharmacy: Access to Underserved Populations, Chapel Hill, “Realities of Managing Drug Costs for Needy Patients,” 1999
- ◆ Presenter, The University of North Carolina Program on Aging Lecture Series, “Medications: Help or Harm?” 1999
- ◆ Presenter, American Society of Consultant Pharmacists Annual Meeting, Seattle, “Consulting to the Elderly in the Community,” 1998
- ◆ Presenter, The National Council on the Aging & Generations United Annual Meeting, Washington DC, “Preventive and Comprehensive Pharmaceutical Care for Senior Citizens with Low Incomes: Senior PharmAssist,” 1998

- ◆ Presenter, N.C. Indigent Care Association Conference, “Community Pharmacy Solutions,” 1998
- ◆ Presenter, Live Better Longer Conference, Raleigh, NC, “Concepts of Leadership Across the Life Span,” 1997
- ◆ Presenter, North Carolina Summer Symposium on Aging, Best Practice Cameo, 1997
- ◆ Presenter, The NC Albert Schweitzer Fellows Program, “The Impact of Poverty on Health Care of the Elderly,” Winston-Salem, NC, 1997
- ◆ Presenter, MAST Long Term Care Seminar, “Overview of Geriatric Pharmacology,” RTP, NC, 1997
- ◆ Presenter, HealthCare 1999, The University of North Carolina at Pembroke, Pembroke, NC, 1996
- ◆ Moderator and Presenter, North Carolina’s First Symposium on Pharmaceutical Assistance Programs, Raleigh, NC, 1996
- ◆ Guest, National Public Radio’s *The People’s Pharmacy*, 1996; WDNC Radio, 1995; WSRC Radio, 1997
- ◆ Presenter, Challenges in Geriatric Practice, Chapel Hill, NC, Clinical Pearls: 1995, 1997, 1998, 1999, 2000; Panelist: 1992, 1996
- ◆ Presenter, American Pharmaceutical Annual Meeting, Orlando, FL, “Designing a Documentation System for Pharmacy Practice,” 1995
- ◆ Presenter, Area L AHEC’s Symposium on Aging, Rocky Mount, NC, “Counseling Patients to Optimize Drug Compliance,” 1995
- ◆ Presenter, American Society of Consultant Pharmacists Annual Meeting, Boston, MA, “A Geriatric Formulary: Cost Containment and Education,” 1994
- ◆ Presenter, American Public Health Association Annual Meeting, Washington, DC, “Reducing the Inequities of Aging in a Diverse Society,” 1994
- ◆ Presenter, Southern Gerontological Society Annual Meeting, Charlotte, NC, “Combining Medication Safety with Access: Senior PharmAssist,” 1994

MEMBERSHIPS

- ◆ Member of the American Society of Consultant Pharmacists, 1998 - Present (served on the Geriatric Senior Care Network Council, 1999-2000); Fellow - 2015
- ◆ Member of the American Pharmacists Association – 1998 - Present
- ◆ Member of the American College of Clinical Pharmacy – 2004 - 2007
- ◆ Member of the North Carolina Association of Pharmacists, 1986 - Present (served on Medicaid Advisory Committee and Legal and Public Affairs Council – 2002 – 2006; MTM Committee – 2006 - 2009)
- ◆ Member of the Durham-Orange Pharmaceutical Association, 1993 - Present
- ◆ Member of the American Public Health Association, 1993 - 2005
- ◆ Member of the North Carolina Chapter, Society of Public Health Education, 1996 – 2005
- ◆ Member (Senior PharmAssist) of the North Carolina Center for Public Policy Research, 2007 - Present
- ◆ Member (Senior PharmAssist) of the North Carolina Center for Nonprofits, 1993 - Present
- ◆ Member (Senior PharmAssist) of the North Carolina Coalition on Aging, 1990 & 1998 - Present
- ◆ Member (Senior PharmAssist) of the Health Access Coalition of the NC Justice Center - 1998 - Present
- ◆ Member (Senior PharmAssist) of the North Carolina Association of Free Clinics, 1998 - Present

PUBLICATIONS

- ◆ Kearsley CH, Upchurch G, Holmes GM, Weinberger M. *The Other Yearly Checkup: Your Medicare Drug Plan*. JAPhA. 2012: 52 (5) 634-6
- ◆ Geonnotti KL, Upchurch G, Roth MT, Weinberger, M. *It pays to compare; assisting Medicare Part D beneficiaries with enrollment yields out-of-pocket cost savings*. J Am Geriatr Soc. 2011: 59 (2) 953-5
- ◆ Write and/or edit monthly health series on Access to Care in the Durham Herald-Sun for the Partnership for a Healthy Durham, 2007 – 2009
- ◆ Smith SR, Catellier DJ, Conlisk EA, Upchurch G. *Effect on health outcomes of a community-based medication therapy management program for seniors with limited incomes*. Am J Health-Syst Pharm. 2006: 63 – 372-9
- ◆ Upchurch G. *Low Health Literacy: What pharmacists can do to help*, Journal of the American Pharmacists Association. January/February 2006: 46 (1) 8-9
- ◆ Upchurch G. *Examining Long-term Care*, North Carolina Pharmacist Journal, Fall 2005
- ◆ Upchurch G. *Senior Drug Needs: What NC Leaders are Thinking and Doing – What’s Your Contribution?*, North Carolina Pharmacist Journal. 2003: 83 (1) 7-8
- ◆ Upchurch G. *The Intersection of Public Health and Pharmacy for Older Adult: Making Sure That “Doctors’ Orders” Can and Should be Followed*, North Carolina Medical Board Forum. 2002: (3) 9-11

- ◆ Upchurch G, Menon MP, Levin KS, Catellier DJ, Conlisk EA. *Prescription Assistance for Older Adults with Limited Incomes: Client and Program Characteristics*, Journal of Pharmacy Technology 2001: Jan/Feb Issue
- ◆ Upchurch G. Volunteers In Health Care Resource Guide: *Pharmaceutical Primer: Starting a Pharmaceutical Access Program*, edited document and wrote forward, 2001
- ◆ Catellier DJ, Conlisk EA, Vitt CV, Levin KS, Menon MP, Upchurch G. *A Community-Based Pharmaceutical Care Program for the Elderly Reduces Emergency Room and Hospital Use*, North Carolina Medical Journal. 2000: 61 (2) – March/April Issue
- ◆ Upchurch G. *Pharmaceutical Access and Care in Allen, Avoyelles, Grant, LaSalle, Rapides, and Winn parishes*. Alexandria, LA: The Rapides Foundation; May 2000
- ◆ Grim R, Upchurch G. *Promoting Wise Use of Medications*. American Society on Aging, Healthcare and Aging. Fall 1999
- ◆ Upchurch G. *Pharmaceutical Care for Community-Dwelling Elderly with Low Incomes: The Durham Experience*. Carolina Journal of Pharmacy, May/June 1999
- ◆ Haight B, Upchurch G. *Advocating for Senior Citizens: Senior PharmAssist*. Pharmacy Times, September 1997
- ◆ Upchurch G, Earp JA, Blalock SL. *Access to Medications for Low-Income North Carolina Citizens: Without Funds, How Can They Follow Doctor's Orders?* North Carolina Medical Journal, 1994:55(5)