



SUPERVALU Pharmacies Intern Express

July 26, 2010

PHARMACY NEWS

Sunscreen

More than a million people are diagnosed with skin cancer every year in the United States. Exposure to excessive sunlight and sunburns have been associated with an increased risk of developing skin cancer. Therefore, sun protection is recommended at every age to prevent not only long-term damage from the sun such as skin cancer and pre-mature aging but also short-term damage like sunburns.

Maximum exposure to UV radiation occurs during the period of 10a.m to 3p.m. It is best to avoid going outdoors during these times, but if you do, be sure to apply sunscreen as appropriate. Sun damage can also occur on cloudy days and UV rays can reflect off of water and sand, making daily sunscreen application a must.

Sunscreens can play a significant role in sun protection of the skin. They function by absorbing or reflecting UV rays that contact the skin. Each sunscreen product is labeled with an SPF number which indicates its level of sun protection. Higher SPFs provide greater protection from sunburn but does not increase the length of time you can be exposed to the sun. Sunscreens need to be reapplied every 2 hours for complete and effective protection. Broad-spectrum sunscreens protect the skin from both UVA and UVB rays and are therefore preferred for their increased scope of protection. Ingredients to look for in sunscreen products to ensure broad-spectrum UV coverage include: benzophenones, aminobenzoic acid, cinnamates, salicylates, and avobenzone.

What is SPF?

SPF stands for Sun Protection Factor and only takes into consideration UVB radiation. Sunscreens with an SPF of 30 will provide adequate all-day protection for all skin types. The recommended SPFs for minimal sunburn protection is 2 - <12, for moderate sunburn protection use 12- <30, and for maximum sunburn protection use 30+.

Proper Sunscreen Application:

- Sunscreens should be applied 15-30 minutes before sun exposure to allow adequate penetration into the skin.
- The adult body can typically be completely covered with less than 1 oz. of sunscreen. Try

following these measurement guides:

- Face and neck: Use ½ teaspoon.
- Torso: Use ½ teaspoon on front and ½ teaspoon on back.
- Arms and shoulder: Use ½ teaspoon for each side.
- Legs and top of feet: Use 1 teaspoon for each side.
- Avoid contact with eyes.
- Use externally only.
- Discontinue use if signs of rash or irritation appear.
- Do not use on children <6 months old.
 - Avoid sun exposure in children of this age because their skin is not yet able to tolerate sun exposure.

MAKING A DIFFERENCE

Presentation Skills

The voice is a very valuable tool of any communicator. Our voice can send many messages via tone or inflection, pace -- even volume. However, sometimes we have trouble hearing our own voice, as well as receiving honest and candid feedback from a friend or colleague.

Here are some main terms used for defining vocal qualities:

{ Volume } How loud the sound or the decibel. The goal is to be heard--without someone straining to hear your voice or feeling like you are shouting.

{ Inflection } The characteristics of a sound that include the rise and fall of your voice when you speak. For instance, a voice that carries enthusiasm can get someone to smile. Enthusiastic statements typically have several high points.

{ Pitch } How high or low the voice is in a sound range. For instance, James Earl Jones has a low pitch.

{ Pace } The speed of your communication. Talking too fast causes the words and syllables to be short, while talking slowly lengthens them. Varying your pace helps to maintain the audience's interest. The majority of your pace should be comfortable for your audience - not too fast or too slow.

{ Pauses } Effective pauses are helpful to both you and your audience. As a presenter, it adds thinking time and credibility. For your audience, it allows them time to process your message.

In order to get an accurate picture of how you sound, record your voice. If you don't like what you hear, practice changing the vocal qualities and record again. Then when you are at work or within the company of others, monitor your voice to see if you are using it how you intend to come across.

In a telephone communication exchange, the senses are reduced down to just one - sound. Because of this, tone of voice is a critical element of a customer's experience with your

organization. Dr. Albert Mehrabian, professor at UCLA, researched and developed the widely quoted 7% - 38% - 55% statistic on the effectiveness and alignment of communication. It states:

- 7% of spoken communication is comprehended from the words that are actually spoken (content).
- 38% is comprehended in the way in which the words are spoken (tone of voice).
- 55% is comprehended from one's facial expressions and body language (how you look).

When what the customer hears and sees is not aligned to the content, the customer will believe what they see and hear. Furthermore, in the absence of physical contact, one's tone of voice plays an even more important role in the formulation of this opinion. As a result, tone of voice is one of the most important elements of the telephone experience that your organization creates.

What does the tone of voice that you or your employees use on the phone say about your organization?

Is it...Uninterested, impatient and annoyed?

Or is it...Enthusiastic, helpful, caring and understanding?

If it doesn't accurately reflect SUPERVALU's commitment to quality customer service, it is imperative that you take steps to improve this immediately. Certain elements of one's tone of voice such as pitch, volume, and enunciation can be improved through awareness, training, and performance coaching.

Eight Steps in Handling Callers

1. **Be Prepared:** Prepare to take a phone call. Make sure your work environment is conducive to listening well and concentrating on what the caller is saying.
2. **Start off Strong:** Provide consistent and appropriate greetings to help build a good rapport and avoid misunderstandings and wasting time. Make sure you clearly state who you are, the company you represent, and invite conversation.
3. **Build Rapport:** Listen to the caller and what they have to say. Repeat the information back to the client by verifying that you have heard the caller accurately.
4. **Be Prepared:** Enunciate and speak clearly to make sure the caller can fully understand what you are saying to prevent repeating yourself and avoiding frustration.
5. **Be Clear & Upbeat:** Tone of voice is the nonverbal component of your telephone personality. Treat each phone call as a separate "performance" by making sure your caller can hear your smile and enthusiasm.
6. **Use Positive Speech:** Your use of language can make or break a call. There are certain

words and phrases (such as slang) that can quickly turn off a caller. Make sure your word choice is always professional and appropriate.

7. Effectively Listen: Research studies confirm that people ignore, misunderstand, or simply forget at least 75% of what they hear. The costs of poor listening can be staggering. Make sure you listen, verify, and take detailed notes.

8. Practice the Golden Rule: Treat others as you would like to be treated-with courtesy and respect.

INTERN SPOTLIGHT

Heather Hultzapple **Temple University School of Pharmacy** **Pharm D 2012**

Heather Hultzapple is a third year pharmacy student at Temple University School of Pharmacy and is originally from Boothwyn, PA. Heather has held a leadership position in her Pharmacy Fraternity, Lambda Kappa Sigma, where she served as vice-president of her chapter during the 2009-2010 academic year. She also actively engages in Pennsylvania Society of Health-System Pharmacists and American Pharmacist Association.



Heather has had her eye on a future in pharmacy since 2004 when she began working in retail pharmacy. Her experience in retail pharmacy inspired her to go further in the pharmacy profession where she achieved her National Pharmacy Technician certification. In addition to retail pharmacy, Heather acquired exposure to hospice pharmacy through previous employment. Once a full time pharmacy student at Temple University Heather took the first chance she could and participated in the SUPERVALU 2009 summer internship with Acme markets. After having such an dynamic experience during the summer internship she continued with the company as a pharmacy intern where she could dedicate herself to provide patient care. Heather aspires to continue her career in pharmacy with Acme where she can advance along with the evolution of pharmacy.



Patients



Opportunity

Passion

