

Drake University

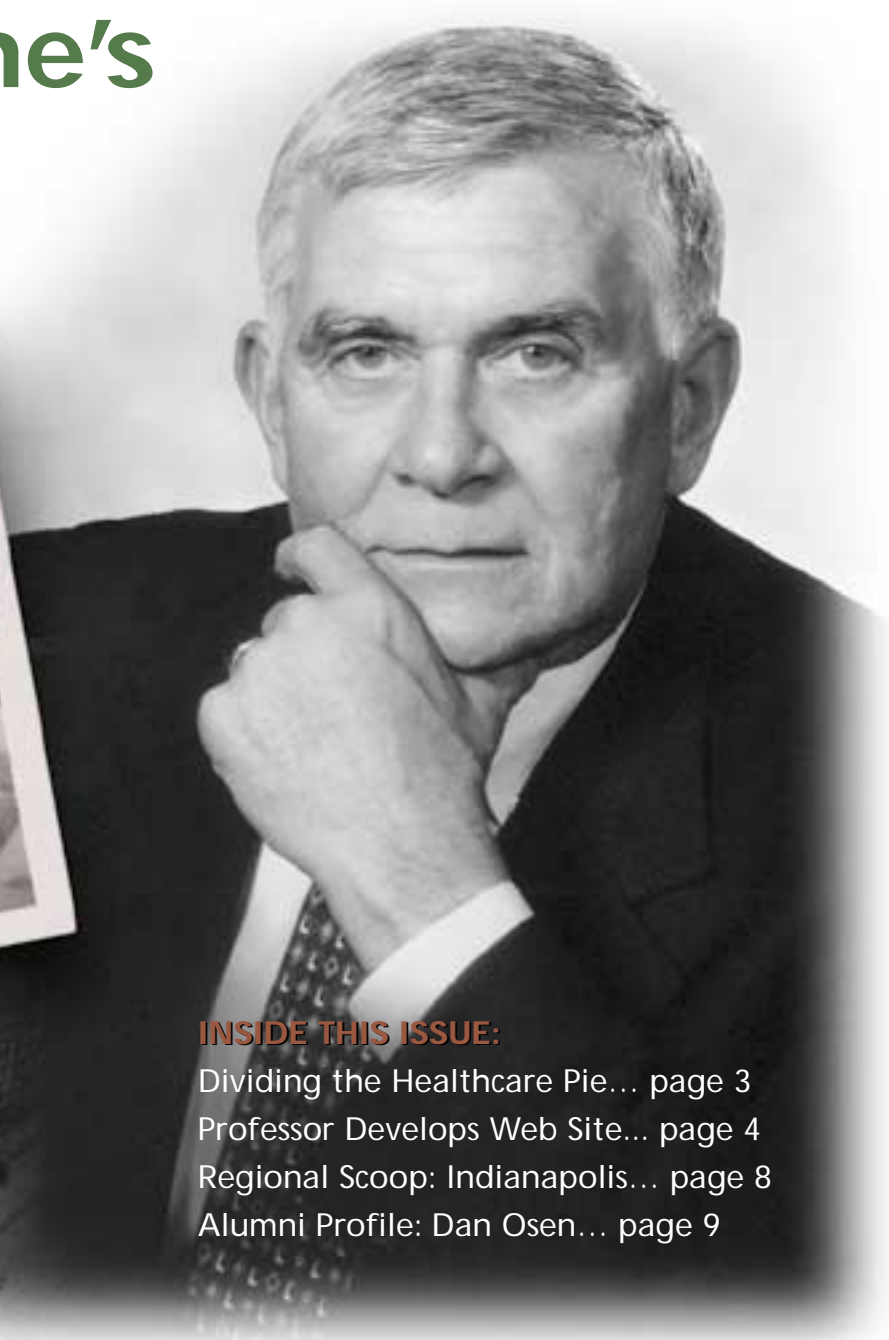
COLLEGE OF PHARMACY  
& HEALTH SCIENCES  
ALUMNI NEWSLETTER

# pharmakon

CONNECTING WITH OUR ALUMNI AND FRIENDS AROUND THE WORLD

## Morgan Cline's \$5 Million Legacy

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# A Note

## from Dean Stephen Hoag



*Pharmakon*, the College of Pharmacy and Health Sciences newsletter, is published for alumni and friends of the College

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**On October 1, 2001, the students, faculty and staff of the College had the chance to experience a once-in-a-lifetime event, placing the name of an outstanding and generous alumnus on our building.** The full story of this wonderful event can be read elsewhere in this issue of the *Pharmakon*.

New buildings do not come along very often. Ours, for example, was completed late in 1992 and is the most recent building to be constructed at Drake. Fitch Hall, the last pharmacy building to be constructed, was completed more than 50 years ago. By the time Drake completes another building for pharmacy we will likely have survived another five to ten new deans, and today's graduates will be retiring. In other words, naming our building the Morgan E. Cline Hall of Pharmacy and Science is one of the most significant things that can happen at Drake – and at most other universities, too.

**“Any contribution of any size, when added to those of the other 3,000 alumni of the program, can help us in countless ways.”**

More significant, however, is the remarkable generosity of the man who made this possible. Mr. Cline's gift of \$5 million was not made just to have a building named after him. It was given to aid our students with scholarships. The naming of the building was to honor him for his generous assistance to future students. Now, that's a once-in-a-lifetime experience that should turn heads.

Why am I telling you about this when another full article appears in this issue? Because you can experience the same sense of

accomplishment. To help students in meaningful ways doesn't require a gift as large as Mr. Cline's, or the \$1 million gift of Mr. and Mrs. L. Daniel Jorndt last year. Any contribution of any size, when added to those of the other 3,000 alumni of the program, can help us in countless ways. If enough alumni are part of the proud group that supports their alma mater, the total dollars can also turn heads.

You can either support students directly or improve the program for their benefit, depending on how you request your contribution be used. When you receive a contact from one of us on campus, please consider how you be part the critical support of our program and students, just like Mr. Cline and many others who have helped so generously.

I also wish to acknowledge and thank those who have already supported us with their time and money. Each person has had significant effect on the quality of a Drake pharmacy degree. All serve as examples for others to consider.

# Dividing the Healthcare Pie

by Steven R. Herwig

**T**he aging of our population combined with senior retirement translates into millions of Americans on fixed incomes. Aging often means growing health problems and increased use of prescription drugs. Currently, people over 65 spend 16 cents of their health-care dollar for drugs, compared to 15 cents for physician care. The average Medicare beneficiary uses 18 prescriptions annually, with an increase of 31 percent in the number of prescriptions filled from 1993 to 1998. During that same period, the average price per prescription rose 40 percent from \$26 to nearly \$38. Moreover, in 1998 the average price of a prescription for new drugs introduced since 1992 was more than twice the average price for older drugs (\$71, compared to \$30).

Medicare, the federal health insurance program, covers 40 million elderly and disabled Americans. When Medicare began in 1966 there were 19 million people covered. By 2030, an expected 77 million (about one in every five Americans) will be eligible. This presents a significant problem in trying to assess the utilization of a federal benefit program. I suspect that unforeseen costs will make any proposed program more expensive than preliminary estimates.

Steven Herwig, PH'71, MBA'99, DO, RPh, is a physician at the Iowa Clinic in Des Moines, IA.



These are my concerns about prescription drug coverage for seniors:

1. The pharmaceutical industry has maintained its standing as the most profitable sector of the economy (18.6 percent return on revenues for the 11 firms in the Fortune 500 drug-industry category in 2000), yet there is very little discussion about controlling drug costs. Proposals discuss helping fund drug purchases but do not address reducing costs.

2. Every industrialized country except the United States imposes price controls on prescription drugs. This results in the U.S. subsidizing international research and development. Taxpayer-funded scientists conducted 55 percent of the studies that led to the discovery and development of the top-five selling drugs in 1995.

3. The drug industry spent \$198 million in lobbying during the 2000 election cycle. Its closest competitor was the insurance industry, which spent \$169 million.

4. While physicians and health-care institutions are inequitably limited in reimbursement for Medicare enrollees, there is no current restriction that limits the pharmaceutical industry in its pricing policies.

Given the current economic uncertainty, it remains to be



seen how much the government can afford once this program is initiated. It is likely that a Medicare prescription drug benefit will stimulate greater demand for medications. Between now and the end of 2010, the estimated Medicare drug benefit is \$1.5 trillion. These are some considerations as the debate continues:

1. A well-designed prescription drug benefit should be equitable, but cannot be conceived as an overall solution to drug costs.

2. Partial payments for routine drug expenses could be covered with greater coverage for large, catastrophic costs experienced by a smaller number of beneficiaries.

3. Pharmaceutical manufacturers will need to face some form of price controls similar to the Federal Supply Schedule for state Medicaid programs. It is

acceptable to earn profits, but there is ample slack in pharmaceutical pricing. (Consider that Americans go to Mexico and Canada for lower priced prescriptions.)

4. A program should be formulated that can be defended as fiscally responsible. With the proportion of the population 65 years of age or older increasing by 33 percent over the next 20 years, we cannot have a benefit plan that overburdens our tax-paying children.

It will be interesting to observe the political and economic ramifications of the prescription drug benefit proposal, and to see who gets the pieces of the healthcare pie and who gets the scraps. Only Congress can address the current inequities in the Medicare program. P

**YOUR OPINION WANTED:** If you have a professional opinion you'd like to submit for consideration as a future *Hot Topic*, or if you want to respond to this editorial, send an e-mail to *Pharmakon* editor [casey.gradischnig@drake.edu](mailto:casey.gradischnig@drake.edu).

# IN BRIEF

## PROFESSOR RECEIVES PROCTOR & GAMBLE GRANT FOR WEB SITE

Linda Krypel, PH'74, GR'94, associate professor of pharmacy practice, received a \$103,433 grant from Proctor & Gamble to develop a Web site devoted to faculty who teach in the nonprescription arena.

The Web site is an extension of the Nonprescription Medical Conference, sponsored annually by Proctor & Gamble, which assists professors in developing courses related to over-the-counter drugs.

The site will be used to help teach pharmacy students about nonprescription medicines. Currently, only one class in the College of Pharmacy and Health Sciences is devoted to the study of over-the-counter medication. Krypel hopes to use the site to propel discussions and answer questions about the rapidly-changing pharmaceutical industry and the increased availability and potency of drugs on the market.

As editor, Professor Krypel plans to incorporate the Academy's four goals into the development of the site:

- Allowing faculty members of pharmacy schools to interact on a nationwide level;
- Stimulating innovation and new teaching concepts;

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## Student Profile

**Ben Skoglund**

**Major:** Pharmacy, DP4

**Hometown:** West Bend, IA



The annual Illinois Pharmacy Association Convention took place Aug. 11 at the historic Hotel Pere Marquette in Peoria, IL. The event was organized by alums Bob Schnarr, PH'57, and Dave Newell, PH'80, (chairman of the IPhA board of directors). Other attendees included Dean Stephen Hoag and Claudia Cackler, alumni and development director. This marked the first time Drake helped sponsor the event.

- Providing insight into the pharmacy industry's role in new medicines and medical devices;
- Supporting education on and research of nonprescription medicines.

The site will also serve as a location for information exchange regarding course development, research ideas, curriculum issues, and as a clearinghouse for pertinent new information related to nonprescription medicines.

## COLLEGE OF PHARMACY RECEIVES PALM IIIC HANDHELD COMPUTERS

The College of Pharmacy and Health Sciences recently received a Palm Inc. Mobile Medicine Technology Grant that provides the College with 120 Palm IIIC handheld computers.

The College is the only pharmacy college to receive one of the Mobile Medicine Grants,

which were awarded to 17 teaching hospitals and universities across the nation. Drake applied for the grant at the suggestion of Tyson Moore, a member of the Student Senate.

Next May, Drake pharmacy students on clinical rotation in their last year of study will use the handheld computers to record interventions, track patients and access health information from drug databases. Pharmacy faculty will then collect data on how students perform drug therapy interventions and assess the impact of handhelds on learning.

“Through the use of the Palm technology, students will be able to record more patient interventions and faculty will be able to use this information to increase the depth and breadth of student interventions.”

### Internship/Work Experience:

independent pharmacy in hometown, Wal-Mart pharmacy in Des Moines.

**Notable Achievement:** commencement speaker at Iowa Lakes Community College graduation ceremony; Vice President of Iowa Lakes Community College student government; Presidential Scholar.

**Off-campus Interests:** dog obedience training, hunting, and fishing.

**Career Aspirations:** pharmacy division manager in a retail chain or a clinical pharmacist in a hospital setting.

“I have spoken with students who attended larger pharmacy schools and they were not afforded the same degree of access to the professors as I have received while attending Drake. Whenever I had a question about material that was presented in class I was always able to talk to a professor.”

said professor Brad Tice, chair of the technology committee.

### PHI DELTA CHI CHAPTER NAMED BEST IN NATION

The Drake chapter of Phi Delta Chi, the professional pharmacy fraternity, won the Thurston Cup for the second year at the Grand Council during the summer of 2001. This award recognizes the best Phi Delta Chi Chapter in the nation. Other awards won by Drake students at the event included first prize in brotherhood, the 100 percent Achievement Cup, fourth in the Grand Council scrapbook competition, first in window display, second in chapter publication, first in professional service, and third in scholarship.

### OSTEOPOROSIS PROGRAM HONORED

Carrie Sarvis, assistant professor of pharmacy practice, and sixth-year doctor of pharmacy candidates Jennifer Sass, Jennifer Dolan and Sarah Biebighauser, recently received the Academy of Pharmacy Practice and Management Presentation Merit Award at the American Pharmaceutical Association annual meeting in San Francisco. The award was for their poster titled "Development and Implementation of an Osteoporosis Program in a Community Pharmacy Setting" and their role in developing a large portion of osteo-

porosis services to be provided by Osco Drug. The student's activities included attending certificate programs, developing materials for each store, and coordinating a presentation of results of their screening week.

### STUDENT LEADERSHIP CONFERENCE CONVENES AT UNIVERSITY OF IOWA

Fifteen students from Drake, as well as students from the University of Iowa, participated in the fifth annual Iowa-Drake-IPA Student Leadership Conference, held Nov. 10 in Iowa City.

The conference focuses on leadership development activities and issues facing the profession now and in the future. Participants are given the opportunity to be involved in a unique project with their colleagues. The conference also featured speakers who stressed the importance of continued involvement while in school and upon graduation.

### STUDENT LEADERS MERGE ORGANIZATIONS

The 2000- 2001 presidents of four Drake national pharmacy student organization chapters merged into a single organization, DRxUGS (Drake Rx Unified Group of Students). The new group is comprised of the Academy of Students in Pharmacy (ASP), Drake Health-Systems Pharmacy Association (DHPA), National Community Pharmacy

Association (NCPA), Student National Pharmaceutical Association (SNAPhA), and Pharmacy Day Committee.

Holly O'Connor, DP2, Karen Anderson, DP2, Lauren Smith, DP2, Crystal Obering, DP2, and Janice Carswell, DP2 developed DRxUGS. The newly created organization will be headed by a 14 member board of trustees with liaisons to the national organizations as well as task force chairs.

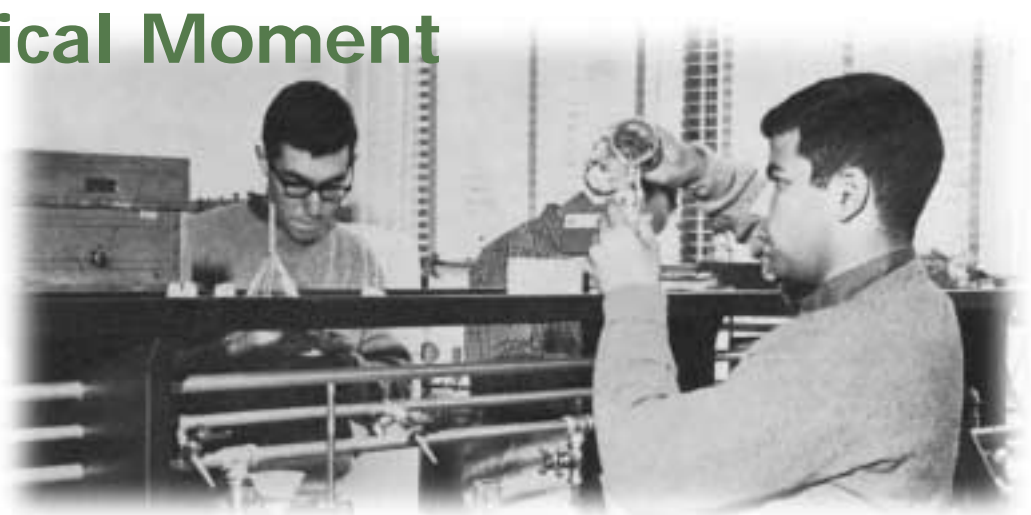
### OVERSEAS ROTATIONS EXPANDED

Pharmacy students have more opportunities to learn the healthcare practices of other cultures with the addition of England and New Zealand to the list of countries where students can travel. Past exchanges have included overseas rotations in Australia and Canada. Talks are currently underway to add South Africa and Ecuador to the list of study abroad locations in order to give students the opportunity to work in HIV and rural clinics.

"The students learn that in the U.S., pharmacy care means high-tech expertise and specialty care, while overseas it may be more related to access or equity in health care service or in providing primary care effectively," said John Rovers, associate professor of pharmacy and head of the New Zealand study program. "Ultimately, they see that countries develop healthcare systems that reflect their priorities and values as a nation and as a people."

## Drake Historical Moment

TIMES AND HAIRSTYLES MAY CHANGE, but the roots of pharmacy education haven't changed much, according to the 1959 yearbook caption with this photo: "Pharmacy is the science of medicinal substances; it is also the art of compounding and dispensing them. Early during the college career of the pharmacist, he learns the proper methods of identification and combination of drugs to demonstrate his scientific and professional competence."



# Creating a Legacy

## Cline Donates \$5 Million to Fund Pharmacy Scholarships

by Lisa D. Gildehaus

**“**I was a poor kid from a poor family in the poorest county of Iowa. I went to Drake with stars in my eyes and dreams of being a pharmacist,” explained Morgan Cline, PH’53. “I arrived positive that everyone except me had rich daddies, which, of course, I found out wasn’t true. There were other students struggling to make it and to get a good education at Drake just like I was.”

### A GIFT FOR FUTURE GENERATIONS

Forty-eight years after graduating from Drake University, Cline has found a way to help students facing similar hardships. In September 2001, Cline announced that he had granted a \$5 million scholarship endowment for pharmacy students to Campaign Drake, the University’s \$190 million dollar capital campaign. In honor of Cline’s scholarship endowment, Drake renamed the Pharmacy and Science Hall the Morgan E. Cline Hall of Pharmacy and Science.

“A scholarship gift of the magnitude that Mr. Cline bestowed upon us will influence Drake’s ability to provide more competitive need packages to all of our students,” Richard Morrow, Ellis and Nelle Levitt distinguished professor of pharmacology. “It hardly seems possible that we could improve upon the excellent qualifications of our entering classes. But gifts such as this one might just make that possible.”

“This money is earmarked to go for scholarships to needy students,” said Cline. “It speaks to the emerging and expanding role of pharmacists. This donation is really for students who would like to come, but can’t.”

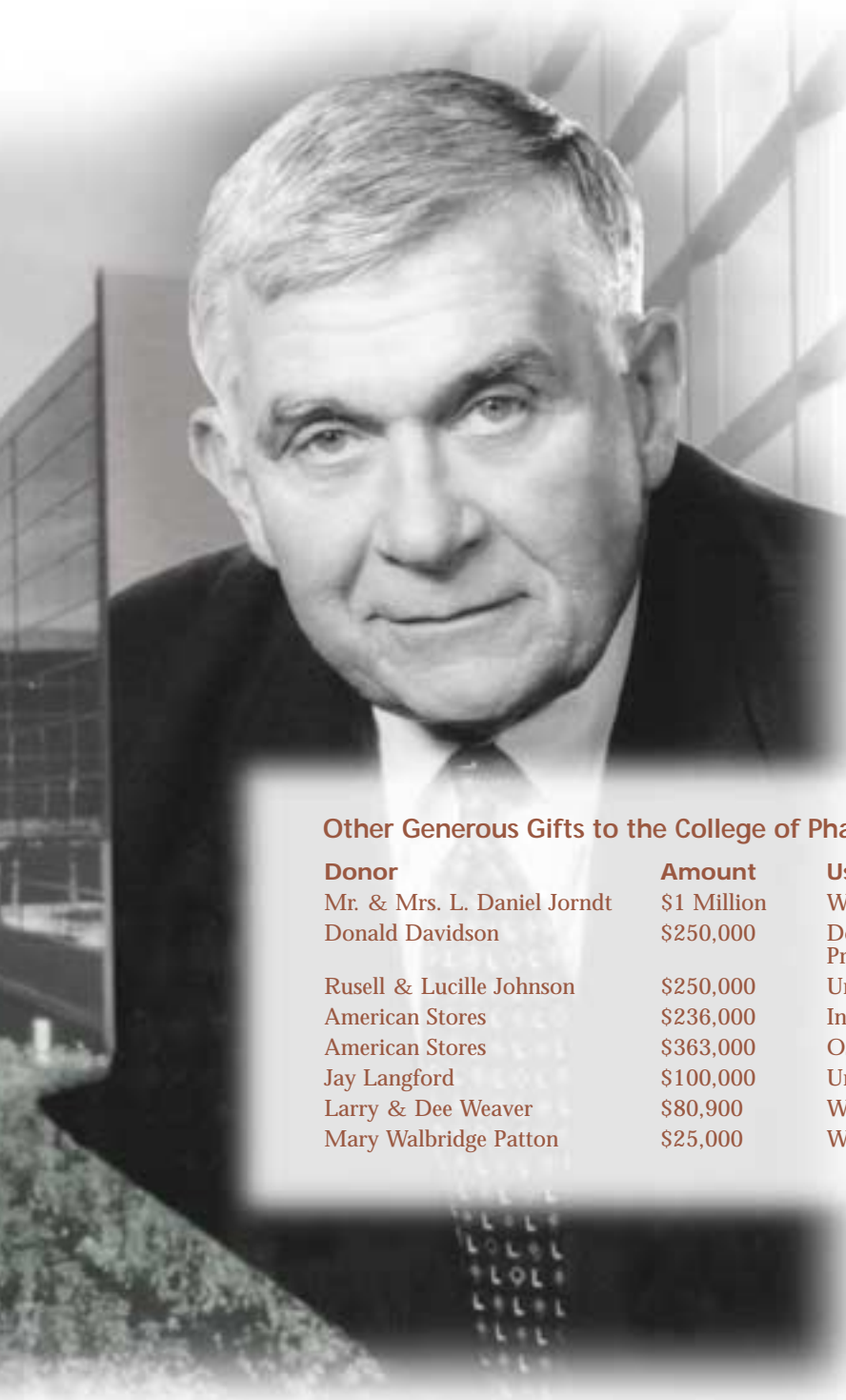
### HUMBLE BEGINNINGS

Cline knows first-hand about the struggle to pay for a Drake education. He spent his college years playing piano at a downtown bar and working at a local drugstore in order to make ends meet. “I worked nights and weekends and I’d study behind the checkout counter,” he reminisced.

After graduating in 1953, Cline attended two years of medical school at the University of Iowa. He later served as a pharmacist in the U.S. Army for two years and worked with a New Jersey pharmacy after his stint in the military. Cline then shifted careers and joined an advertising agency as an account executive working with pharmaceutical clients.



# Legacy



## REVOLUTIONARY CONCEPT

In 1984, he co-founded the advertising agency Cline, Davis & Mann. Cline's agency revolutionized the ad world with its groundbreaking work in pharmaceutical marketing – most notably for one of their largest and most important clients, Pfizer, Inc., maker of Viagra, Norvasc, Lipitor, Ben-Gay, and Unisom. In addition, Cline's agency was named Agency of the Year in 1997 by *Medical Advertising News*. Its peers also voted it the most admired agency in the world of health care advertising in 1998, 1999 and 2001.

Despite his successes in the advertising world, Cline still feels the pull of his Iowa roots. “My time spent at Drake was a wonderful time for me. Over the years, the bad memories, the struggles, seem to fade into the background.” Cline said. “But I did struggle, and this donation is a direct result of the financial distress I experienced. I had a shoebox on the window sill, and in that shoebox were goodies I could eat when I ran out of money for the week – things like sardines, bread, peanut butter and potted meat. I rented a tiny room in a house, too. I shared a bathroom with a family and another student but I didn't have a kitchen. That shoebox was my kitchen.”

## FOLLOWING IN HIS FOOTSTEPS

A ceremony was held Oct. 1, 2001 to commemorate the official renaming of the Pharmacy and Science Hall to the Morgan E. Cline Hall of Pharmacy and Science. Holly O'Connor, a third year pharmacy student, attended the ceremony. “When Morgan spoke to the crowd, he talked about how he didn't come from money, how he worked his way up, too,” O'Connor said.

“This is a lot of money and it gives me focus. It makes me think, ‘Hey, I'm struggling, eating macaroni and cheese, too!’ It made me feel that he was one of us – it made me think of him as a real person.”

Although Cline's desire to touch the lives of young pharmacists is vitally important to him, his trip back to Drake was also one of nostalgia. He marveled at the new buildings on campus but, as he headed toward the renaming ceremony, he took the same path he trod 48 years prior, through Old

Main. “As I was approaching the pharmacy building that morning, a student was sitting outside and I asked her, ‘What's the name of this building?’ and she replied, ‘It's the PSC building but it's soon to be called Cline.’ That felt so good...and it still does.” P

## Other Generous Gifts to the College of Pharmacy and Health Sciences

Donor	Amount	Use
Mr. & Mrs. L. Daniel Jorndt	\$1 Million	Walgreens Scholarships
Donald Davidson	\$250,000	Donald F. Davidson Pharmacy Practice Lab
Rusell & Lucille Johnson	\$250,000	Unrestricted
American Stores	\$236,000	Informatics Lab
American Stores	\$363,000	Osco Community Care Lab
Jay Langford	\$100,000	Unrestricted
Larry & Dee Weaver	\$80,900	Weaver Pharmacy Medal of Honor
Mary Walbridge Patton	\$25,000	Walbridge Community Service Award

*Lisa Gildehaus, JO'93, is an independent filmmaker and writer.*

# REGIONAL SCOOP: INDIANAPOLIS

The 12th largest city in the U.S. and known as the “Crossroads of America” because it has more interstate highway intersections than any other city, Indianapolis was named “the number one city in the central region for entrepreneurial growth” by *Entrepreneur* magazine. In addition, *Employment Review* magazine again named Indianapolis one of “America’s Best Places to Live and Work”.

## BUSINESS

Indianapolis’ business strengths are in manufacturing automobile parts, pharmaceuticals, machinery, transportation equipment, metal products, processed food, paper products and printed materials. Indianapolis is also involved in distribution and retail services. Some of Indianapolis’ top companies include Eli Lilly, a large pharmaceutical company, Rolls-Royce Allison, Allison Transmission/Division of GMC, Ford Motor Company and RCA-brand Thomson Consumer Electronics.

## CULTURE

Indianapolis is home to many cultural establishments such as The Children’s Museum, which displays world cultures and natural sciences; the Indianapolis Museum of Art which houses large collections of African, Asian and European art; and the Eiteljorg Museum of American Indian and Western art. In addition, the city includes the Indiana State Museum and a wide variety of specialty museums, including the Indianapolis Motor Speedway Museum and the Indiana Medical History Museum. Indianapolis also offers a symphony orchestra, opera and ballet. The city is also home to the Indiana Pacers, Indianapolis Colts and Indianapolis Motor Speedway, which hosts the annual Indy 500, the world’s largest single-day sporting event.



“Indianapolis is a great place to raise a family. It is also especially great for viewing amateur and professional sporting events.”

Dr. Timothy R. Franson, PH'73, vice president of clinical research and regulatory affairs at Eli Lilly and Company

## INDIANAPOLIS BY THE NUMBERS (1999 data)

Greater Indianapolis population	791,926
Unemployment rate	2.0%
Median household income	\$32,503
Median house sale price	\$127,371
Avg. monthly apartment rental	\$592

## ALUMNI CHAPTER

Thinking of visiting or moving to Indianapolis? Connect with Drake graduates in the area in cyberspace by visiting Drake’s online alumni community at [www.drakealumni.net](http://www.drakealumni.net).



“Indianapolis is a very nice community with a good cost of living and school system. It is a great place to raise a family.”

Veigh L. Summers, PH'67, national sales manager at NDC Health



## Faculty Profile

**Nita Pandit**

**Title:** Associate professor of pharmaceuticals

**Background:** B.Pharm., Bombay University, India; M.S., Ph.D., University of Wisconsin-Madison; former principal scientist at Boehringer Ingelheim Pharmaceuticals,

involved with the development of new drugs for asthma, COPD, hypertension, AIDS.

**Research Interests:** understanding the behavior of pharmaceutical polymers and surfactants – collaborating with a Chemical Engineering Department project at Iowa State University.

**Notable Achievement:** patent on pharmaceutical manufacturing process; author of 20 publications and a book chapter (utilized Drake students as co-authors); Madeline Levitt

Mentor of the Year Award; active participant in the development of a new interdisciplinary B.S. in pharmaceutical sciences degree program targeting students interested in pharmaceutical research rather than clinical practice; currently in the process of promoting a book on pharmaceutical sciences to major publishers.

**Off-campus Activities:** watching daughter's sports games and tournaments, gardening, weight-lifting.

**Pharmakon asked:** What is your favorite aspect of teaching?

“One of the main joys of teaching is being a continuous learner along with my students; they don't realize that I am learning with them, too! Their enthusiasm, curiosity, and humor stimulate me everyday, and I go to each class with anticipation and excitement. This is the kind of place I have always wanted to teach in.”



## Alumni Profile

**Dan Osen, PH'52**

**Background:** Now retired, Osen is the former expeditor of raw materials, scheduler of bulk biological production and chief of government bids and contracts at Eli Lilly

and Company; former pharmacist at Boulevard Pharmacy; former supervising pharmacist at Fort Sill; former pharmacist at Matthews Rexall Drug.

**Notable Achievements:** charter member and first President of Drake's Rho Chi chapter; established a pharmacy in Kurdish refugee camp in Ahtens, Greece; past member of the Indianapolis Symphonic Choir performing with the Indianapolis Orchestra in Indianapolis, Carnegie Hall, New York, and the Kennedy Center for the Performing Arts in Washington, DC.

**Off-the-Job Interests:** Volunteer at homeless shelter; church volunteer; sponsor of Afghan refugees; pianist; attending concerts and operas; studying world history.

“The rigors of a pharmacy curriculum developed my sense of discipline and the ability to approach life's challenges in a logical, systematic manner. The dedicated professors instilled in me a high regard and respect for the profession of pharmacy. I felt supported in my studies and campus life by the faculty and the administration.”

# Talk of the Town

Welcome to *Talk of the Town*, the public forum for airing opinions, gripes and predictions regarding issues of interest to Pharmacy and Health Sciences faculty, students and graduates.

## What impact do you think the predicted pharmacist shortage will have in the coming years?

“For close to half a century, pharmacy practice has been moving from a product-centered orientation toward a patient centered one. The natural response is to keep the pharmacist tied to the product and do patient-care services when time permits. If this attitude prevails, the movement toward patient-centered pharmacy will be harmed



and perhaps lost.” – Lon Larson, PH’72, Windsor professor of science, professor of pharmacy administration, Drake University

“This could actually turn out to be a factor for positive change within the industry. Pharmacy will be forced to maximize system efficiencies, such as automated or centralized fill capabilities, enhance technology and ensure that technical support staff are used to their fullest capacity.” – June Felice Johnson, vice chair and associate professor of pharmacy practice, Drake University

“When consumers have difficulty interacting with a professional, they seek other sources of information, such as the Web or their health food store clerk. This eliminates the personal relationship with the pharmacist and results in the consumer viewing pharmacists and prescription drugs as a commodity.” – Alan Kellogg, PH’83, L.L.C., HealthlinX

“As it did in the 1980’s, a shortage of pharmacists will likely lead to an accelerated increase in pharmacist salaries over time. If that happens in

the current slowing economy, I would expect hospitals and chain stores to decrease the number of pharmacist hours that they have to pay for. I would expect increased research in dispensing technologies as well as pressure on legislators to approve changes in the regulatory environment that would grant pharmacy technicians greater responsibilities.”

– Linda Harrell, PH’85  
associate director of market research, Pharmacia Corp.

“The major impact is going to be the acceptance of technology. E-prescribing and robotics will become major players. Technicians will fill the dispensing roles as the pharmacists find themselves spending more time educating and directing patient care.”

– Roger Penrod, PH’78, pharmacist, Fairbanks Professional Pharmacy

More *Talk of the Town* responses can be found on the Web at [www.drake.edu/pharmakon](http://www.drake.edu/pharmakon).