
JEFF REICHARD

Jeff Reichard, PharmD, MS, BCOP, CPEL is a proud North Carolina Pharmacist. Jeff is excited to serve as a member of the North Carolina Board of Pharmacy as the representative for the Northeastern district. He currently serves North Carolina as the System Executive Director for Acute Care and Supply Chain Pharmacy Services at UNC Health. His pragmatic approach to leadership, patient-centered decision making, and commitment to collaboration drives him to advance the practice of pharmacy.

A Charlotte native, who received his PharmD and residency/Master's training at the UNC Eshelman School of Pharmacy, Jeff began his career in Winston-Salem. While there he served as a Board Member for Habitat for Humanity and other non-profit organizations, before relocating with his family to the Raleigh-Durham area where he has continued to serve the community in similar capacities.

As a leader, educator, and a Pharmacist-In-Charge, has practiced in community pharmacy, oncology, specialty, and hospital pharmacy settings, and is well tuned to the challenges facing pharmacists and the communities we serve. Jeff has served on the NCAP Board, on the New Practitioner Network and Health-System Forum as their Chair, as an ASHP delegate representing the interests of North Carolina health-systems pharmacists. Enhancing the 'profession' of Pharmacy and engaging stakeholders has been a consistent theme to Jeff's service to unite and strengthen collaboration across North Carolina.

As a North Carolina Board of Pharmacy Member, Jeff is committed to three priorities:

1. Focus on the well-being and dignity of pharmacists as front-line health care providers.
2. Pragmatically advancing the practice of pharmacy to better serve our patients through policy and coordinated initiative campaigns.
3. Engaging pharmacists and their partners to work towards improved industry practices, recognizing patients 'win' when we work collaboratively together.

Jeff recognizes the growing challenges in our pharmacy practice settings, and their impact on a pharmacist's mental and physical health. He served as the pharmacy executive sponsor at UNC Health for their pharmacy well-being initiative and believes in the impact of initiatives and policy to support a balanced workload for pharmacists.

Jeff's experience in the NC pharmacy community has shown him the importance of pragmatic solutions to advancing the pharmacy practice. In an ever-evolving practice, Jeff knows that practical rule making and policies can help guide pharmacists towards the future. As an advocate for community pharmacies, he partnered with NCAP and the Department of Insurance to work alongside pharmacy stakeholders to draft supplements to the recent General Assembly's PBM bill. Finally, Jeff realizes the need to be responsive to new technologies, including artificial intelligence, to strengthen the role of a pharmacist in safe medication practices.

As a leader and Pharmacist-in-Charge who has worked in a variety of pharmacy practice settings, Jeff fully believes in the need to collaborate with other healthcare partners to drive better patient outcomes.

Most recently, he expanded new cognitive services into multiple outpatient pharmacies in areas where no services had been previously available. He knows that the best approach is the 'one' that is actually implemented, and it takes an unified collaboration to inform the best path.

Jeff believes that patient care is better when a pharmacist is involved. His career has allowed him to bring his passion and knowledge of pharmacy practice to patients across the State, and he is excited to bring that same energy and experience to represent the Northeastern District for the North Carolina Board of Pharmacy.