

Biographical Sketch for Laura Cranston, RPh

Laura Cranston serves as the Executive Director of the PQA, a new pharmacy quality alliance established in April 2006 to improve health care quality and patient safety through a collaborative process in which stakeholders agree on a strategy for measuring performance at the pharmacy and pharmacist-levels; collecting data in the least burdensome way; and reporting meaningful information to consumers, pharmacists, employers, payers, and other healthcare decision-makers to help make informed choices, improve outcomes and stimulate the development of new payment models.

Prior to her current position, Laura served as the Executive Director for the Institute for the Advancement of Community Pharmacy, an organization whose mission was to simply advance the practice of both independent and chain community pharmacy in the United States.

For over a decade, Laura served as the Vice President of Pharmacy Affairs for the National Association of Chain Drug Stores (NACDS), a trade organization with a membership base that operates over 30,000 retail community pharmacies. While at NACDS, she was responsible for developing policy and positions, in concert with NACDS chain corporations, on issues that included, but were not limited to: third party issues, state board of pharmacy regulations, DUR/counseling, training pharmacy technicians, and legislation to establish a Medicare prescription drug benefit.

Early in her career, Laura served as a professional institutional sales representative with The Upjohn Company in New York City where she enjoyed detailing physicians, residents and other healthcare professionals on the medications that Upjohn offered.

Laura is a pharmacy graduate of St. John's University College of Pharmacy and Allied Health Professions (1984) in New York and a former Executive Resident of the American Society of Consultant Pharmacists.

Laura is very active within the pharmacy community, and currently serves as Chair of the Advisory Council of the St. John's University College of Pharmacy and Allied Health Professions, Coordinator for the Pharmacy Value Alliance (a coalition of eleven pharmaceutical organizations, three national pharmacy organizations and several major drug wholesalers) and on the Advisory Board of the publication entitled, *Retail Pharmacy Management*.

Laura currently resides in Fairfax Station, Virginia with her husband, Rob, and their two children, Ryan (8 years old) and Christopher (6 years old).

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