

**COUNCIL ON TEACHING**  
Follow-Up Report for  
**Teaching in Higher Education Conference Award**

Name: Laura Knockel

Department/Unit: College of Pharmacy, Department of Pharmacy Practice and Science

Conference Attended: Nonprescription Medicines Academy

Date of Conference: June 5-7, 2024

Award Amount: \$1031

**Briefly summarize how your attendance at the conference enhanced your professional development and allowed you to gain a better understanding of teaching in your discipline or trends in higher education in general.**

The focus of Nonprescription Medicines Academy (NMA) this year was “Overcoming the Challenges”. We learned about challenges when teaching multiple generations of learners, how consumer habits regarding over-the-counter products have changed since the pandemic, and how digital health and artificial intelligence is becoming more prominent in how patients take care of themselves. There were also multiple presentations on how faculty at other institutions have implemented innovative teaching methods for self-care education.

**How have you been able to share what you learned about teaching with your department, the University of Iowa, and/or beyond?**

At this conference, I presented with five colleagues from other institutions on using technology to reach self-care education. Through networking at this conference, I am working on two additional self-care research projects with other faculty. I am part of a group reviewing publications regarding self-care education currently in the literature, which we will submit to a national journal, such as *American Journal of Pharmaceutical Education*. Through connections made at this meeting, I am also collaborating with other faculty on using large language models (LLMs) for students to practice their communication skills prior to an assessment. We will submit this project for presentation at the American Association of Colleges of Pharmacy’s Annual Meeting in 2025.