with others and using shared knowledge and expertise, AMCP is more efficient and effective at policy analysis and advocacy. These coalitions cover a broad range of issues that include credentialing, quality, and patient care and safety.

Since 1995, *JMCP*, under the auspices of AMCP, has been publishing peer-reviewed original research manuscripts, subject reviews, and other content intended to advance the use of the scientific method, including the interpretation of research findings, in managed care pharmacy. It, too, has evolved. *JMCP* strives to engage and serve professionals in pharmacy, medicine, nursing, and related fields to optimize the value

of pharmaceutical products and pharmacy services delivered to patients. In 2014, by changing its name to the *Journal of Managed Care & Specialty Pharmacy*, the publication recognized the growing importance of specialty pharmaceuticals to health care—and to managed care pharmacy.

I am pleased to have been part of AMCP's creation, its leadership, and its growth. AMCP is stronger than ever. Its importance, recognition, and reputation continue to grow, and it, along with *JMCP*, is ready to face and respond to all future challenges that present themselves over the next 25 years.

CONTEMPORARY REFLECTIONS

by Louise Sargent Heuer, MS, RPh

It has been more than a quarter century since I became involved in the development of the *Journal of Managed Care Pharmacy* (*JMCP*). My journey began as a member of AMCP's Communications Committee. As a member of the committee, I was asked to lead a task force to develop a peer-reviewed academic resource for pharmacy professionals. I was honored and agreed to the opportunity. I must admit, I was not exactly sure how to proceed but the challenge excited me, and the intricate process ensued for developing a peer-reviewed journal.

The initial focus of the journal was 2-fold: (1) the scientific advancement of pharmacy professionals working in the health care industry and (2) pharmaceutical care for patients. The task force began its work, and in a short time, through hard work and dedication, the first issue of *JMCP* was launched in the summer of 1995.

I remember the creation of the journal vividly, working with many talented individuals towards the task at hand. The initial task force considered several questions. First, what should the journal look like? This began with designing the cover, the title of the journal, colors, fonts, and cover art. Second, what should the content consist of and how should the content flow throughout the journal? Feature articles, Comparative Research, Spotlights, and various departments were placed throughout the pages.

Another very important question was how will the content of *JMCP* be developed and overseen? Identifying an editor-in-chief for *JMCP* was an important next step, and I had the honor of being the founding editor-in-chief from *JMCP*'s inception until June 1999. I am reminded of this privilege daily, as I sit in my office with a gold framed picture of the first and last editions of *JMCP* throughout my tenure as editor-in-chief, a gift from AMCP.

Very importantly, an editorial advisory board was created; policies and procedures were written; and a process for peer review was developed. Individuals from various health care sectors and roles were identified for the Editorial Advisory Board and to be peer reviewers. Funding, budget, advertising, and other key decisions were also made as the board worked toward the launch of *JMCP*. As work proceeded on the first issue, another challenge that needed to be addressed was who would write the articles for the first few issues. Because *JMCP* was new and not well-known, members of the Board of Directors, AMCP, and the Editorial Advisory Board all pitched in, using their writing talents to submit articles. *JMCP* was launched!

As I close, I would like to thank the many kind and talented individuals who helped create *JMCP* and the continued dedication to the success and value that *JMCP* provides to members of AMCP and the health care community. This is truly a success story and shining star in the history of AMCP.