

**Mitch Rothholz RPh, MBA**  
**Chief Strategy Officer**  
**American Pharmacists Association (APhA)**

In his role with the American Pharmacists Association (APhA), Mitch Rothholz is responsible for the development and coordination of the organization's strategic plan, governance and policy development activities, and public health initiative. He has served in numerous roles as an APhA staff member since 1994.

He is a 1984 graduate of the University of Florida, College of Pharmacy, and earned a Masters in Business Administration, Healthcare Management, from Regis University in 2005. He has served as the Executive Director of the Alabama Pharmacy Association (1989-1994) and worked in numerous roles for the Florida Pharmacy Association (1984-1989), including Director of the Florida Medicaid Drug Utilization Review Program. He has practical experience in community (both chain and independent) pharmacy, nursing home, hospital, and managed care practice settings. He is a nationally recognized expert on Pharmacy-Based Immunization Delivery, and serves as a national faculty member for APhA's Certificate Training Program. He serves as Secretary for the Joint Commission of Pharmacy Practitioners, a collaborative forum of 11 national pharmacist organizations. He currently serves on the HHS National Vaccine Advisory Committee (NVAC), Leadership Steering Committee of the National Adult and Influenza Immunization Summit (NAIIS), the Advisory Board of the Immunization Action Coalition, and HHS - NVAC's Adult Vaccination and HPV Vaccination Working Group.

Mr. Rothholz currently serves as chair of the National Adult and Influenza Summit (NAIIS) Awards/Recognition Committee, co-chair of the Access and Collaboration Workgroup, participant on several immunization stakeholder task forces, and has been involved in numerous immunization grant and cooperative agreements. He has assisted numerous pharmacists in implementing immunization and other patient care services and has made presentations to public policy makers and the media on pharmacy-based immunizations, immunizations across the lifespan, and advances in pharmacy practice. In 2014, he received an *Immunization Champion Award* from the NAIIS.

He has worked on projects involving collaboration between pharmacists, physicians and other healthcare professionals leading to improved patient care outcomes, and has spent the last 20 years working with other immunization stakeholders on the creation and implementation of immunization neighborhoods.