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Dr. Craig Cox is an Associate Professor of Pharmacy Practice and Vice Chair of Experiential Programs at Texas Tech University Health Sciences Center School of Pharmacy (TTUHSC SOP) in Lubbock, Texas. He received his Pharm.D. from Washington State University in 1999 and then completed a Critical Care Specialty Residency at TTUHSC SOP in 2000.

As a faculty member since 2000, Dr. Cox has taught in multiple pharmacotherapy and case studies courses and has served as director of the 2-year Pharmacotherapy Residency Program from 2005-2009. As a member of the Texas Pharmacy Congress, Dr. Cox serves on the Texas Consortium on Experiential Programs which meets quarterly to discuss issues related to experiential education in the State of Texas.

Since 2005 as Vice Chair of Experiential Programs, he has been responsible for eight staff members and coordination of introductory pharmacy practice experiences (IPPE) and advanced pharmacy practice experiences (APPE) rotations across 4 distant campuses. His current practice site is on the adult medicine ward at University Medical Center where he has served as the primary preceptor for 6-week rotation experiences to more than 250 IPPE/APPE students and 25 PGY1/PGY2 residents. Dr. Cox has provided preceptor continuing education programs at the local, state, and national levels. More recently, he has created an innovative video Preceptor Mini-Series training concept that is gaining national recognition.

To date he has utilized this concept to develop (6) unique video series aimed to train teachers and students of all health professions in the clinical setting. Through leadership positions with the American Association of Colleges of Pharmacy (AACCP) he has also led important initiatives in experiential education across the country. His current research initiatives are focused on preceptor training/development and quality assurance as it relates to experiential education.