2012 was a comeback year for rap music, with artists like 2 Chainz and Juicy J re-emerging onto the scene, and other young artists coming up big in the mainstream like French Montana and A$AP Rocky.

Opting out of the program will not negatively impact a student’s chances of being accepted into the college of pharmacy at a later date.

Still, these examples introduce three core aspects of a successful communications campaign that hold true today:

Initially, as there is a need for a reversal plan to be formulated, like that for warfarin, and to be available...