

ANNUAL REPORT | 2015



TABLE OF CONTENTS

| | |
|----------------|------------------------------------|
| 2 | EXECUTIVE MESSAGE |
| 3 | PUBLIC AFFAIRS CAMPAIGN |
| 6 | PHARMACISTS MANITOBA CONFERENCE |
| 8 | GROWTH AND EVOLUTION |
| 9 | BUILDING CONFIDENCE |
| 10 | CPhA MEMBER BENEFITS |
| 11 | INFLUENZA SURVEY |
| 13 | NEGOTIATIONS |
| 14 | OUR PEOPLE |
| SPECIAL INSERT | FINANCIAL STATEMENTS & 2016 BUDGET |

EXECUTIVE MESSAGE

Pharmacists Manitoba has made significant strides in 2015. The Board of Directors, committee volunteers, stakeholders, staff and pharmacists at large have worked hard to ensure our vision to unite the profession of pharmacy drives our organization.

Our advocacy efforts reached new heights in 2015 with the development and launch of the largest public affairs campaign ever undertaken. Developed and supported by our stakeholders and members, we launched the microsite Healthcare On Demand to define a strong public message: Manitoba pharmacists are well trained and well positioned to provide excellent health care services and Manitobans are entitled to have these services publicly funded.

Contract negotiations were completed in 2015 for both the Government of Manitoba Personal Care Home Services and Health Canada NIHB contracts. Through our partnership with CPhA, we have been able to offer more valuable member benefits including the Telus Mobility Discount Program, free Canadian Pharmacists Journal, and reduced pricing for various CPhA continuing education programs. Working with CPhA and Canadian Lifeand Health Insurance Association we confirmed that pharmacy services are covered within patients' healthspending accounts. Improvements in our services and efficiency are evident in our on-line membership registration, on-line registration for professional development programs, and our upgraded website.

These are samples of success that demonstrate our commitment to all members, in all practice settings. We understand our members have many reasons for supporting Pharmacists Manitoba through membership and we strive to ensure our offerings create value for the profession as a whole, while recognizing individual members are the backbone of the organization.

We invite you to read through the annual report to learn more about the initiatives undertaken this year on your behalf. Pharmacists Manitoba is committed to our vision and we benefit from your support and engagement. 2015 has been about partnership, collaboration, and outcomes. Thank you all for your dedication and cooperation.



SHARON SMITH



DR. BRENNA SHEARER

PUBLIC AFFAIRS CAMPAIGN | HEALTHCARE ON DEMAND

In 2015, Pharmacists Manitoba embarked on a new journey, launching our Public Affairs Campaign. With the help of Edelman Canada, we launched [HealthcareOnDemand™](#) to educate key voter populations on the value of pharmacist professional services and inspire political action through direct outreach and micro-targeted digital media relations.

We designed a timeline outlining our strategy, activities and tactics to communicate with stakeholders, members and the public with the goal of encouraging and increasing support for equitable medication management services to all Manitobans.

PHASE I

In Phase I we launched our [HealthcareOnDemand™](#) microsite featuring a video highlighting real patients and pharmacist stories. We provided promotional material to pharmacies and pharmacists to share with clients and patients to increase awareness and encourage customers to sign the petition for improved healthcare services.



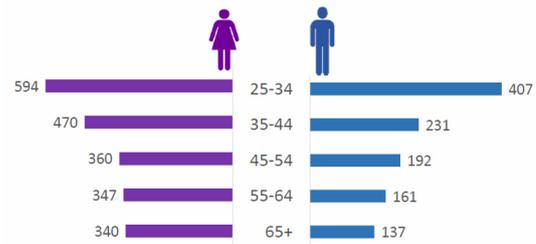
PHASE II

In Phase II we placed a full page ad in the Winnipeg Free Press and launched a Social Media Ad Campaign on Facebook. The ads were served through Facebook News Feeds with the intention to help generate support and drive users to the [HealthcareOnDemand™](#) petition.

The Facebook ad was displayed from December 16, 2015 to January 10, 2016. In this time, the campaign generated over 1 million impressions and reached over 205,000 Manitobans. This resulted in over 3,000 visits to our [HealthcareOnDemand™](#) microsite.



Thirty percent (30%) of all clicks on the Facebook ad were Manitobans in the 25-34 year old demographic. Sixty-four percent (64%) of the clicks came from women while 34% came from men.



The Facebook Campaign was a great success; reaching 16% of the population of Manitoba a large proportion of which belong to our target audience.

PHASE III - WHAT'S NEXT?

Pharmacists Manitoba began consulting for the development of the [HealthcareOnDemand™](#) campaign in 2014. We will continue to raise awareness and ensure political parties recognize our issues as election issues in the April 2016 Election and beyond.

Resources in development for 2016 include:

- AN ON-LINE CANDIDATE LETTER WRITING TOOLKIT
- INVITATION TOOLKIT TO HOST PHARMACY SITE VISITS WITH POLITICAL CANDIDATES
- CANVASSING IN 10 MANITOBA RIDINGS
- AN EVENT AT THE LEGISLATURE
- PHARMACISTS IN MANITOBA SURVEY

Manitobans have been talking about their unmet healthcare needs and how publically-funded pharmacy services can address them. We are committed to each step of the campaign and are excited moving forward.

On behalf of Pharmacists Manitoba, we would like to thank our partners and stakeholders who have supported our campaign.



PHARMACISTS MANITOBA CONFERENCE 2015 | BREAKING WITH TRADITION

The 2015 conference took place April 17 to 19 at the RBC Convention Center. The theme for 2015 was *Breaking with Tradition*.

We had a very good response from industry this year and were fortunate to have two Ministers from Manitoba Health, Healthy Living and Seniors attend our opening session. We had a great turnout of exhibitors as well since adding a complimentary exhibit booth to all sponsorship categories. Sponsors appreciated the added benefit and the venue was well received by exhibitors due to the expanded floor space.

The conference offered excellent professional development sessions featuring accomplished speakers as well as entertaining events.

The pre-conference workshop 'Prescribing for Ambulatory Ailments, Build Confidence and Translate Your Knowledge into Practice' kicked off the weekend.

The conference officially opened with Jill Officer, from the Canadian Women's Olympic Curling Team, speaking about her Olympic experience.

Changes to the Issues Forum format were very well received; we will continue to use live polling to engage the audience in future forums. We received very positive comments from the evaluation forms this year; delegates enjoyed the varied topics and speakers.



Scott McFeetors, President, Pharmacists Manitoba; Deanne Crothers, Minister of Healthy Living and Seniors; Sharon Blady, Minister of Health; Jill Officer, Canadian Women's Olympic Curling Team; Barret Procyshyn, Vice-President, Pharmacists Manitoba; Brenna Shearer, CEO Pharmacists Manitoba

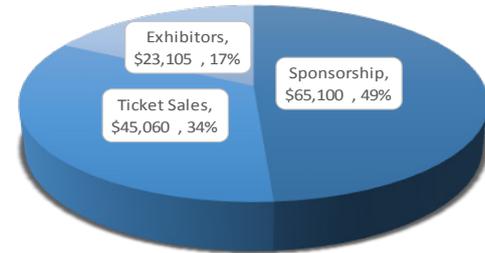
The Friday evening events were held at the Canadian Human Rights Museum beginning with Dr. Keith Simons' Retirement Reception followed by the MSP Annual General Meeting. Delegates then received a guided tour of the museum with a reception in the Garden of Contemplation.

The Gala Dinner was well attended and delegates enjoyed the fun casino as well as the Jets game on the big screen.

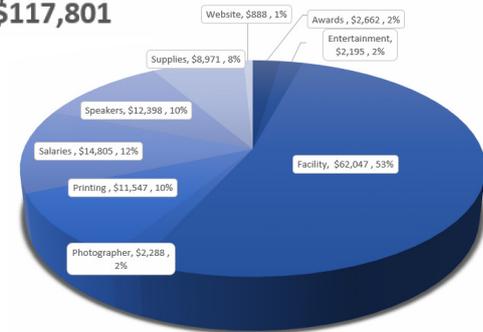
The Sunday program was full of great continuing education programs and delegates received 12 CEUs for the full conference program.

The venue continues to be well received and we have booked both the Delta and the RBC Convention Centre for the 2016 Conference.

2015 Conference Revenue \$133,265



2015 Conference Expenses \$117,801



GROWTH AND EVOLUTION

Pharmacists Manitoba spends considerable time and effort ensuring our members receive value for membership and understand the importance of being a part of a professional advocacy organization. In the past year, we have worked hard to implement improvements to ensure we are meeting your needs.

ON APRIL 17, 2015 WE OFFICIALLY CHANGED OUR NAME TO PHARMACISTS MANITOBA INC. (FORMERLY MSP) TO CAPTURE EXACTLY WHO WE ARE AND WHAT WE REPRESENT.

WE FORMED A NEW ALLIANCE WITH CPhA AND OUR MEMBERSHIPS NOW INCLUDE AN AUTOMATIC MEMBERSHIP WITH CPhA; EXPANDING MEMBER BENEFITS FROM BOTH ORGANIZATIONS.

SEPARATED MEMBERSHIP FROM MALPRACTICE INSURANCE ALLOWING OUR MEMBERS TO TAILOR THEIR INSURANCE TO MEET THEIR NEEDS.

PHARMACISTS MANITOBA OFFERED A NEW COMPLEMENTARY INSURANCE POLICY SPECIFICALLY DEVELOPED TO TOP UP THE PROFESSIONAL MALPRACTICE INSURANCE OFFERED BY YOUR EMPLOYER AT AN EXCEPTIONALLY LOW PRICE.

NOT ONLY DID WE CHANGE THE NAME ON OUR WEBSITE, WE INTRODUCED MEMBER PROFILES AND GAVE MEMBERS ACCESS TO MEMBERSHIP RENEWALS ONLINE, INCREASED ACCESS TO YOUR INFORMATION INCLUDING THE ABILITY TO UPDATE YOUR PERSONAL INFORMATION AND PRINT MEMBER RECEIPTS.

This past year has been a burst of activity at Pharmacists Manitoba and the momentum continues to build and grow.

BUILDING CONFIDENCE

In 2015, Pharmacists Manitoba joined with our partners to offer members hands on learning, modeling and training for Ambulatory Ailments, Diabetes, Respiratory, QUIT and Travel Health sessions designed to improve practice skills and build confidence and excellence for Manitoba pharmacists.

Surveys conducted by our Member Services and Professional Relations Committees indicated many rural members were wanting Pharmacists Manitoba to host professional development workshops outside of Winnipeg. We listened to the needs of our members, and in the fall of 2015 hosted our first educational events in Brandon.

On October 23 and 24 we held two sessions for Respiratory Training and Prescribing for Ambulatory Ailments in Brandon. The workshops were a great success with excellent networking opportunities for all in attendance. Pharmacists Manitoba hopes to continue facilitating these learning opportunities for pharmacists around the province.

We are committed to developing and offering educational experiences to enhance practice skills enabling increased provision of new pharmacy services.



AMBULATORY AILMENTS



DIABETES



RESPIRATORY



QUIT



TRAVEL HEALTH

CPhA MEMBER BENEFITS | COMPLEMENTARY CPJ & TELUS AFFINITY



This past year, Pharmacists Manitoba teamed up with the Canadian Pharmacists Association to launch the Telus Affinity and Complimentary CPJ Program.

The Telus Affinity program is offered through Telus Mobility; one of the largest mobile providers in Canada. Pharmacists Manitoba members can save on new cell phone devices including the latest iPhone and Samsung Galaxy. In addition, members can save up to 40% on rate plans and receive bonus cash and credits, free accessories and zero activation fees.

The Canadian Pharmacists Journal is the voice of pharmacy practice research in Canada, focusing on the evidence for pharmacist care. This peer-reviewed journal is published 6 times per year, and features original research, reviews, commentaries, evidence briefs, clinical practice guidelines and practice tools relating to advancing pharmacy practice towards patient-centered care and improving outcomes. Members have free access through the CPhA website.

Pharmacists Manitoba is committed to working with provincial and national organizations to enhance services and programs. We are excited about our new partnership with CPhA and the opportunity to reward our members with discounted programs and services. We look forward to continuing to expand these offerings.

INFLUENZA SURVEY

The Pharmaceutical Act and Regulations were enacted in January 2014 providing Manitoba pharmacists the authority to practice pharmacy with added scope and responsibilities. One of the significant advancements in the Regulations was for pharmacists to provide publicly funded immunizations, including the influenza vaccine.

Pharmacists Manitoba conducted a survey to identify pharmacists' perceptions of the 2014-2015 Influenza Campaign in April 2015. One hundred and thirty-seven pharmacists completed the survey, with a majority of respondents stating the public reacted positively to the pharmacists' new role and felt the influenza immunization program was very successful. Twenty-nine percent (29%) felt the provincial program was very good or excellent, forty-four percent (44%) felt the program was good and twenty-seven percent (27%) believed the program was fair or poor.

Many positive comments were provided to describe what went well during the first year of pharmacists involvement with the program.

POSITIVE PUBLIC IMPRESSIONS

IMPROVED ACCESSIBILITY

AWARENESS OF EXPANDED PHARMACIST ROLE

PUBLIC DESIRE FOR IMMUNIZATION AT PHARMACY

PUBLIC IMPRESSED WITH SERVICE

Issues and opportunities for improvement include enhanced coordination and distribution of vaccine supply, pharmacists included as immunizers in government publication of resources, reasonable compensation for professional and administrative services required, and development of automated and electronic systems for inquiries, reporting and billing.

Pharmacists reported there to be lengthy waits for vaccine stock to be distributed, inconsistent

distribution of stock across the province and unpredictability of supplies.

Almost all pharmacists stated that the \$7.00 administration fee set by the Government of Manitoba was not appropriate for this professional service. Many felt the absence of appropriate compensation for the act of administration of injections combined with the administrative workload of a paper based system did not provide pharmacies with the financial resources to support the services provided.

The inability to electronically inquire into immunization histories, lack of electronic submission of reports and data, combined with lack of electronic system linkage for billing procedures caused significant issues for pharmacists.

Many pharmacists continue to participate in the annual campaign and made several suggestions for improvements following their first year of involvement.

Pharmacists Manitoba was invited to share these findings with the Public Health Branch, Manitoba Health, Healthy Living and Seniors and actively contribute to the 2014/2015 season Influenza Debrief Sessions in May 2015.

1st year
pharmacists
involved in
Provincial
Flu Program

20% of people
immunized
by
pharmacists
were "new clients"



43,638
flu vaccines were
administered by a
pharmacist.

74,870
doses of flu
vaccine was
shipped to
pharmacies

NEGOTIATIONS

PERSONAL CARE HOMES AGREEMENT

This past year Pharmacists Manitoba finalized a new agreement for pharmacy services to residents in Personal Care Homes in Manitoba. Highlights of the new Agreement include a 27.5% one-time increase in capitation rates per bed per month retroactive to April 1, 2013.

HEALTH CANADA NIHB FEE

Pharmacists Manitoba successfully negotiated dispensing fee increases for Manitoba pharmacy providers effective April 1, 2015. The improved NIHB funding included a prescription drug dispensing fee increase to \$11.25 (6.7% increase) for both Schedule 1 and Schedule 2 drugs and an OTC dispensing fee increase to \$5.63. These increases represented significant improvements to the compensation rates for the high quality pharmacy services provided to NIHB eligible patients.

OUR PEOPLE

STAFF

Dr. Brenna Shearer, Chief Executive Officer

Jill Ell, Chief Operating Officer

Arrie Sturdivant, Communications Coordinator

Temi Kumolu- Johnson, Administrative Assistant

Marnie Hilland, Director of Conferences and Events

LIAISONS

Ron Guse, College of Pharmacists of Manitoba

Mel Baxter, Canadian Pharmacist Benefits Association

Patrick Fitch, Canadian Society of Hospital Pharmacists - MB Branch

Nancy Kleiman, College of Pharmacy, Faculty of Health Sciences, University of Manitoba

Nick Rusnick, Student Liaison, College of Pharmacy, Faculty of Health Sciences, University of Manitoba

BOARD MEMBERS

Scott McFeetors, Past President

Sharon Smith, President

Barret Procyshyn, Vice-President,
Canadian Pharmacists Association Board Representative

Dennis Wong , Finance and Human Resources Chair

Graham Trott, Professional Relations Chair

Todd Derendorf, Good Governance Chair

Chris Tsang, Public Relations Chair

Florence Kwok, Government Relations Chair

Jaden Brandt, Membership Services Chair





202 - 90 GARRY ST.
WINNIPEG MANITOBA, R3C 4H1
WWW.PHARMACISTSMB.CA | INFO@PHARMACISTSMB.CA
204.956.6680 | 1.800.677.7170 | 204.956.6686