



MANITOBA SOCIETY OF PHARMACISTS



2013 ANNUAL REPORT



Mapping the Road to the Future





MANITOBA SOCIETY OF PHARMACISTS



Scott McFeetors
President



Brenna Shearer
Executive Director

*...to enhance the recognition and
compensation of professional services
while inspiring excellence in practice*

Executive Message

The Manitoba Society of Pharmacists is pleased to submit this report to our Board of Directors, our members, our many stakeholders, and our partners. This report for the 2013 calendar year finds the Manitoba Society of Pharmacists at an important and strategic point in our organization's history. It has been a busy year, with many accomplishments and activities, as we strive **to unify and advance the pharmacy profession**.

2013 was an important year for MSP and marked the celebration of our 40th anniversary. We were pleased to honour this milestone by commemorating our anniversary in November at the Manitoba Museum with our members, stakeholders, and strategic partners. The anniversary year of MSP also led to many other successes including a new logo, vision, mission and development of a strategic plan.

Each year, as we take time to reflect on the activities and accomplishments of MSP, this year certainly stands out as a year of leading innovation thanks to the dedication of our members, staff, volunteers and partners. 2013 has been a year filled with achievement, demonstrated through our commitment to excellence by creating new opportunities to advance knowledge and practice opportunities in the profession of pharmacy.

In 2013, the MSP Board of Directors endorsed a strategic plan. By building on past strengths of negotiation and member advocacy we have improved the value and return on investment for members. Our stakeholders endorse MSP's leadership role. Measurable objectives and goals developed in the strategic plan provide the building blocks to direct our activities. This annual report demonstrates our achievements and activities which align with our new vision and mission.

These activities included:

- Evaluating committee structure and reducing the number of committees from thirteen to six to focus volunteer commitment with our strategic purpose.
- Expanding the number of board liaison positions to include our partners and key stakeholders.
- Working collaboratively with the College of Pharmacists of Manitoba to support and facilitate the drive to secure enabling legislation to advance pharmacy practice.
- Engaging with the Government of Manitoba to advocate for pharmacist recognition and reimbursement.
- Meeting with the Minister of Health in April 2013 and with Minister Oswald's direction, establishing a joint MSP and Manitoba Health Advisory Committee.
- Presenting at the Social and Economic Development Standing Committee on October 29, 2013 to respond to Bill 45, The Competitive Drug Pricing Act. Both the Ministers of Health and Finance were in attendance and responded positively to our message.

- Strengthening partnerships on a national level including the Canadian Pharmacists Association meetings with Non-Insured Health Benefits, participation on the Council of Federation Health Innovation Working Group professional pharmacy services working groups, and First Nations Caucus on Non-Insured Health Benefits.
- Partnering with the College of Pharmacists of Manitoba and the Faculty of Pharmacy, University of Manitoba, to implement the Manitoba Pharmacist Initiated Smoking Cessation Pilot Program.
- Partnering with the College of Pharmacists of Manitoba, the Faculty of Pharmacy, University of Manitoba, the Canadian Society of Pharmacists Manitoba Branch and the Asper School of Business to develop and implement continuing education programs.

These are exciting times for pharmacists practicing in Manitoba. With regulations to expand the scope of practice, we are well positioned to advance compensation for professional service discussions with government. MSP will be called upon to take ownership and responsibility for its unique advocacy and leadership role. The Vision, Mission, and Strategic Plan define MSP's direction for improved healthcare advocacy with purpose. Our plans are ambitious and require the support of our members, partners, and pharmacy stakeholders, including our many partners in government.

VISION

To unify and advance the pharmacy profession

MISSION

To enhance the recognition and compensation of professional services while inspiring excellence in practice

VALUE STATEMENTS

- ◆ Empower, inspire and support members
- ◆ Respect and trust
- ◆ Open and honest communication
- ◆ Act with vision
- ◆ Excellence through continuous improvement
- ◆ Share our success; learn from our lessons
- ◆ Challenge ideas and champion for change
- ◆ Communicate and coach effectively

STRATEGIC PRIORITIES

1. Promote value and role of pharmacists
2. Build relationships and unify profession
3. Advocate compensation for professional services
4. Increase membership; promote value of MSP
5. Advance the profession's position on issues and legislation

OBJECTIVES

1. Engage governments and funders in meaningful discussions leading to the compensation of pharmacists for the full range of services and products they are able to provide
2. Promote pharmacists as medication experts and their role as valued members of the healthcare team
3. Support pharmacists through continuous professional development and educational opportunities to practice at their full scope
4. Enhance the value of individual and corporate MSP memberships and explore innovative revenue opportunities
5. Ensure policies and priorities support achievement of strategic objectives and goals



Objective #1



Engage governments and funders in meaningful discussions leading to the compensation of pharmacists for the full range of services and products they are able to provide

MSP Advocates For Manitoba Pharmacists Through Employment and Income Assistance (EIA) Regulatory Change

MSP spearheaded efforts working alongside Manitoba Health to address an issue concerning the coordination of Non-Insured Health Benefits (NIHB) between Employment and Income Assistance (EIA) and First Nations Inuit Health (FNIH). The result of this collaboration produced a sound solution clarifying the coordination of benefits. The solution involved changes to the EIA regulations and resulted in Health Canada agreeing to provide prescription drug coverage for First Nations and Inuit individuals who were previously covered by EIA. This clarification of coordination of benefits provided members with assurances that adjudication of coverage would be NIHB audit survivable.

Manitoba Health and MSP Reimbursement for Professional Pharmacy Services Advisory Committee

The Advisory Committee has been meeting bi-weekly since the end of July, 2013. The work to date has included MSP presentation of pharmacy practice definitions of scope of practice, Manitoba Health Primary Healthcare presentation on provincial initiatives and areas where pharmacists can advance their activities, and consultations with CACDS, Government of Saskatchewan Policy and Finance Departments, and Mr. Steve Long, Alberta. The deadline for a final report has been extended to allow for revisions to the report structure. The Advisory Committee's work on the revised report and consensus on funding models and recommendations are ongoing. The opportunity to engage with Manitoba Health to discuss reimbursement and compensation are pending the Minister of Health's review of the report.

Pharmacist Initiated Smoking Cessation Pilot Project

Much time and effort during 2013 focused on development of the Pharmacist Initiated Smoking Cessation Pilot Project. This joint effort by the Manitoba Society of Pharmacists, College of Pharmacists of Manitoba and the University of Manitoba's Faculty of Pharmacy announced the pilot program which highlights the role of the pharmacist as the initiator and provider of smoking cessation services for Manitobans. The program received funding from Manitoba Healthy Living, Seniors and Consumer Affairs, the Canadian Foundation for Pharmacy, and Canadian Association of Chain Drug Stores.

Are you ready to
QUIT?

When you're ready to quit smoking, your pharmacist will be there to guide you through it.

As your local medication experts, pharmacists will provide you with the tools and knowledge to help you kick the butt.

To learn more about how to quit smoking, talk to your pharmacist today.

**Your health.
Your pharmacist.**





Karen Herd, Deputy Minister of Health, Healthy Living & Seniors, Government of Manitoba

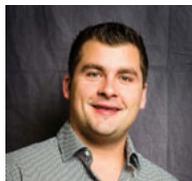
The Manitoba Society of Pharmacists 40th Anniversary Celebration took place on November 1st, 2013. The Government of Manitoba was represented by Karen Herd, Deputy Minister of Health, Healthy Living & Seniors who brought greetings on behalf of the Province of Manitoba. Increasing visibility of government officials at key MSP events will assist in our advocacy efforts.

Bill 45 - The Competitive Drug Pricing Act

MSP attended the Standing Committee on Social and Economic Development for consideration of Bill 45 on October 29, 2013. The Standing Committee membership in attendance included the Honourable Erin Selby, Minister of Health, and the Honourable Jennifer Howard, Minister of Finance.

A strong message was presented to government by MSP Vice-President Barret Procyshyn on behalf of the Manitoba Society of Pharmacists. Community pharmacists Amy Oliver and Kristine Petrasko also presented to the Committee. The Ministers and Committee Members were receptive to recognizing the value and role of Manitoba pharmacists in the delivery of healthcare.

Thank you to Mr. Procyshyn, Ms. Oliver, and Ms. Petrasko for presenting to the Standing Committee the importance of enhancing the recognition and compensation of pharmacy professional services to improve the health of Manitobans.



Barret Procyshyn



Amy Oliver



Kristine Petrasko

Provincial Drug Programs Pharmacy Claims Audit Process

The Government Relations Committee was invited to provide feedback on the Provincial Drug Program Audit Claims Process. The committee took time to review the documents, meet with representatives from the Provincial Drug Program and provide a comprehensive written response on October 17, 2013.

Methadone Reimbursement Procedure

In December of 2013, MSP was invited by the Manitoba Health Provincial Drug Program to participate in consultation on the Manitoba Health Provincial Drug Programs Methadone Reimbursement Procedure. The Government Relations Committee solicited input from members who provide methadone services and a response was forwarded for consideration on December 30, 2013.



Objective #2



Promote pharmacists as medication experts and their role as valued members of the healthcare team

Medication Review Toolkit

The Manitoba Society of Pharmacists has developed a Comprehensive Medication Review Toolkit to assist Manitoba pharmacists with the implementation of a medication review program in their pharmacies, and provide support throughout the process of performing medication reviews for patients. The toolkit takes you, the pharmacist, through the medication review process from initial patient contact to follow-up. The Medication Review Toolkit was developed by Alisha McCullough and Sarah Stroeder for their 4th year elective project under the guidance of the Professional Relations Committee. The toolkit will be released at the 2014 MSP Annual Pharmacy Conference during the Issues Forum on Saturday, April 26th.

Media Training

The MSP Board of Directors and staff took part in a media training day in November, 2014. The full day seminar, hosted by Sound Strategy Communications, included reactive and interactive media relations, development of key messaging and provided an opportunity for Board members to perform in a simulated live interview scenario.

MSP News Release: Manitoba Pharmacists Look Forward to Providing More Accessible Health Services in 2014

On December 23rd, 2013 MSP issued our very first news release after the Province of Manitoba announced the passage of the new Pharmaceutical Act. The media was very receptive to the release and resulted in the following media interviews:

- Mr. Scott McFeetors interviewed on CBC Radio 1 (December 23, 2013)
- Ms. Britt Kural interviewed on CTV News (December 24, 2013)
- Mr. Barret Procyshyn and Dr. Brenna Shearer interviewed by the Winnipeg Free Press (December 31, 2013)
- Ms. Sharon Smith interviewed by the Neepawa Banner (December 31, 2013)
- Mr. Scott McFeetors and Ms. Britt Kural interviewed on CTV Morning News (January 2, 2014)



Objective #3



Support pharmacists through continuous professional development and educational opportunities to practice at their full scope

Subsequent Entry Biologics Breakfast Seminar

Subsequent Entry Biologics, also called Bio-Similars or Follow-on Biologics, are emerging therapies in Canada and the provincial framework regarding evaluation and reimbursement continue to take shape. This complimentary breakfast seminar that took place on December 5, 2013 and was sponsored by Janssen Inc., addressed the current regulatory, reimbursement, and clinical issues surrounding SEB's as they relate to pharmacy practice.

Professional Services Marketing

Showcase Your Value as a Healthcare Professional - The Manitoba Society of Pharmacists, in partnership with the Asper School of Business, has dedicated resources during 2013 to the development of a brand new 2014 Annual Manitoba Pharmacy Conference Pre-Conference Workshop to help Manitoba pharmacists adapt to legislative changes. The program is supported by the University of Manitoba Faculty of Pharmacy, the Canadian Society of Hospital Pharmacists-Manitoba Branch and the Regional Health Authorities of Manitoba. The session will be held at the James W. Burns Executive Education Centre. The session is accredited for 10 BCEU's.

QUIT

The MSP Professional Relations Committee partnered with the Canadian Pharmacists Association to offer two Quit Using and Inhaling Tobacco Workshops during 2013. The committee will continue to offer Manitoba pharmacists access to QUIT education sessions throughout 2014.

Immunization Webinars

MSP offered the first of two immunization webinars in December of 2013. The webinar featured 3 presenters and focused on immunization rates, the pharmacist's role in immunization and communication strategies and opportunities. The second webinar takes place on March 11, 2014. This program was developed with the College of Pharmacists of Manitoba and the Faculty of Pharmacy, University of Manitoba, and was made possible through the support of Merck Canada Inc.

Injection Training Refresher Program

The Manitoba Society of Pharmacists Professional Relations Committee offered an Injection Training Refresher Program on November 23, 2013.

The program was open to all pharmacists who previously completed a CCCEP accredited Stage 2 Injection Training Certificate Course and was designed to provide pharmacists who have already received injection training an opportunity to refresh the practical skills they have already learned.



Objective #4

Enhance the value of individual and corporate MSP memberships and explore innovative revenue opportunities



Member Services Survey

The MSP Membership Services Committee conducted a survey in the fall of 2013. While the response rate was less than anticipated, the feedback provided guidance on which initiatives are valued most by the members and which areas the Society should concentrate efforts and resources. Advocacy, malpractice insurance and contract negotiations were identified as the three most important member services and the areas the Society should be focusing on over the next three years.

Membership Trends

The Membership Services Committee conducted a review of membership trends over a ten year period. Results show membership numbers are at an all-time high. This strong show of support enables MSP to advocate effectively through a strong collective voice.



Objective #5

Ensure policies and priorities support achievement of strategic objectives and goals



Good Governance Committee Policy Review Process

Good Governance Committee efforts in 2013 focused on a review of existing policies and identification of policies in need of development. The Board Orientation package is currently being updated, a Social Media Policy has been completed and a Media Policy is pending Board approval. Short term goals for the committee include the development of a member privacy policy, and a code of conduct. Long term goals for the committee have been identified as a complete review of the By-laws with the goal of enabling staggered elections for MSP Board members prior to 2016.

Finance and Human Resources Committee Policy Review Process

The Finance and Human Resources Committee policy review process has focused on the investment policy, increasing contributions to the investment portfolio, and implementation of employee benefits.



In 2013, Health Minister Theresa Oswald proclaimed the entire month of March as Pharmacist Awareness Month. During the month long celebration the Public Relations Committee worked to connect pharmacists with a variety of interested schools, institutions and community groups throughout the province including the General Council of Winnipeg Community Centres, Manitoba Association of Senior Centres, Healthy Start for Mom & Me and several long term care and assisted living homes to get pharmacists out in the communities talking directly to patients.

Talk to Your Pharmacist A Healthy Choice		PHARMACIST AWARENESS MONTH!					March 2013
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
First Nations Voice Ad in February and March Issues Editorial in March Issue	Senior Scope Ad and Editorial in March Issue	CJOB Health Report – March 10 CJOB Traffic & Weather clips throughout March HOT103 ad throughout March	Dauphin CKDM ads in March PAM highlight, Tuesdays 8:37am CJOB Health Report – March 10 CJOB Traffic & Weather clips throughout March	Nickel Belt News Ad The Metro Ad		1	2
Super Thrifty Pharmacy in St. Rose du Lac Munroe Pharmacy	Super Thrifty Pharmacy in St. Rose du Lac Munroe Pharmacy Riverwood Square	Thompson Cilben Editorial Brandon Westman Journal Ad & Editorial Medication Safety Munroe Pharmacy Breakfast Television Segment	Central Plains, Herald Leader Ad Munroe Pharmacy Shoppers Drug Mart #2444	Nickel Belt News Ad The Metro Ad Munroe Pharmacy		8	9
CTV Morning Live Segment		Brandon Westman Journal Ad River Heights Community Centre Breakfast Television Segment	Central Plains, Herald Leader Ad Shoppers Drug Mart #537 Shoppers Drug Mart #2444	Nickel Belt News Ad The Metro Ad Coffee with a Pharmacist – Luxton School		15	16
CTV Morning Live Segment	Cathedral Manor	Brandon Westman Journal Ad Drugstore Pharmacies Breakfast Television Segment	Central Plains, Herald Leader Ad Super Thrifty Pharmacy in St. Rose du Lac Shoppers Drug Mart #2444	Nickel Belt News Ad The Metro Ad		22	23
						29	30
	Breakfast Television Segment	Brandon Westman Journal Ad	Central Plains, Herald Leader Ad				Polo Park Mall

EVENTS

Throughout the month of March Pharmacist Awareness Information Booths
Drugstore Pharmacies
Safeway Pharmacies
Walmart Pharmacies
Shoppers Drug Marts
Dauphin Clinic Pharmacy
Manitoba Medications Return Program

Coming Soon – Watch for Confirmed Dates
Fort Garry Women's Resource Centre
Herman Prior Seniors' Centre
Minnedosa Senior's Centre
Dinsdale Personal Care Home
Fred Douglas Care
Residence Depins
Maples Community Centre

Metro News, Fall 2013

PHARMACISTS ARE MEDICATION EXPERTS
What can your pharmacist do for you? The answer is—more than you would expect. “We’re medication experts,” says Bobby Carre, board member of the Manitoba Society of Pharmacists. “Our role is to help people navigate the healthcare system as primary caregivers.” You might assume that pharmacists just count our pills prescribed to you by your doctor. But there is far more to it. “The job is to help you manage your medications,” Carre says. Pharmacists are one of the most accessible health-care professionals. In Manitoba, there are 1,541 practicing pharmacists. It is likely there is a community pharmacist, or more than one, in your neighbourhood who can answer just about any health-related question you might have. “With any health-care provider, it’s always best to develop a relationship,” says Carre, emphasizing the importance of making a connection with your local pharmacist. “Community pharmacists can develop a highly informed understanding of your health and medication profile. They can help you make the best health choice. That’s our job.” Find out what your local community pharmacist can do for you today. Your pharmacist. Your health.

HELPING LABS RUN SMOOTHLY
MEDICAL LAB ASSISTANT COURSE AT HERZING COLLEGE
With thousands of tests, specimens and samples running through Manitoba medical labs each week, medical laboratory assistants help run these labs smoothly. Medical laboratory assistants are responsible for collecting blood samples and providing instructions to patients on how to collect samples of various body fluids for specific tests ordered by a doctor. They are also responsible for labelling, filing, handling, storing, and preparing them for testing. They are your frontline workers when you require medical tests. “Medical laboratory assistant is probably the only profession that runs from the lab, so communication is so important,” says Diane Perry, medical laboratory assistant instructor, Herzing College. “The program provides instruction in laboratory, physiology, communication skills, laboratory safety, specimen collection, storage, transportation, and analysis. The medical laboratory program runs for 18 weeks, with two sessions per year (September and February). The first 10 weeks of the program are spent in class, while the last six are spent working on clinical skills in a working environment. “The clinical component is a great opportunity for students to put their skills to practice,” Perry says. For more information about the medical laboratory program, visit herzing.ca.

Manitoba pharmacists are your health and medication experts
Talk to your pharmacist and see what they can do for you today.

The Public Relations Committee held a successful fall advertising campaign starting the last week of October and continuing into November of 2013. A strong message was delivered based on the tagline “Your Health. Your Pharmacist”. Over \$15 000 dollars was spent province wide in newspaper, radio, transit and billboard advertising. A continued partnership with Pattison Group resulted in MSP advertisements on Brandon Transit buses and for the first time on digital billboards. Two billboards in Winnipeg, one on Portage Avenue and the other on the Disraeli Freeway promoted Manitoba pharmacists and the profession. Radio messaging included airtime on CJOB Winnipeg, Energy 106.1, NCI FM, Star FM Brandon and 730 CKDM Dauphin. Newspaper advertising allowed MSP to submit various pharmacy related

editorials across the province. MSP purchased advertising in the Metro (Winnipeg), the Dauphin Herald, Senior Scope (Manitoba), Westman Journal, and the Parkland Shopper.

THE ROAD TO PAM 2014

December

- Review key messages
- Book Pattison billboards and Media Health Network
- Confirm Community, Hospital and Student Coordinators for PAM
- Investigate novel media outreach (i.e. television)
- Investigate a video contest for PAM (likely student led)

January

- Book radio/print/television ads
- Solicit local pharmacy business to partner with ads
- Contact school and pharmacy students to initiate hand-washing and allergy outreach
- Source promotional items for PAM (i.e. pins)
- Secure writers for advertorial content
- Solicit politicians to attend select events

February

- Train pharmacy students for school outreach
- Create certificates of participation for pharmacists involved
- Send news release regarding PAM
- Solicit interviews (i.e. breakfast television) and confirm and train available pharmacists for interviews.

Once the fall campaign was complete the committee immediately began planning for the 2014 Pharmacist Awareness Month Campaign. 2013 was a very productive and busy year for the committee. The 2014 PAM Campaign builds upon the success of both the 2013 PAM campaign and the fall advertising campaign. The Public Relations Committee would like to thank all industry, pharmacies and membership who donated generously to help promote Manitoba pharmacists and the healthcare services they provide.



CPBA Insurance Report

2013 marked a milestone event for pharmacists in the Province of Manitoba. MSP spent most of 2013 preparing for the expanded scope of practice that was enabled through the enactment of Bill 41, the new Pharmaceutical Act on December 20, 2013.

Mandatory Malpractice Insurance

With the new regulations in place, pharmacists in the province will be required to carry malpractice insurance in order to be licensed. The provision of individual personal malpractice insurance policies purchased by MSP through the Canadian Pharmacists Benefits Association (CPBA) on our members' behalf provides coverage that meets the requirements of the new Pharmaceutical Act and Regulations; provides coverage for the expanded scope of practice that will be enabled by the legislation; and provides the best malpractice insurance possible through an "A" rated insurance carrier.

Automatic coverage for full scope of services

The CPBA malpractice insurance policy purchased on behalf of MSP members covers pharmacists as they become certified to provide newly expanded professional pharmacy services including administration of injections and prescribing. This is an advantage over most other personal malpractice insurance policies that require pharmacists to purchase an additional policy for each of the expanded scope professional pharmacy services for which they become certified.

Designed specifically with pharmacists in mind

The CPBA sponsored malpractice insurance program is exclusively available to provincial member associations. MSP Executive Director Dr. Brenna Shearer serves as a Director on the CPBA Board and MSP Past-President, Mel Baxter serves as President. With a Board comprised of pharmacists and representatives from the member provincial advocacy organizations, you know that CPBA has your best interests in mind.

For more information on CPBA and the malpractice insurance provided with MSP membership please visit: http://www.msp.mb.ca/membership-ins_mal.php.





The Manitoba Pharmacy Conference 2013

Imagine the Possibilities



Mel Baxter, MSP Past President

The Manitoba Society of Pharmacists Manitoba Pharmacy Conference is the largest annual gathering of pharmacists in Manitoba. MSP has been organizing and hosting the annual pharmacy conference since 1997. Each year, an average of 500 Manitoba pharmacists attend our conference. The conference is the result of the collective efforts of the Manitoba Society of Pharmacists, the Canadian Society of Hospital Pharmacists Manitoba Branch, the Faculty of Pharmacy, University of Manitoba and the College of Pharmacists of Manitoba.

The 2013 Conference took place at the RBC Winnipeg Convention Centre from April 5-7, 2013. With the pharmacy profession constantly evolving, Manitoba must be prepared to change with the expanding scope of the practice. The conference theme for 2013, *Imagine the Possibilities*, matched the tone of the profession's current and ongoing transformations.



MSP Award of Merit recipient Bonnie Coombs

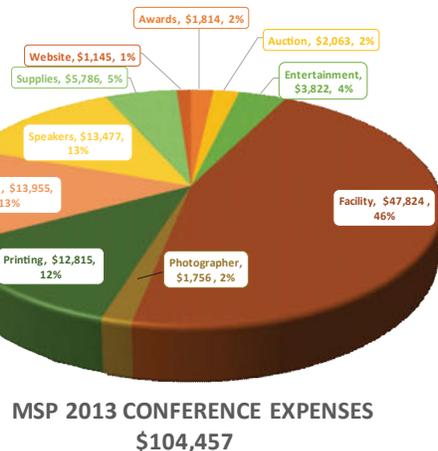
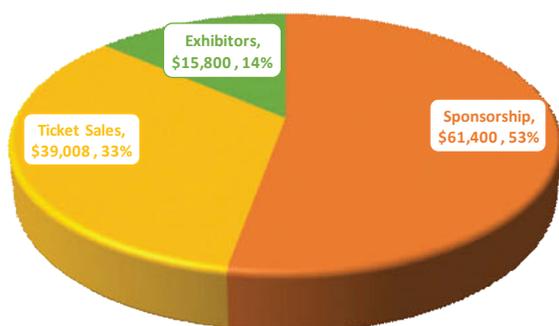
The blend of continuing education sessions, regulatory and advocacy annual general meetings, social events, and award presentations, ensures the annual conference offers something for everyone.



By the Numbers

In 2013 the Board of Directors identified the development of innovative revenue opportunities as a strategic objective. The Manitoba Society of Pharmacists dedicates significant resources to hosting the annual conference and the opportunity to realize a return on investment was linked to the strategic objective. Given this direction, the 2013 Pharmacy Conference successfully attained a revenue surplus of \$12,381. This revenue surplus will aid in the Society's efforts to achieve the mission and vision.

2013 MSP ANNUAL CONFERENCE REVENUE
\$116,208



The Manitoba Society of Pharmacists Celebrated 40 Years!

1973 – 2013

The Manitoba Society of Pharmacists marked 40 years of advocacy on behalf of pharmacists in the province in 2013. This significant milestone was celebrated in many ways throughout the year and the impacts of the celebration can be seen throughout this annual report. Rebranding was conducted and the new logo was unveiled at the 2013 Annual Manitoba Pharmacy Conference. The Society also went through a strategic planning process and committee restructuring to ensure all efforts undertaken align with defined goals and objectives. The celebration of 40 years of advocacy remained true to the roots of the organization and builds a foundation on which to move progressively forward.



MSP's 40th anniversary was also celebrated at two separate events during 2013, the first of which was the Manitoba Pharmacy Conference. The Friday night reception featured MSP's anniversary with conference guests enjoying a fine selection of beverages, hor d'oeuvres and celebratory mini-cupcakes.

Entertainment for the evening was provided by students from the Faculty of Pharmacy at the University of Manitoba who participated in the Mr. Pharmacy Pageant. The evening provided a great kick off for the conference and set the stage for the new logo and strategic plan.



Six months later, the Society hosted the formal 40th Anniversary Celebration at the Manitoba Museum. The progressive evening saw guests and invited dignitaries welcomed into the Orientation Gallery

and offered an assortment of complimentary wine and appetizers. Guests also received limited edition 40th anniversary wine glasses.

The formal reception followed in the Non Such Gallery. Congratulatory greetings were offered by Karen Herd, Deputy Minister of Health and Deputy Minister of Healthy Living & Seniors, Government of Manitoba, Dennis McMahon and Harvey Cantin, Past Presidents, Manitoba Society of Pharmacists, Kristine Petrasko, Vice President, College of Pharmacists of Manitoba and Manitoba Board Member, Canadian Pharmacists Association, Dean Neal Davies, Faculty of Pharmacy, University of Manitoba and Neena Oberio, Senior Director, Procurity. The evening ended with coffee and dessert in the historic town site featuring a turn of the century apothecary.



882 Members, New Strategic Plan is adopted, MSP unveils new logo



Communication moves to quarterly publication



MSP drops "Professional" and becomes the Manitoba Society of Pharmacists



Communication changes from 10 issues to 6 issues annually



Communication debuts its first professionally published issue



Insurance fee is \$10 for \$200,000 of coverage, Mal-practice Insurance moves from MPhA to MSPP



Group and Life Insurance moves from MPhA to MSPP



First issue of Communication



513 Members, Average Wage: \$4.90/hr, \$5.00 Membership Fee, Incorporation

A GOOD NEWS STORY!



Bonnie Frith,
Project Manager

In the fall of 2013, the Manitoba Pharmacist Initiated Smoking Cessation Pilot Program was officially launched! To date it has been a great success with fifteen pharmacies participating from across Manitoba. Smoking cessation trained pharmacists in these pharmacies have successfully recruited 106 clients into the program. We are very optimistic that at the end of the six month smoking

cessation period, the enrolled clients will have successfully quit smoking or at the very least made strides towards quitting. A good news story!

The program was made possible through a partnership with the Government of Manitoba, Canadian Foundation of Pharmacy, Canadian Association of Chain Drug Stores, Manitoba Society of Pharmacists, University of Manitoba Faculty of Pharmacy, College of Pharmacists of Manitoba, and MANTRA. A steering committee with stakeholder representation provides guidance for the project. Total funding for the pilot program is \$159,000.

Clients eligible for the program had to be a Manitoba resident at least 18 years of age receiving Employment and Income assistance through the Province as of January 1, 2014. Clients enrolled in the program receive pharmacist initiated smoking cessation professional counselling and intervention services along with smoking cessation products. The costs for the services and products are covered by the program funding.

We all know that smoking is a major public health concern that takes the lives of approximately 2,000 Manitobans every year and that the role of the pharmacist is evolving and expanding to meet the needs of clients. Pharmacists are one of the most accessible healthcare

professionals who provide a wide range of clinical services in neighborhoods, towns and cities across this province. The goal of the pilot program is to evaluate the feasibility, impact and cost effectiveness of a pharmacist initiated smoking cessation program in Manitoba. We are optimistic that this program could be ongoing across Manitoba.

The program seeks to enhance the utilization of the pharmacist in preventative healthcare delivery and reduce the number of Manitobans that smoke.

The primary outcome is the self-reported quit rate at 6-months. The program is off to a great start and a detailed full report of the pilot program will be completed in December, 2014.

The following pharmacies are participating in the program. They have committed time, energy, enthusiasm and persevered to get the pilot program not only initiated but running smoothly.

- Tache Pharmacy
- Loblaw Pharmacy #1512
- Dauphin Clinic Pharmacy
- West-Man Medical Centre Pharmacy
- Pharmacie Dufresne
- Shoppers Drug Mart #547
- Reavie's Pharmacy
- Safeway Pharmacy #359
- Loblaw Pharmacy #1509
- Shoppers Drug Mart #546
- Loblaw Pharmacy #1506
- Shoppers Drug Mart#537
- Shoppers Drug Mart #2421
- Loblaw Pharmacy #1505
- Shoppers Drug Mart #2422



“The participants all were very excited to have the extra time to sit down with their pharmacist and discuss their difficulties with quitting smoking. The participants seemed to see real value having a healthcare professional they were already familiar with offering extra services. We had many comments from participants saying the Pilot Project was just the push they needed to convince them to try to quit smoking. Even those who didn't completely quit smoking found the support of their pharmacist very helpful.”

Trevor Shewfelt, Dauphin Clinic Pharmacy

Statement of Revenue and Expenses

MANITOBA SOCIETY OF PHARMACISTS INC. SCHEDULE OF REVENUE FOR THE YEAR ENDED DECEMBER 31, 2013

	2013 Budget (Unaudited)	2013	2012
Communication journal	\$ 22,000	\$ 29,173	\$ 22,160
Friends of pharmacy	1,000	1,595	1,103
Investment income	3,200	15,845	11,408
Membership fees	583,700	587,403	538,068
Miscellaneous	-	1,129	-
Public relations committee	30,000	31,877	23,916
Professional relations committee (net)	4,400	8,941	1,372
Provincial conference (net)	100	12,381	5,000
	\$ 644,400	\$ 688,344	\$ 603,027

MANITOBA SOCIETY OF PHARMACISTS INC. STATEMENT OF OPERATIONS FOR THE YEAR ENDED DECEMBER 31, 2013

	2013 Budget (Unaudited)	2013 Actual	2012
REVENUE	\$ 644,400	\$ 688,344	\$ 603,027
EXPENDITURES			
Accounting and legal	11,000	11,089	15,147
Amortization of property and equipment	3,000	2,921	3,361
Bad debt	-	-	1,327
Bank charges	2,000	1,903	2,272
Communication journal	25,000	23,597	29,557
Computer	2,000	-	1,161
Conferences and meetings	18,000	18,700	22,655
Credit card charges	13,000	13,372	12,700
Donations	1,000	1,917	1,479
Economics committee	3,500	290	2,492
Government relations	3,500	1,420	1,350
Honoraria	19,000	13,423	11,425
Human resource and compensation committee	3,500	4,247	20,948
Insurance	2,600	2,557	1,904
Investment management fees	3,000	3,014	3,174
Members' benefit program	2,000	-	2,156
Memberships and dues	3,250	3,889	1,855
Members' malpractice insurance	175,000	177,451	158,828
Office	12,000	14,156	12,358
Postage and delivery	5,000	4,087	6,701
Printing	8,000	7,725	7,628
Public relations committee	40,000	41,878	38,916
Rent and occupancy	23,000	21,814	23,688
Salaries, wages, and benefits	248,032	255,321	279,665
Telephone	7,000	6,519	6,901
Vehicle	2,500	2,620	2,559
Website	7,000	5,822	3,466
	642,882	639,732	675,673
REVENUE IN EXCESS OF EXPENDITURES	\$ 1,518	\$ 48,612	\$ (72,646)

Budget 2014

Manitoba Society of Pharmacists Budget 2014

REVENUE	Budget 2014
Memberships	585,000
Communication Journal	22,000
Investment Income	3,200
Provincial Conference Net	10,000
Continuing Education	4,000
Public Relations Fund	40,800
Friends of Pharmacy	1,000
Special Project	40,000
TOTAL REVENUE	706,000
EXPENSES	
Accounting and Audit	11,000
Amortization	3,000
Automobile and Mileage	2,500
Bad Debt	0
Bank Charges	2,000
Communication Journal	25,000
Computer	2,000
Conferences & Meetings	18,000
Credit Card Merchant Fees	13,000
Donations	1,000
Economics Committee	0
Government Relations	5,000
Honoraria - Directors	19,000
Honoraria – Other	0
Insurance	2,800
Internet/Website	7,000
Investment Mgmt. Fee	3,000
Member Benefit Program	2,000
Member Malpractice Ins.	175,000
Membership Dues	3,250
Office	12,000
Postage and Delivery	4,500
PR Committee	0
Public Relations	50,800
Printing	8,500
Rent and Occupancy	23,000
Wages and Benefits	248,187
Telephone	7,000
Investment Portfolio Allocation	5000
HRCC and Executive Search	3500
Special Project	45,000
TOTAL EXPENSES	702,037
NET INCOME	3,963

This information is intended as a brief summary statement of MSP's finances. The Manitoba Society of Pharmacists' audited financial statements are available online at www.msp.mb.ca.

Board of Directors, Liaisons, and Staff

Board of Directors



Scott McFeetors
President



Barret Prochyshyn
Vice-President,
Public Relations Co-Chair



Sharon Smith
Honourary Secretary
Treasurer, Finance, HRC Chair



Mel Baxter
Past President



Miro Cerqueti
Government Relations
Co-Chair



Bobby Currie
Public Relations Co-Chair



Todd Derendorf
Good Governance Chair



Michael DiDomenicantonio
Government Relations
Co-Chair



Sheila Ng,
Professional Relations
Chair



Zahid Zehri
Membership Services
Chair

Liaisons



Ron Guse
College of Pharmacists of
Manitoba



Kristine Petrasko
Canadian Pharmacists
Association



Nancy Kleiman
Faculty of Pharmacy



Patrick Fitch
Canadian Society
of Hospital Pharmacists
MB Branch



Dustin Reimer
Faculty of Pharmacy
Student Liaison

Staff



Brenna Shearer
Executive Director



Jill Ell
Assistant
Executive Director



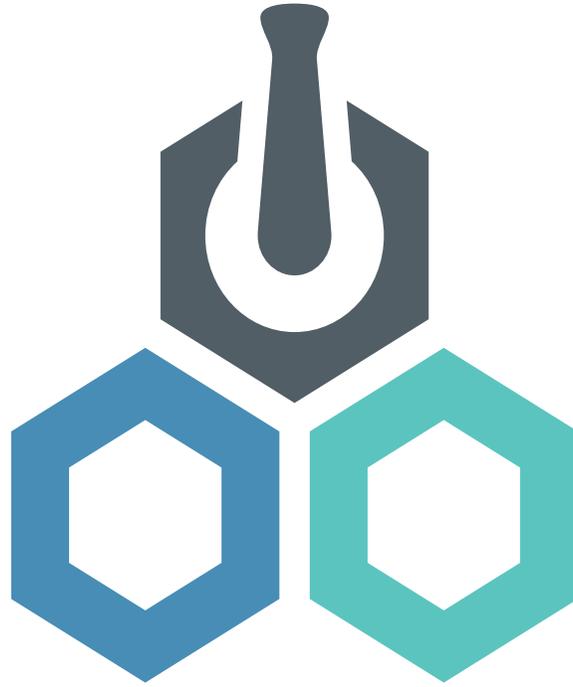
Sara Gusta
Administrative Assistant,
Assistant to the Executive
Director



Cinthya Clark
Communication and
Member Relations
Coordinator



Marnie Hilland
Director of Conferences
and Events



MANITOBA SOCIETY OF PHARMACISTS

202 - 90 Garry Street
Winnipeg, MB R3C 4H1
Canada

Phone: (204) 956-6680 | Toll Free: 1 800 677-7170 | Fax: (204) 956-6686
email address: info@msp.mb.ca

