



PHARMACISTS
MANITOBA

2022

ANNUAL REPORT

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Pharmacists Manitoba



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@pharmacistsMB



All of you, our members, our province's most accessible healthcare professionals, have administered 400,000+ COVID-19 vaccinations and 177,000+ flu shots. That is over 45% of all COVID-19 and flu vaccinations administered to Manitobans. We recognize that this year has not been an easy one, but you continue to be an essential part of our healthcare system -thank you for your continued perseverance.

One year ago, we officially launched the Quit Smoking With Your Manitoba Pharmacist Program. A social impact bond partnership with the Government of Manitoba, with support from Canada Life and ClaimSecure.

With 200+ pharmacies across our province participating so far, this is another way you as pharmacists have shown your expertise and talent – by helping combat tobacco use which remains as the leading preventable cause of death and disability in Canada, with over 48,000 Canadians dying annually from a tobacco-related disease. With your participation we are helping Manitobans – and our healthcare system – breathe easier. Canada's Tobacco Strategy has set a target of less than 5% of Canadians using tobacco by 2035.

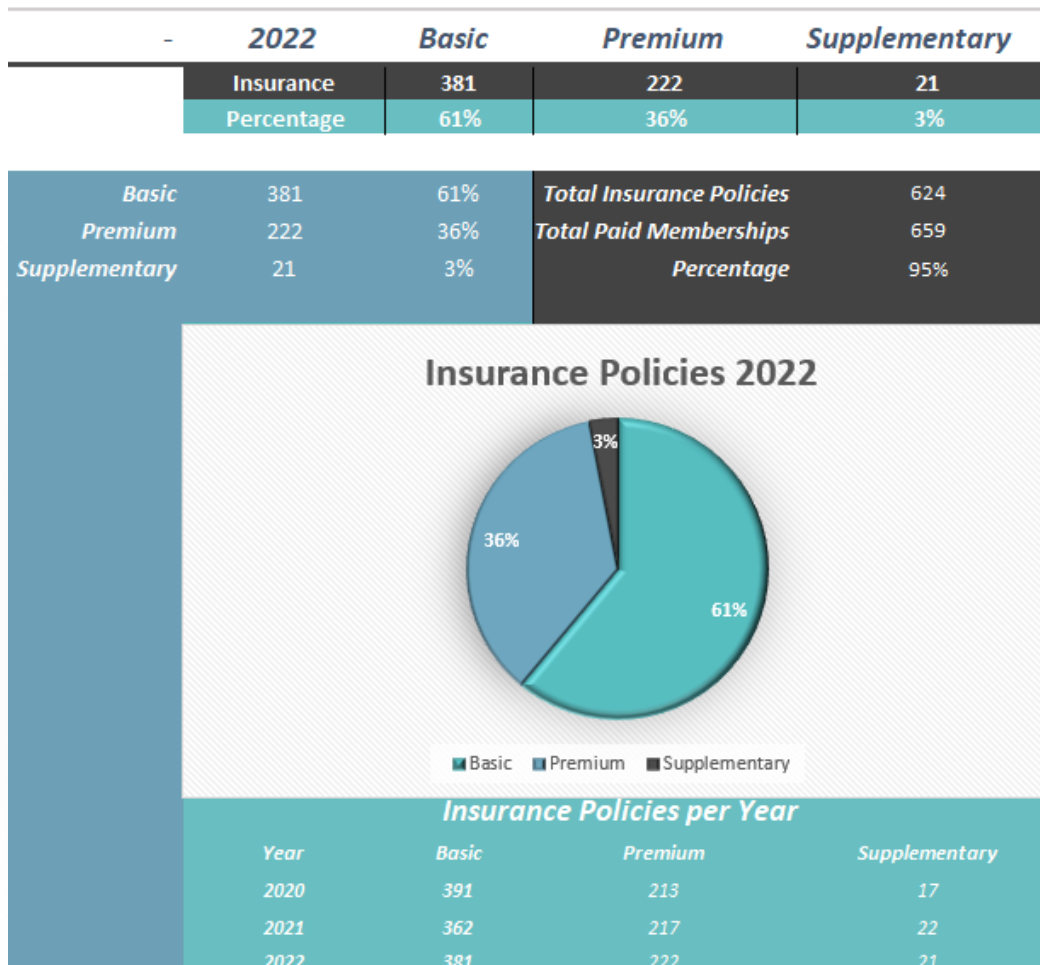
Let's continue the momentum and help our province move towards this target. We need your help, especially over the next six months to ensure we hit our initial assessment outcomes. For those of you who have hit the ground running and have been scheduling follow up appointments with patients, we know from primary figures that your efforts are paying off. If you have not already expressed your interest in participating, it's not too late – sign up today! Together, let's ensure this program is successful and stays as a funded service within Manitoba pharmacies.

Not only will your participation in initiatives such as the social impact bond be vital to our community's wellbeing, but it will help us continue to make the case for the need of additional scope of practice advances, as well as the modernization of pharmacy practice in our province, and fair remuneration for these services when we continue our advocacy to government as your sole negotiator on these issues. These upcoming months will also be pivotal as we approach another provincial election. Now is the time for us to continue our conversations and share your stories with Government, stakeholders, and the public. Your work may speak for itself, but how do we leverage your success, hard work and abilities into advancing the pharmacy profession? Well, that is where Pharmacists Manitoba, your association, comes into the picture.

We are having vital discussions around the decision-making tables regarding your future, the future of pharmacy. We are sharing ideas on your behalf on how we can modernize, sustain, and grow pharmacy services with the goal to make healthcare in our province more accessible, affordable, and fair for our communities, and for you. We have ambitious plans for the months ahead, and we know that change will not take place overnight, but we know, little by little, day by day, we are shifting the status quo and working towards our shared priorities and goals.

We look forward to sharing our strategic plan with you and where we are headed at the Annual General Meeting.

MEMBERSHIP & PROFESSIONAL LIABILITY INSURANCE REPORT



Liability insurance is by far the most popular benefit of Pharmacists Manitoba membership as the Annual Insurance Report demonstrates year over year. In 2022, 95% of all members purchased liability insurance at the time of purchasing their membership.

Annual trends have continued in 2022 with an overall increase in the number and percentage of Premium Insurance Policies which provide coverage of \$5Million per occurrence and aggregate. In 2022 we saw an increase in membership numbers which directly correlates with the increase in the number of Basic Insurance Policies that provide coverage at the \$2Million per occurrence/\$4Million aggregate.

MEMBERSHIP & PROFESSIONAL LIABILITY INSURANCE REPORT

The number of Supplementary Policies that are available to pharmacists who already hold a minimum of \$2M valid primary liability insurance coverage through their employer and want to ensure there are no potential gaps in the coverage they receive held steady in 2022 and we are happy to be able to provide this type of coverage to our members who already have coverage through their employer.

Pharmacists Manitoba Professional Liability (Errors & Omissions) Insurance is provided by the Canadian Pharmacists Benefits Association (CPBA) and protects pharmacists against liability or allegations of liability for injury or damages that have resulted from a negligent act, error, omission, or malpractice that has arisen out of professional pharmacist practice.

DID YOU KNOW?

The CPBA policy offered to all Pharmacists Manitoba members also responds if a complaint is made against you to your regulatory body (College) and includes Disciplinary Defence Costs is changing for the upcoming year - it will be \$50,000 per claim/\$50,000 per policy period. *(This will not take affect until July 2023)*

This benefit is unique to the CPBA insurance program offered to all Pharmacists Manitoba members and ensures the most comprehensive level of insurance for our members!



QUIT SMOKING WITH YOUR MANITOBA PHARMACIST

"LET'S SHOW OUR FELLOW MANITOBBANS – AND THE DECISION-MAKERS IN GOVERNMENT – WHAT WE ARE CAPABLE OF." -PHARMACY PRACTICE ADVISOR, TIM SMITH

Left to right: Perry Martin, Vice President, Loblaw/Shoppers Drug Mart, The Honourable Audrey Gordon, Minister of Health, Tim Smith, Pharmacy Practice Advisor, Pharmacists Manitoba, Tanjit Nagra, CEO, Pharmacists Manitoba, The Honourable Sarah Guillemard, Minister of Mental Health and Community Wellness, Mohamed Ali, Manager, Pembina Drugs, and Christine Hildebrand, VP Health & Ability Strategy, Canada Life

2022 YEAR IN REVIEW

Ready to Launch (Spring 2022)

After a lengthy delay necessitated by pharmacists' efforts to address the COVID-19 pandemic, *Quit Smoking With Your Manitoba Pharmacist* was officially launched by the Government of Manitoba at Pembina Drugs on April 1, 2022. Along with Minister of Health Audrey Gordon and Minister of Mental Health and Community Wellness Sarah Guillemard, representatives of Pharmacists Manitoba, Shoppers Drug Mart, and Canada Life were hosted by pharmacist and owner Mohammed Ali at his south Winnipeg location for the event.

Pharmacists Manitoba is appreciative of all of your efforts to get *Quit Smoking With Your Manitoba Pharmacist* off the ground and to help Manitobans lead healthier, smoke-free lives. Throughout the remainder of 2022, a lot has occurred with respect to this program, so let's take a few minutes to recap the year.

Leading up to the April 1 launch, several events were held to prepare participating pharmacists to deliver this exciting new service and to build awareness in the community. We hosted live question and answer sessions for participating pharmacists on March 7 and March 29 and a live information session for external stakeholders such as other health professionals on March 30. All events were well-attended with great engagement. Additionally, Pharmacists Manitoba launched a new public-facing webpage at quitsmokingmb.ca that features information on the program, a frequently asked questions page, and a list of all participating pharmacies.

Quit Smoking With Your Manitoba Pharmacist, funded by an innovative finance tool called a social impact bond, received tremendous interest from the pharmacy community, with approximately 200 pharmacies from across the province completing an Expression of Interest prior to the program launch. Over the first three months of the program, more than 200 Manitobans started their journey towards better health.

QUIT SMOKING WITH YOUR MANITOBA PHARMACIST CARRYING THE MOMENTUM

Summer and Fall 2022

It was my privilege on June 22 to co-present, along with a colleague from the province's Health Promotion and Wellness Branch, to the federal/provincial/territorial Tobacco Control Liaison Committee on the social impact bond's origins, objectives, and the early uptake from all of you.

On July 27, I was pleased to co-host a virtual townhall with Pharmacists Manitoba CEO Tanjit Nagra, where we celebrated the first quarter's successes with *Quit Smoking With Your Manitoba Pharmacist*. We heard from those in attendance what is working, what could use improvement, and feedback on how we at Pharmacists Manitoba can support you as we work towards our shared objectives. The full recording is available on the Pharmacists Manitoba Professional Education Platform.

We experienced some challenges with data reporting in *Quit Smoking With Your Manitoba Pharmacist*, as some claims submitted for assessments were not captured by Manitoba Health, particularly in the first quarter of the program (April to June). Pharmacists Manitoba appreciates the patience of those pharmacies affected as we worked to investigate and resolve the situation.

Early in the pandemic, to ensure that Manitobans retained access to the benefits of pharmacist prescribing, where clinically appropriate, the College of Pharmacists of Manitoba enacted an exemption to the Practice Direction on Prescribing, allowing pharmacists to conduct a patient assessment via telephone. This exemption also helped to facilitate access to smoking cessation services under the social impact bond for patients living in remote communities or who were too medically compromised to attend the pharmacy in person. In early October 2022, the College of Pharmacists of Manitoba extended this exemption indefinitely, until a virtual care practice direction can be created or the College chooses to repeal the exemption.

On October 2, Pharmacists Manitoba hosted its Fall Virtual Conference and was pleased to offer an engaging presentation from Todd Prochnau, an Alberta-based consulting pharmacist who designs and presents continuing education primarily in the area of tobacco use disorder. Todd discussed emerging trends in harm reduction related to commercial tobacco.





Resources and Support

Since the launch of *Quit Smoking With Your Manitoba Pharmacist*, Pharmacists Manitoba has worked to provide you with tools and resources to support you in making this program a success.

Templates of letters to send to other health providers and external stakeholders, fillable PDF versions of the assessment forms (if you are completing an appointment without a computer handy – just make sure to input the data at ditchthedarts.ca afterwards!), and a detailed claims submission kit are available on our online learning platform.

A best practices workshop from Amy Oliver & Co. to help you implement a professional smoking cessation program in your pharmacy is also available at no additional cost to members.

Numerous posters, logos, and social media templates are hosted on the Pharmacists Manitoba website for your use, and the public website for the program now features a list of pharmacies providing services in various languages, helping to serve the diverse population that makes up Manitoba.

QUIT SMOKING WITH YOUR MANITOBA PHARMACIST PRESSING FORWARD

Winter & Into 2023

Toward the end of 2022, Pharmacists Manitoba launched a new promotional campaign for *Quit Smoking With Your Manitoba Pharmacist* to take advantage of the motivation many people have when starting a new year. Featuring advertisements in print, radio, and social media, the campaign helped to build awareness of the social impact bond and drive traffic to our public-facing website, quitsmokingmb.ca. As we move into February 2023 and beyond, Pharmacists Manitoba is pleased to celebrate the milestone of over 600 Manitobans being enrolled into Quit Smoking With Your Manitoba Pharmacist. We are beginning to see quit rate data roll in also and early signs are very encouraging.

To those pharmacists that are already providing services under the social impact bond, thank you. Your early adoption and continued efforts are making this program a success. Please continue your engagement throughout the duration of the three-year program.

For those pharmacists who have not yet started offering the service, now is the time. We need all hands on deck to reach our objectives of enrolling 4,500 Manitobans and achieving successful quit rates of 12% at 6- and 12-months and 6% at 24-months. Together, we are paving the way for further expansion in the role of pharmacists in our healthcare system and, indeed, for a healthier Manitoba.

PHARMACISTS APPRECIATION MONTH

#PAM2022

Pharmacists Appreciation Month is celebrated each March, it is a time we highlight the importance of recognizing the immense value pharmacists have in our healthcare community. In 2022 Minister of Health, Audrey Gordon declared Pharmacist Appreciation Month (PAM) by proclamation, Minister Gordon acknowledged pharmacists as valuable and expert members of the primary healthcare team. Working hard through exhaustion, ever-changing provincial pandemic guidelines, and working face-to-face with the public. Pharmacists are true healthcare heroes!



(left to right) Pharmacists Manitoba CEO, Tanjit Nagra, and President Darren Murphy, Honourable Audrey Gordon, Minister of Health, Autumnwood Pharmacy Manager, Magy Mikhail and Pharmacy Assistant Jagroop.

2022 SPRING CONFERENCE

**AFTER TWO YEARS OF VIRTUAL CONFERENCES,
DUE TO THE COVID-19 PANDEMIC, IT WAS
WONDERFUL TO GATHER AGAIN!**

The 2022 Pharmacists Manitoba Conference took place at the RBC Convention Centre which is on the lands of the Anishinaabeg, Cree, Oji-Cree, Dakota and Dene peoples, and on the homeland of the Metis nation. We honour the treaties that were made on these territories and acknowledge the harms and mistakes of the past. We also appreciate the important role that traditional medicines have had for Indigenous people in health and healing and hope to work with all people with respect for their traditions and cultural backgrounds. The conference was on April 30 and May 1, 2022. After two years of virtual conferences, due to the COVID-19 pandemic, it was wonderful to gather again! We worked hard to bring you a seamless and professional conference experience!

The Annual General Meeting was held virtually in advance of the conference and offered a pre-conference CE session. In total, the conference was accredited for 10 CEU's! We would like to thank those who attended the 2022 Pharmacists Manitoba Conference, it was a pleasure to see you all again! Pharmacists Manitoba has your best interests in mind when planning the conference and we hope it is more than just the opportunity to meet the annual professional development requirements for licensure, we hope that it gives you the opportunity to network and see each other again! We recognize what a journey it has been for all of you during COVID-19 and the dedication to Manitoban's wellbeing will never go unnoticed.

**THANK YOU TO THE CONFERENCE PLANNING COMMITTEE FOR YOUR
COMMITMENT TO ENSURING HIGH QUALITY AND ENGAGING
PROFESSIONAL DEVELOPMENT SESSIONS!**



2022 SPRING CONFERENCE

DAY 1 | SATURDAY APRIL 30TH

The conference started bright and early on Saturday morning with Coffee-to-Go and attendees settling in for the morning's programs. We kicked off the conference sessions with the *Short & Snappy Sessions* followed by a refreshment break with exhibitors and colleagues. *Sound Asleep: Helping your Clients Sleep Well Without Medications* rounded off the morning. The afternoon started with buffet lunch with exhibitors, then progressed into our three *Highlights Reel Sessions*. We ended the day on a high note with the *Awards Reception*, featuring our exhibitors!

2022 AWARDS RECEPTION

Pharmacists Manitoba President Darren Murphy presented the following awards: *Bowl of Hygeia* - Pierce Cairns, *Past-President Award* - Ashley Hart, *Pharmacists Manitoba Patient Choice Award* - Dr. Lisa Zaretsky, *Ozturk Financial Business Leadership Award* - Alison Desjardins, *Ruban Insurance Friend of Pharmacy Award* - Kristen Haverluck.

Congratulations to all of our award winners!

DAY 2 | SUNDAY MAY 1ST

Day 2 of the conference began with Coffee-to Go and straight into sessions, *New Kids on the Block: Taking Action on Tobacco Use Interactions and Motivating People in Pandemic Times*. Our poster presenters gathered in the hall for the Poster Pavilion and refreshment break. After the break, sessions continued with *Binge Eating Disorder in Diabesity* followed by lunch and Poster Presentations. The afternoon started with the Best Poster Award & Three Minute Presentation, and the day ended with *The Opioid Crisis: Where do we go from here? A Multidisciplinary Discussion*.

CONGRATULATIONS TO ALL OF OUR AWARD WINNERS!



Pierce Cairns
Bowl of Hygeia



Ashley Hart
Past President Award



Dr. Lisa Zaretsky
Patient Choice Award



Alison Desjardins
Business Leadership Award



Kristen Haverluck
Friend of Pharmacy Award

2022 VIRTUAL FALL CONFERENCE

DAY 1 | OCTOBER 2, 2022

The Pharmacists Manitoba Virtual Conference took place on October 2, 2022. We worked hard to bring you a seamless and professional virtual conference experience - the very first Members Only conference provided as a member benefit!

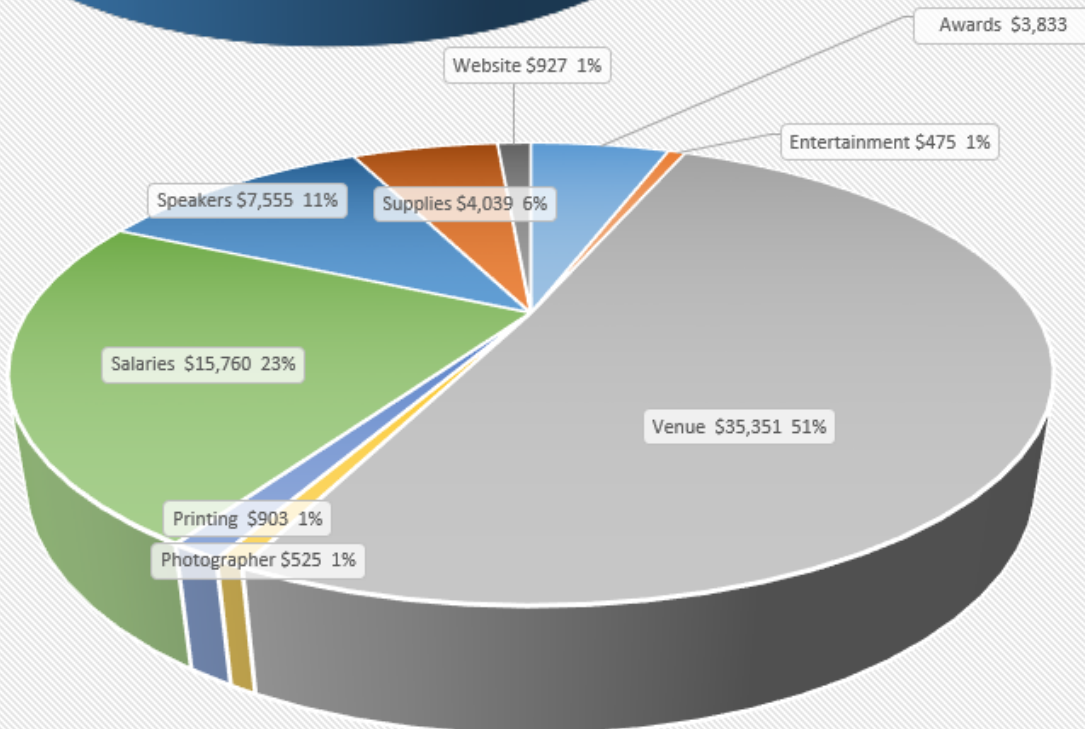
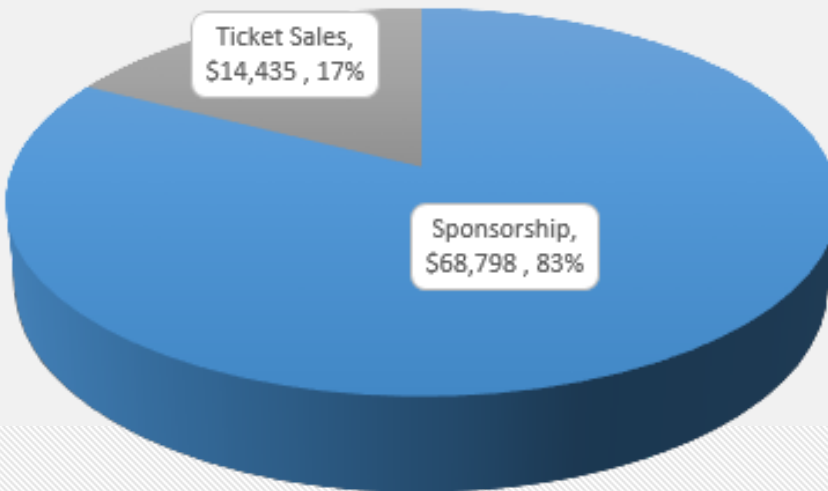
With a full day of excellent speakers, we were pleased to facilitate for you, our members, quality programming and 4.25 CEUs.



**THANK YOU ALL FOR
ATTENDING THE 2022
CONFERENCES!**

2022 SPRING AND FALL CONFERENCE REVENUES & EXPENSES

2022 Spring and Fall Conferences Revenue \$ 83,163



2022 Spring and Fall Conference Expenses \$81,502

PHARMACISTS MANITOBA MEMBER BENEFITS

THE PAST YEAR HAS PROVIDED AN OPPORTUNITY TO EXPAND OUR EFFORTS TO INCREASE THE MEMBER VALUE PROPOSITION THROUGH THE INTRODUCTION OF NEW MEMBER BENEFITS. THIS WORK, WHICH BEGAN IN 2021 AND CONTINUED ON IN 2022 HAS RESULTED IN A SIGNIFICANT NUMBER OF NEW OFFERINGS AND WE HOPE ALL MEMBERS ARE ACCESSING AS MANY OF THEIR BENEFITS AS POSSIBLE.

In December of 2021 the medSask Member Benefit was introduced and member uptake in 2022 was excellent. medSask is a non-profit organization that supports appropriate prescribing and medication safety by providing accurate, evidence-based information. medSask also supports pharmacist prescribing of minor ailments through their Minor Ailment and Self-Care Guidelines. Due to medSask's popularity with our members, the benefit has been renewed for another year and will be available to all members through December of 2023. Access to medSask is free for all Pharmacists Manitoba members and all members are encouraged to visit our website to access to this important member resource.



In January of 2022, Pharmacists Manitoba introduced The Canadian Pharmacists Association's CPS Full Access at a 40% discount for a limited time. CPS provides pharmacists with reliable, comprehensive drug and therapeutic information, thousands of drug monographs, current and evidence-based therapeutic information and therapeutic choices for common conditions. We hope our members took advantage of this limited time offer before it ended on April 29, 2022.



PHARMACISTS MANITOBA MEMBER BENEFITS

Leading into membership renewals in May, the new RxFiles member benefit was introduced. RxFiles is one of Canada's leading academic detailing subscription services, providing drug information for the past 25 years. The Saskatchewan-based service is built to help answer your drug therapy questions through objective comparisons. RxFiles' renowned Drug Comparison Charts are now in their 13th edition and remain one of the leading resources for timely, accurate, and practical drug information for frontline practitioners. Spanning over 240 pages, the Drug Comparison Charts are an essential aid for any practising pharmacist. In addition to the Drug Comparison Charts, Pharmacists Manitoba members also received discounted access to a number of other resources, including Geri-RxFiles for Assessing Medications in Older Adults, Type 2 Diabetes: Strategies, Drug Therapy & Tools, Chronic Pain: Strategies, Drug Therapy & Tools, various Q&A documents, newsletters, trial summaries, and more.

Member access to purchase RxFiles at an 85% discount was open for 7 weeks and 42% of members signed up for the member benefit while it was available which was amazing! We are glad so many members took advantage of this time limited offer.

In May, we introduced new member benefits to support our members achieve their fitness and health goals. This started with the launch of Wellness 365, an outlet where Pharmacists Manitoba members can better their health. Wellness 365 is designed to teach and provide options on eating sustainably and to support your lifestyle. Available with both online training and in-person training, the program is available to our members regardless of where in the province they live. Members are eligible to receive 30% off any Wellness 365 services. Some of the many services offered are nutritional programming, online physical training with access to an app, one on one progress reviews and more.



MEMBER BENEFIT HIGHLIGHT:



PHARMACISTS MANITOBA MEMBER BENEFITS

The launch of the OrangeTheory Fitness Member Benefit also fits into the wellness category. Orangetheory Fitness is a total-body group workout that combines science, coaching and technology to guarantee maximum results from the inside out. It's designed to charge your metabolism. This exclusive Pharmacists Manitoba member benefit includes first free workout at any of their 4 locations (Bridgwater, Sage Creek, East St. Paul, Taylor, Unicity - Charleswood), \$10 off the regular monthly rate for life and a discounted heart rate monitor.

Over the summer, additional benefits were added to the already existing member benefit program established with True North Sports and Entertainment pre-pandemic. Discounts on Cirque, Disney on Ice, concerts and events including Manitoba Moose games, have now expanded to include Winnipeg Jets single game tickets! Our members have been asking for this benefit for years and we have finally been able to make this available. Check out the True North benefit on our website for more details.

Also over the summer, an agreement was reached with Queen's University to offer members access to online, on-demand professional development sessions including CBT for Insomnia & Deprescribing of Sedative Hypnotics for a limited time offer. The offer was in place for 2 months over the summer and we hope members took advantage of the online, on-demand sessions.

The Pharmacists Manitoba Spring Conference was held in person for the first time since 2019 and it was great to see members face to face! As always, our members receive a discounted price to attend. Thank you to each and everyone who came out to see the great speakers and enjoy this in-person event.



PHARMACISTS MANITOBA MEMBER BENEFITS

In the fall, Pharmacists Manitoba held the second conference of the year virtually. For the very first time ever, the virtual conference was complimentary for all Pharmacists Manitoba members. All sessions held on October 2nd featured a live Q&A, were recorded, and were added to the on-demand offering on our professional education site, Thinkific, enabling all members additional time to get the full 4.25 CEUs offered through the conference. We hope all members had a chance to access this valuable online professional development opportunity prior to the October 17th deadline to participate.

As you can see, the Pharmacists Manitoba Board of Directors and staff are excited to introduce new member benefits and ensure members are receiving value for their membership dollars. We are committed to continuing this important work and are interested in hearing from our members regarding benefits that are of interest.

**THERE ARE MANY
ADDITIONAL MEMBER
BENEFITS AVAILABLE ON OUR
WEBSITE AND MEMBERS ARE
ENCOURAGED TO CHECK OUT
THE WEBSITE AND TAKE
ADVANTAGE OF ALL THE
DISCOUNTS AND OFFERS
AVAILABLE.**

Resources & Continuing Education



Insurance & Business Services



Travel & Lifestyle



Pharmacists Manitoba's Board of Directors, CEO, Tanjit Nagra and Pharmacy Practice Advisor, Tim Smith continued to trailblaze with media outlets in 2022. It is important for Pharmacists Manitoba to showcase the value of pharmacists and their role in the provision of patient centered healthcare. We engage in media whenever possible to increase public education and understanding of the profession and pharmacists' scope of practice. In 2022 there was less attention on COVID-19 vaccines and

more of a focus on the launch of the Quit Smoking with Your Manitoba Pharmacist, which was the focal point for media for the summer of 2022. By the fall of 2022 much of the media focus was on drug shortages, particularly children's cold and flu medicines, the increase of flu and respiratory illnesses, and public health concerns regarding how to talk to your pharmacist about treating children at home. This continued into the winter and that led to a very overwhelming pharmacy environment.

PHARMACISTS MANITOBA IN THE NEWS

Date	Outlet	Title
January 6, 2022	CBC News	Symptomatic Manitobans shouldn't seek rapid COVID-19 tests at pharmacies, association says
January 7, 2022	CTV Winnipeg	The rules for rapid COVID-19 testing at Manitoba pharmacies
January 7, 2022	TurnedNews	Who are the rapid tests sold in pharmacies for?
March 14, 2022	Winnipeg Free Press	Questions, confusion amid Manitoba hesitancy to offer boosters to youth
March 15, 2022	Brandon Sun	Questions, confusion amid Manitoba hesitancy to offer boosters to youth
April 1, 2022	CBC News	Provincial program taps pharmacists in private sector to help Manitoba smokers quit
April 1, 2022	Gov of MB	Social Impact Bond Created To Help Manitobans Quit Smoking
April 1, 2022	Global News	Manitoba launches 'social impact bond' to help thousands quit smoking
April 1, 2022	Chris D	Pharmacists Tasked with Helping Manitobans to Quit Smoking
April 1, 2022	Winnipeg Free Press	Manitobans know how to stay safe in absence of COVID data: health minister
April 1, 2022	Winnipeg Free Press	Provincial program seeks to assist smokers ditch habit
April 1, 2022	Eminetra	Manitoba Launches "Social Impact Bond" to Help Thousands Quit Smoking-Winnipeg
April 2, 2022	CHVN Radio	Manitoba announces new program to help smokers break the habit
April 4, 2022	My Steinbach	Social impact bond created to help Manitobans quit smoking
April 6, 2022	Global News	Quitting smoking program pairing Manitobans with pharmacists
July 20, 2022	CBC News	Manitoba parents can book COVID-19 vaccination for at-risk, Indigenous kids under 5 starting Monday
July 26, 2022	CHVN Radio	Medications might be cause of low tolerance towards heat
August 19, 2022	CBC News	Worried about a shortage of children's medications? Here's what you need to know
August 22, 2022	Global News	Manitobans urged not to panic buy children's cold medication amid shortage
August 23, 2022	Winnipeg Free Press	Children's medicine shortage evident on Manitoba pharmacy shelves
August 30, 2022	Winnipeg Free Press	Retailers prep for fall COVID test kit pressure
September 6, 2022	Winnipeg Free Press	Grinding out local solution amid national medication shortage
September 22, 2022	Winnipeg Free Press	Interest, indifference greet latest booster expansion
November 15, 2022	CTV Winnipeg	Manitoba not Reporting Flu Data

PHARMACISTS MANITOBA IN THE NEWS

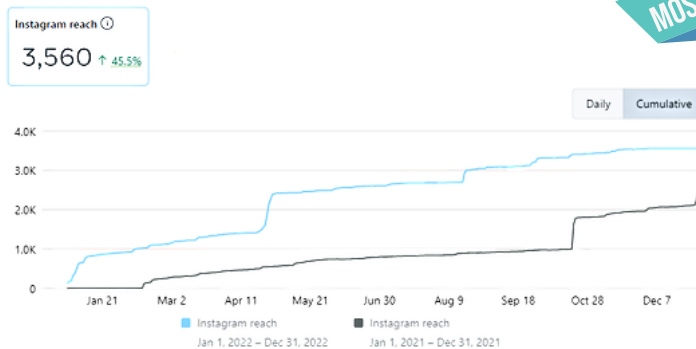
SOCIAL MEDIA ANALYTICS



In 2022, Pharmacists Manitoba engaged with the public a bit differently on our social media platforms. Our social media strategy for 2022 was to reach pharmacist members and members of the public with a wider range of content including elected CAPSI Executive Board Members, two of whom have worked with Pharmacists Manitoba on various projects. The Pharmacists Manitoba Conference 2022 gained a lot of traction as we shared Pharmacists Manitoba Award Winners.

While most of our reach was generated towards the public, we gathered over 100 new followers on the Pharmacists Manitoba Facebook group. Our impressions and reach across all platforms are in the range of 15,000 to 100,000. Thank you for liking and sharing our posts! We hope to engage with you on all platforms as members and pharmacists in Manitoba!

INSTAGRAM:



Congratulations to Madison Wong, Christine Vaccaro and Marianna Pozdirca on being elected to the CAPSI Executive Board!

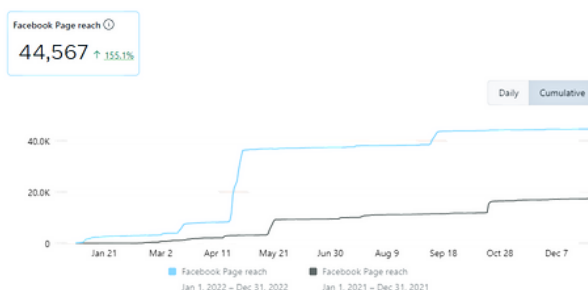
UM pharmacy students win leadership positions on national executive board

UM Today News | August 17, 2022 – Three College of Pharmacy students hold leadership roles on this year's Canadian Association of Pharmacy Students and Interns' (CAPSI) executive, the first time UM has been so strongly represented on the board.

CAPSI is a national community of pharmacy students from 10 pharmacy schools in Canada. The association organizes professional development conferences, connects students to one another and advocates for students' interests.

This fall, national president Christine Vaccaro (B.Sc./B.Pharm.), vice-president, professional affairs

FACEBOOK:



PHARMACISTS MANITOBA CONFERENCE

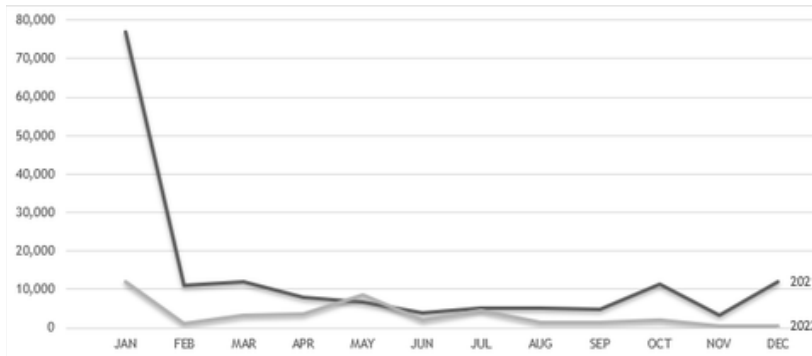
Winner of the

Ruban INSURANCE BROKERS

2022 Ruban Insurance Friend of Pharmacy Award

Kristen Haverluck

TWITTER:

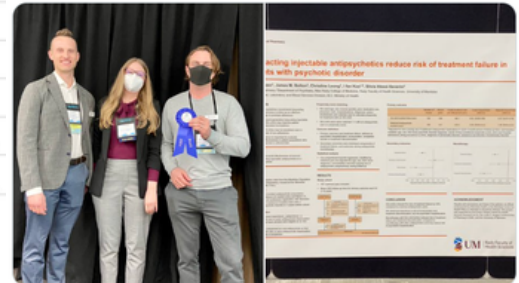


PharmacistsManitoba
@PharmacistsMB

Congratulations to @DonicaJanzen - winner of this year's 3-Minute Poster Presentation!

Donica's poster was titled "Long-acting injectable antipsychotics reduce risk of treatment failure in patients with psychotic disorder"

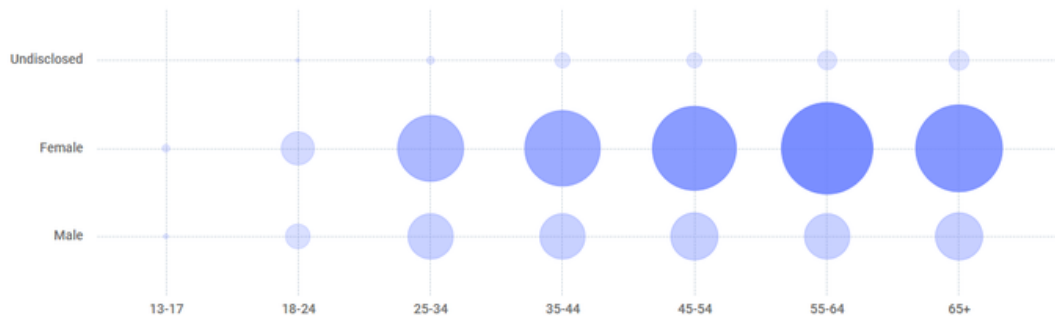
#umanitoba @umanitoba @UM_RadyFHS



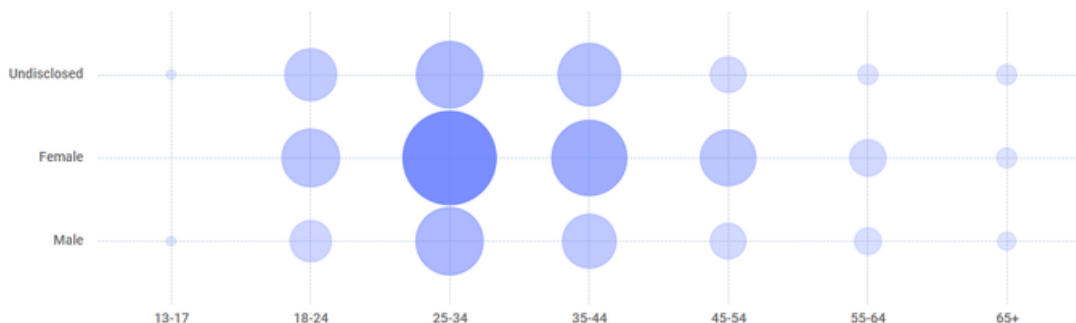
Tim Smith

AUDIENCE

Further analytics showed the general demographics across all platforms. Most reached were women between 55 and 64 years of age for Facebook. On Instagram, most reached demographic were women between the ages of 25 and 35.

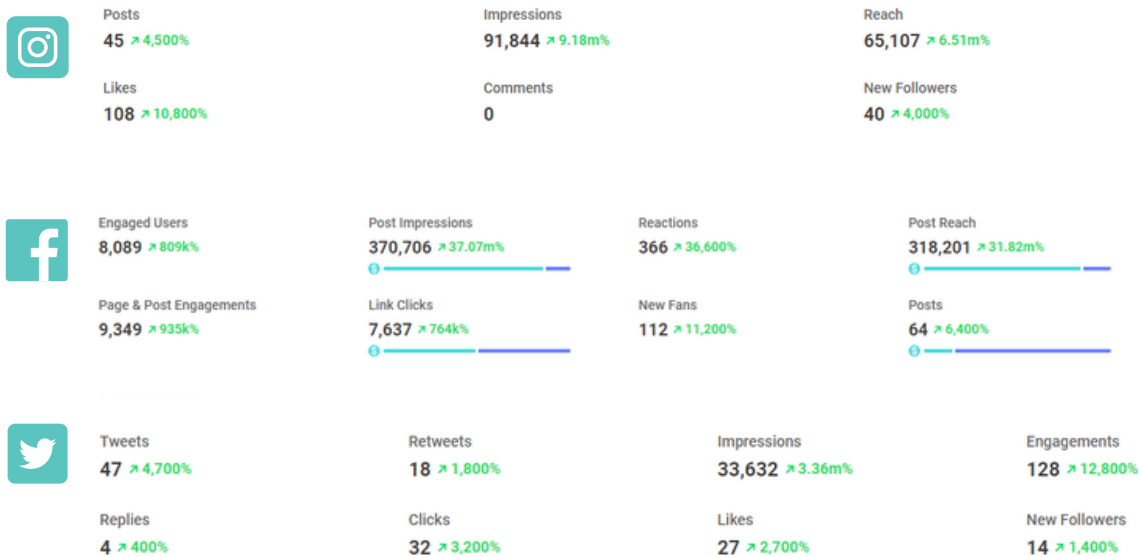


Rank	Gender and Age	People Reached
1	Female, 55 to 64 years old	12,992
2	Female, 65+ years old	11,529

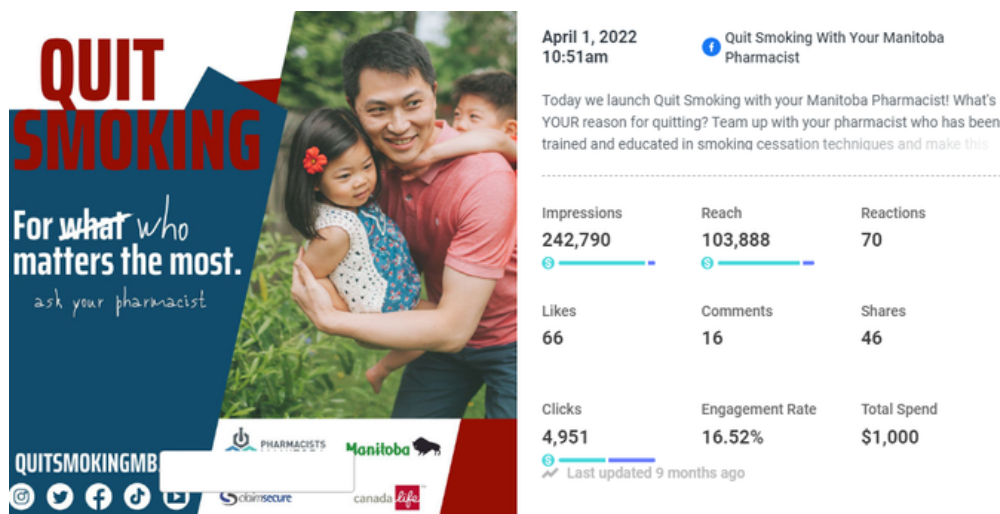


Rank	Gender and Age	Your Fans
1	Female, 25 to 34 years old	116
2	Female, 35 to 44 years old	75

QUIT SMOKING WITH YOUR MANITOBA PHARMACIST SOCIAL MEDIA ANALYTICS



With the launch of the Quit Smoking with your Manitoba Pharmacist Program we had a full fledge campaign on social media to spread awareness about the program to the public. The post below was a boosted post on Facebook, which reached over 100K with over 200K impressions! The impact of social media is exponential for this program & of course all the pharmacists and pharmacies who are participating



COMMUNITY EVENTS



JUNE 2022 PRIDE AT THE FORKS

In June 2022, Pharmacists Manitoba was proud to participate in its first ever Winnipeg Pride! Sharing a tent with Our Own Health Centre, Pharmacists Manitoba's CEO, Tanjit Nagra and a steady influx of volunteers, students and Pharmacists Manitoba board members greeted the community, spreading awareness about the pharmacy profession, and handing out pamphlets promoting the Quit Smoking With Your Manitoba Pharmacist Social Impact Bond! The volunteer pharmacists who were present also assisted Our Own Health Centre with administering free rapid HIV tests to interested attendees. It was a beautifully sunny weekend with two days of events for this special Fierté Canada Pride/Winnipeg Pride 2022! After two years of cancelled Pride celebrations due to the pandemic, it was fabulous to be in the middle of the hustle and bustle of it and to participate with our fellow Manitobans in standing up for and celebrating equality, human rights, diversity, and love! See you there next year!

OCTOBER 2022 REH-FIT COMMUNITY HEALTH FAIR:

On October 4, 2022, Pharmacists Manitoba's Pharmacy Practice Advisor Tim Smith attended the Reh-Fit Community Health Fair to inform the public about the Quit Smoking with Your Manitoba Pharmacist Social Impact Bond. Tim had a lot of good conversations, built awareness regarding pharmacists scope of practice including authorization to prescribe for UTI's, answered vaccine related questions as well as promoting the Quit Smoking With Your Manitoba Pharmacist program.

It's important for Pharmacists Manitoba to participate in community events to inform the public on the important role Pharmacists have in providing convenient and accessible health care including programs such as the Quit Smoking with Your Manitoba Pharmacist Social Impact Bond and expanded scope services.

We welcome opportunities to connect, engage and inform community members of the great services our members are able to provide!



STUDENT ENGAGEMENT

SEPTEMBER 2022 WELCOME NEW PHARMD STUDENTS

September 7, 2022, our CEO Tanjit Nagra welcomed 60 new PharmD students at Apotex Centre at the University of Manitoba. Fall 2022 marks the first term back in-person since the University of Manitoba shifted to virtual learning in the Spring of 2020. Ms. Nagra introduced the students to Pharmacists Manitoba, informing them of who we are and the work we do, and welcomed them as our new student members. We look forward to engaging with the students further throughout their journey at the College of Pharmacy. All the best to the Class of 2026!



NOVEMBER 2022 MANITOBA'S NEXT TOP PHARMACIST

On November 12th the University of Manitoba's College of Pharmacy in conjunction with the Canadian Association of Pharmacy Students and Interns (CAPSI) hosted Manitoba's Next Top Pharmacist at the Metropolitan Entertainment Centre. The marquee event of the academic year showcases the skills and talents of pharmacy students.

The event was the first since 2019 to have faculty from the university and Pharmacists Manitoba members attend! At the door, non-perishable food items were collected for Winnipeg Harvest, over 100 items were collected to help less fortunate families over the holiday season. Two of the judges were Pharmacists Manitoba's very own President Darren Murphy and CPhA Board Representative Carey Lai. They judged the contestants hard but fair and crowned a deserving champion.



STUDENT ENGAGEMENT

NOVEMBER 2022

**UNIVERSITY OF MANITOBA PHARMACY
STUDENTS' ASSOCIATION CAREER AVENUE**

Pharmacists Manitoba had the pleasure of attending the University of Manitoba Pharmacy Students' Association Career Avenue on November 16, 2022. The number of Pharmacy Students familiar with Pharmacists Manitoba was significant and the event provided an opportunity to promote the Top 5 Benefits of Pharmacists Manitoba New Grad Membership, access to Career Postings and the Relief List. We also conducted a Student Giveaway to promote our social media, students entered to win a gift card provided by Scotiabank by commenting; "The top benefit of being a Student Member of Pharmacists Manitoba". The most popular member benefit identified by the students who entered the contest was access to RxFiles.

Pharmacists Manitoba President, Darren Murphy, Vice President, Mark Mercure and Secretary, Jennifer Butler were also in attendance representing their pharmacies. The evening started off with 4th year students making their way into the hall with the 3rd, 2nd and 1st year students following.

Connecting and engaging with students at the College of Pharmacy, University of Manitoba is always a pleasure. Thank you to the University of Manitoba Pharmacy Students' Association (UMPhSA) for inviting Pharmacists Manitoba to their Career Avenue!



**WE CONTINUE TO CONNECT
WITH COMMUNITY AND
STUDENTS BECAUSE IT IS
VITAL TO ADVANCING OUR
PROFESSION, TOGETHER.**

PHARMACISTS MANITOBA

2023 BUDGET

REVENUE	Budget 2023	Budget 2022
Memberships	414,000	385,000
Communication Journal	25,000	12,000
Investment Income	5,000	15,000
Provincial Conference	82,500	95,000
Continuing Education	0	1,500
Public Relations Fund	4,000	4,500
Friends of Pharmacy	1,000	700
Misc. Income	2,000	1,000
Event Sponsorship Income	3,000	3,000
Government Relations Sponsorship	0	0
Amort. of deferred contributions	0	0
TOTAL REVENUE	536,500	517,700
EXPENSES	Budget 2023	Budget 2022
Audit and Legal	17,500	13,000
Amortization	3,000	3,000
Automobile and Mileage	250	200
Bad Debt	0	0
Bank Charges	300	110
Communication Journal	10,000	9,000
Computer	16,000	7,000
Conferences & Meetings	8,000	5,000
Provincial Conference	71,770	84,915
Continuing Education	0	0
Credit Card Merchant Fees	17,000	16,000
Donations	0	0
Government Relations	0	0
Honoraria - Directors	13,000	13,500
Insurance	3,600	3,000
Internet/Website	3,000	3,000
Investment Mgmt. Fee	6,000	7,400
Member Benefit Program	12,000	13,500
Membership Dues	2,200	2,500
Office	1,200	2,500
Postage and Delivery	1,000	2,000
Public Relations	9,395	4,500
Printing	4,200	3,500
Rent and Occupancy	2,800	2,600
Wages and Benefits	318,000	294,300
Telephone	3,500	3,500
Miscellaneous	12,000	10,000
TOTAL EXPENSES	535,715	504,025
NET INCOME	785	13,675

OUR PEOPLE

PHARMACISTS MANITOBA BOARD OF DIRECTORS

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JENNIFER BUTLER
Secretary

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