



PHARMACISTS  
MANITOBA  
**2023**  
ANNUAL  
REPORT

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# EXECUTIVE MESSAGE

FROM YOUR CEO

It is with great pleasure and enthusiasm that we present the Annual Report for Pharmacists Manitoba, highlighting our organization's endeavors, accomplishments, and progress throughout the year 2023.

In the face of unprecedented challenges and dynamic changes within the healthcare landscape, Pharmacists Manitoba remained steadfast in its commitment to advancing the pharmacy profession and promoting the optimal health and well-being of Manitobans. Despite the ongoing aftermath of the global pandemic and its multifaceted impacts, our organization persisted in its mission to support, empower, and advocate for pharmacists across the province.

In 2023, we conducted a member survey and asked you about our advocacy priorities – many of which are part of our Strategic Plan 2023 -2026. A high priority we heard from members was the importance of addressing the remuneration related to administering influenza vaccinations – and I was thrilled to share that after nearly a decade of our profession administering flu shots, we negotiated an increase to remuneration. Previously, Manitoba pharmacists and respective pharmacies were able to be compensated \$7.00 per vaccine administered. That \$7.00 increased to \$8.00 PLUS now you receive an additional \$5.00 per vaccination for administrative costs. That is a total of \$13.00 per vaccination administered. This change was also paired with an administrative process change through the utilization of PHIMS in lieu of DPIN.

"We worked tirelessly to underscore the value of pharmacist-provided care."

On the same notion of sustaining pre-existing pharmacy services and their associated remuneration, we were also successful in securing an increased maximum dispensing fee in Manitoba for the NIHB program to \$15.22 for prescription drugs, as well as the maximum dispensing fee for over-the-counter medications increased to \$7.61.

Throughout 2023, Pharmacists Manitoba focused on several key strategic priorities, each aimed at enhancing the capabilities, capacity, and resilience of our members while advocating for policies that foster a sustainable and patient-centered healthcare system.

One of the primary focal points of our efforts was advancing the role of pharmacists as integral members of the healthcare team. This was at the forefront of our strategy to engage with political parties during the 2023 Provincial Election.

We engaged with all registered political parties in Manitoba to make them aware of our priorities for the future of our profession, and to proactively build relationships. We are already making headway in developing our working relationship with the new Government of Manitoba.





Through targeted advocacy initiatives, collaborative partnerships, and educational programs, we worked tirelessly to underscore the value of pharmacist-provided care and promote the expansion of pharmacists' scope of practice. By advocating for legislative and regulatory reforms that recognize pharmacists' expertise and enable them to deliver a broader range of services, we strive to ensure that Manitobans have access to high-quality, comprehensive care that maximizes health outcomes and enhances the efficiency of the healthcare system.

Furthermore, Pharmacists Manitoba remained dedicated to fostering professional excellence and supporting the ongoing development of pharmacists throughout their careers. Through a diverse array of continuing education sessions, we endeavored to equip our members with the knowledge, skills, and resources necessary to thrive in an ever-evolving healthcare environment. Additionally, we prioritized initiatives aimed at promoting diversity, equity, and inclusion within the pharmacy profession, recognizing that a diverse workforce fosters innovation, enhances patient care, and strengthens the fabric of our communities.

As we reflect on the accomplishments of the past year, it is evident that the resilience, dedication, and collective efforts of our members have been instrumental in driving positive change and advancing the pharmacy profession in Manitoba. However, our work is far from over. As we look to the future, Pharmacists Manitoba remains committed to advocating for the interests of our members, promoting excellence in pharmacy practice, and championing the vital role of pharmacists in healthcare delivery. As we welcomed the inaugural class of Doctor of Pharmacy graduates into the profession, it highlighted why NOW is time for our province to catch up instead of continuing to lag behind the rest of the country.

I would like to express my sincere gratitude to our members, volunteers, partners, and stakeholders for their unwavering support and commitment to our shared vision. Together, we will continue to push the boundaries of pharmacy practice, inspire innovation, and make meaningful contributions to the health and well-being of Manitobans.

Thank you for your dedication, passion, and contributions to Pharmacists Manitoba.

Sincerely,

A stylized, handwritten signature in white ink that reads "Tanjit". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

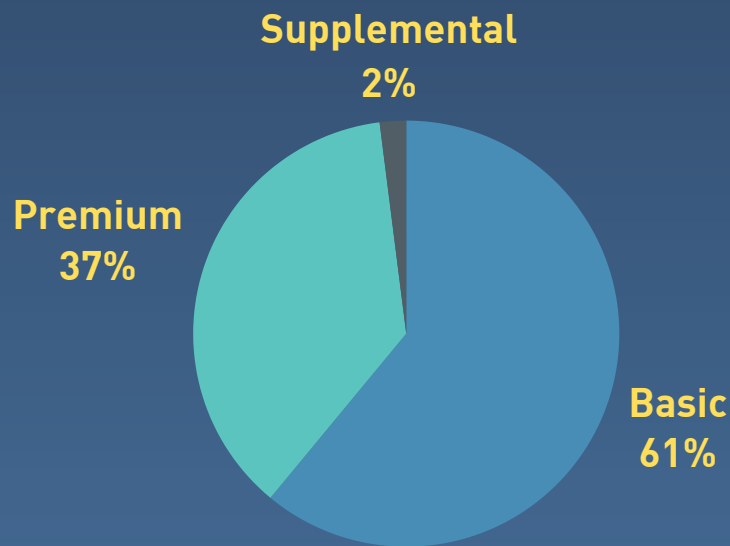
**TANJIT K. NAGRA**

**CHIEF EXECUTIVE OFFICER**



# PROFESSIONAL LIABILITY INSURANCE REPORT

Membership of Pharmacists Manitoba provides access to a range of benefits, with liability insurance being the most popular among them, as evidenced in the Annual Insurance Report. In the year 2023, 93% of all members purchased liability insurance at the time of joining or renewing.



Although there was an overall decrease in the number of professional liability insurance policies purchased in 2023, this decrease was comparable to the previous year, and there was no significant difference in the number of memberships overall.

While many members express satisfaction with the coverage they receive through their place of employment, we wish to highlight the availability of our Supplemental Insurance option, which is offered to those who already hold coverage through their employer.

The Supplemental policies are intended for pharmacists who already hold a minimum of \$2M valid primary liability insurance coverage through their employer, and who wish to ensure there are no potential gaps in their coverage.

Pharmacists Manitoba Professional Liability Insurance is provided by the Canadian Pharmacists Benefits Association (CPBA) and protects pharmacists against liability or allegations of liability arising from professional practice.

This insurance covers damages resulting from negligent acts, errors, omissions, or malpractice.



## DID YOU KNOW?

THAT THE CPBA POLICY OFFERED TO ALL PHARMACISTS MANITOBA MEMBERS INCLUDES DISCIPLINARY DEFENCE COSTS OF \$50,000 PER CLAIM/\$100,000 AGGREGATE, WHICH RESPONDS IF A COMPLAINT IS LODGED AGAINST AN INDIVIDUAL TO THEIR REGULATORY BODY (COLLEGE). THIS BENEFIT IS UNIQUE TO THE CPBA INSURANCE PROGRAM OFFERED TO ALL PHARMACISTS MANITOBA MEMBERS AND PROVIDES THE MOST COMPREHENSIVE LEVEL OF INSURANCE COVERAGE

# QUIT SMOKING WITH YOUR MANITOBA PHARMACIST TIMELINE

PHARMACY PRACTICE ADVISOR,  
TIM SMITH

Congratulations are in order! We have surpassed the 18-month anniversary since the launch of Quit Smoking With Your Manitoba Pharmacist, the pharmacist-led smoking cessation initiative. And with that milestone, your efforts have seen us meet the first contractual target for the program.

2023 was an important year for Quit Smoking With Your Manitoba Pharmacist. Pharmacists across the province helped Manitobans implement and stick with their New Year resolutions, running off 10 consecutive months with 100 or more new enrollments.

This momentum helped us achieve our first contractual milestone, performing an initial assessment for at least 1,500 Manitobans within the first 18 months of the program, with time to spare.

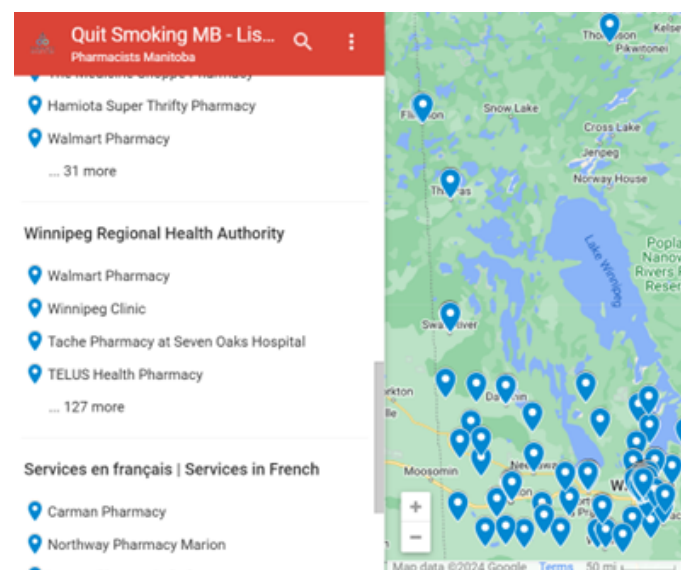
You have made this happen despite ongoing headwinds such as a chaotic spring COVID vaccination season and challenges related to the rollout of respiratory vaccines in the fall, as well as ongoing challenges with staff shortages and inflation-driven increases in costs.

It's not an easy time to be a community pharmacist or pharmacy owner but you have shown yourselves capable of rising to the issues.



More than 100 pharmacies located in 41 different communities across the province participated in Quit Smoking With Your Manitoba Pharmacist in 2023, demonstrating how pharmacy-led initiatives can positively impact healthcare in all corners of the province.

And it's not just quantity but quality that you are delivering. Among those clients for whom we have quit rates reported, the 6-month quit rate is 34.5% as of January 2024 and for those continuing to be engaged right through the entire 12-month program, you have helped a whopping 52.6% of them remain completely abstinent from tobacco.



## AS A CERTIFIED TOBACCO EDUCATOR - AND A FORMER TOBACCO USER MYSELF - I KNOW JUST HOW HARD IT IS TO QUIT SMOKING, AS WELL AS HOW HARD IT IS TO KEEP CLIENTS ENGAGED WHO MAY FEEL SHAME OR STIGMA RELATED TO SLIPS AND RELAPSES.

However, there have certainly been challenges throughout the year. While those clients who have remained engaged with the program are getting fantastic results, far too many are dropping off early or choosing not to participate in follow-ups.

As a certified tobacco educator - and a former tobacco user myself - I know just how hard it is to quit smoking, as well as how hard it is to keep clients engaged who may feel shame or stigma related to slips and relapses.

It is essential that clients signing up for Quit Smoking With Your Manitoba Pharmacist understand that this program is about much more than receiving \$100 off NRT or other pharmacotherapy. The literature is quite clear that a successful quit rate correlates with increased follow-up with a trained health provider – and our real-world data backs this up as well.

Clients need to know that continued follow-up in the program is expected, even if they are struggling, even if they continue to use tobacco. Your role is to be empathetic, positive, engaged, and to ensure they feel accepted and comfortable discussing their challenges and successes with you. You are committed to their success.

To help support you in this program, we listened to your feedback and streamlined some of the documentation requirements, and significantly revised the claim submission process so that more of your time and effort is spent directly engaging with and helping your clients.

These changes took effect July 1, 2023, and [revised Orientation materials](#) as well as the new [Enrollment and Claims Submission Process](#) are available on the Pharmacists Manitoba website.

We are open to further suggestions on how to improve the processes for this program.

Pharmacists Manitoba has also invested in advertising and marketing campaigns at various times throughout the year to help build public awareness for this program.

Our efforts have been concentrated on print, radio, and social media to ensure that Manitobans are aware of your ability and willingness to help them become smoke-free.



**QUIT SMOKING WITH YOUR MANITOBA  
PHARMACIST TIMELINE**  
**PHARMACY PRACTICE ADVISOR, TIM SMITH**



# PUTTING OUR BEST FOOT FORWARD OVER THE FINAL YEAR OF THE PROGRAM!

As of early 2024, the tobacco portfolio is transitioning within government to sit within Health, Seniors, and Long-Term Care after a spell with Mental Health and Community Wellness. We are now meeting with new stakeholders and forging new relationships as we enter the final year of this three-year program.

Putting our best foot forward over the final year of the program is essential for us to secure permanent, public-funding on not just this initiative but others that will help move our practice firmly forward and help Manitobans live better, healthier lives.

While we comfortably achieved our 18-month enrollment target, we have fallen behind the pace to achieve our total program target of 4,500 Manitobans over three years. As a health provider, few interventions are more challenging than helping clients quit tobacco but also few interventions have so much potential to meaningfully alter health trajectory.

We need your support to reach our program goals. We need as many pharmacists as possible, all across our great province, pulling in the same direction to make this happen.

If you are already participating in the program, thank you. How can we help you ramp up your efforts? If you've dropped off lately or haven't started at all, can you start with just one client? We have more than 1,100 frontline healthcare professionals working in over 460 points of care and when we concentrate our efforts together, we can achieve amazing things.



If you haven't viewed the workshop from Amy Oliver & Co. on [implementing smoking cessation and other pharmacy professional services](#) in your practice yet, I highly recommend you do so. This workshop is available free of charge to Pharmacists Manitoba members.

We thank you for all your efforts to date in getting Quit Smoking With Your Manitoba Pharmacist off the ground and are counting on your continued focus as we enter the final year.

## TOGETHER, WE ARE WORKING TOWARDS A SHIFT IN OUR PROFESSION AND FOR A HEALTHIER MANITOBA.

**QUIT SMOKING WITH YOUR MANITOBA  
PHARMACIST TIMELINE**  
**PHARMACY PRACTICE ADVISOR, TIM SMITH**



# PAM2023 PHARMACISTS APPRECIATION MONTH

We utilized social media platforms to promote the pharmacy profession, to start off #PAM2023, and highlighted the exceptional work done by community pharmacists daily. We launched a hashtag campaign, #DidyouKnow #PAM2023, to showcase the achievements of pharmacists in Manitoba to the public.

In March, we highlighted the first graduating class from the PharmD Program at the University of Manitoba, College of Pharmacy, recognizing the significance of the year ahead.

## #DidYouKnow

##DIDYOUKNOW?

**Manitoba will be  
graduating their first class  
of PharmD's this year**



Furthermore, in recognition of International Women's Day, the esteemed CEO of Pharmacists Manitoba, Tanjit Nagra, met with a group of strong women from the pharmacy profession. It is exciting to see women empowering women within our profession.

Our members were acknowledged and appreciated throughout #PAM2023, and we hope to continue this tradition of excellence and appreciation in the future.

## #PAM2023

**TO ALL THE STRONG  
WOMEN IN PHARMACY!**



**HAPPY INTERNATIONAL  
WOMEN'S DAY  
8 MARCH**



On March 10, 2023, Pharmacists Manitoba Board Members, President, Darren Murphy and Carey Lai, along with CEO, Tanjit Nagra, conducted a "Lunch and Learn" session for PharmD students. The presentation focused on the benefits of Pharmacists Manitoba membership and highlighted the upcoming advocacy work and the future of pharmacy as a profession. Additionally, Darren and Carey, who are both pharmacy owners in the province, shared their personal experiences.

On March 25, 2023, Tanjit Nagra, CEO, participated in an outreach day with PharmD students at St. Vital Centre. The group distributed "I Love My Pharmacist" stickers and engaged with mall-goers who were interested in learning about the Quit Smoking With Your Manitoba Pharmacist Program. They also discussed the recent developments within the pharmacists' scope of practice, such as the addition of assessment and prescribing of uncomplicated cystitis, commonly known as "bladder infections".

## LUNCH AND LEARN



## OUTREACH EVENT





# 2023 CONFERENCES

In 2023, Pharmacists Manitoba offered two unique conference experiences. The Spring Pharmacists Manitoba Conference took place in person at the RBC Convention Centre on April 15th-16th, 2023 offered 9 Continuing Education Units (CEUs). The Annual General Meeting was conducted virtually before the spring conference and included a pre-conference professional development session (1 CEU). The Fall Virtual Conference was hosted on Zoom on October 15, 2023, as a member benefit for all Pharmacists Manitoba members.

## SATURDAY, APRIL 15, 2023

On Saturday, April 15, 2023, the morning session focused on Women's Health, ADHD in Women, Signs and Symptoms of Menopause, and An update on Hormone Therapy, then a session covering COPD Management. The morning sessions were followed by a buffet lunch with exhibitors where delegates entered a few prize draws. After lunch the exhibitor draw took place, Brittany Kessler won the Pharmacists Manitoba Exhibitor Draw of \$250 cash, Tracy Bellyou won the Winnipeg Jets Jersey courtesy of Taro Pharmaceuticals and Jason Falk won a gift card courtesy of Jamp!

The afternoon started with sessions including the Dean's College Update, Future Leaders in the Pharmacy Technician Profession, Diabetes Point of Care Testing Continuous Glucose Monitoring. Later in the afternoon, the Awards Presentation began, as well as the poster pavilion. The day ended with a champagne party to celebrate Pharmacists Manitoba's 50th Year!

## AWARDS RECEPTION

During the awards presentation, President Darren Murphy presented five awards: - Ruban Insurance Friend of Pharmacy Award - Ginette Arnal-Hofer - Ozturk Financial Business Leadership Awards - Jennifer Ludwig - Pharmacists Manitoba Patient Choice Award - Rob Jaska - Bowl of Hygeia - Sheril Cyriac - Award of Merit - Pawandeep Sidhu  
Congratulations to all the award recipients!



Ruban Insurance Friend of Pharmacy Award  
Ginette Arnal-Hofer



Ozturk Financial Business Leadership Award  
Jennifer Ludwig



Pharmacists Manitoba Patient Choice Award  
Rob Jaska



Bowl of Hygeia  
Sheril Cyriac



Award of Merit  
Pawandeep Sidhu

**SUNDAY, APRIL 16, 2023**

On Sunday, April 16, 2023, the event started with wound management, constipation, and more on women's health. The day ended with a thought-provoking discussion on the opioid crisis in Manitoba. We would like to express our gratitude to all the delegates, speakers, sponsors, exhibitors, poster presenters, staff, and volunteers who made the conference a resounding success. It was a pleasure to reconnect with familiar faces! The Fall Conference was once again offered virtually and featured a one-day professional development session as a member benefit for all Pharmacists Manitoba members.

**FALL VIRTUAL CONFERENCE  
SUNDAY, OCTOBER 15, 2023**



The Fall Conference was accredited for 4 CEUs, and 184 individuals participated online via Zoom on Sunday, October 15th, 2023. An additional 100 individuals viewed the sessions on the Pharmacists Manitoba Education Platform from October 16th to 30th. We were able to provide this event free of charge with the support of our sponsors!

Throughout both the Spring and Fall Conferences, we had \$15,445 in ticket sales and about \$83,300 in sponsorship dollars. Our goal was to provide more than just a means to fulfill annual professional development requirements. We hope the combination of in-person and virtual conferences offered a valuable opportunity not just for learning but also for networking and reconnecting with colleagues.

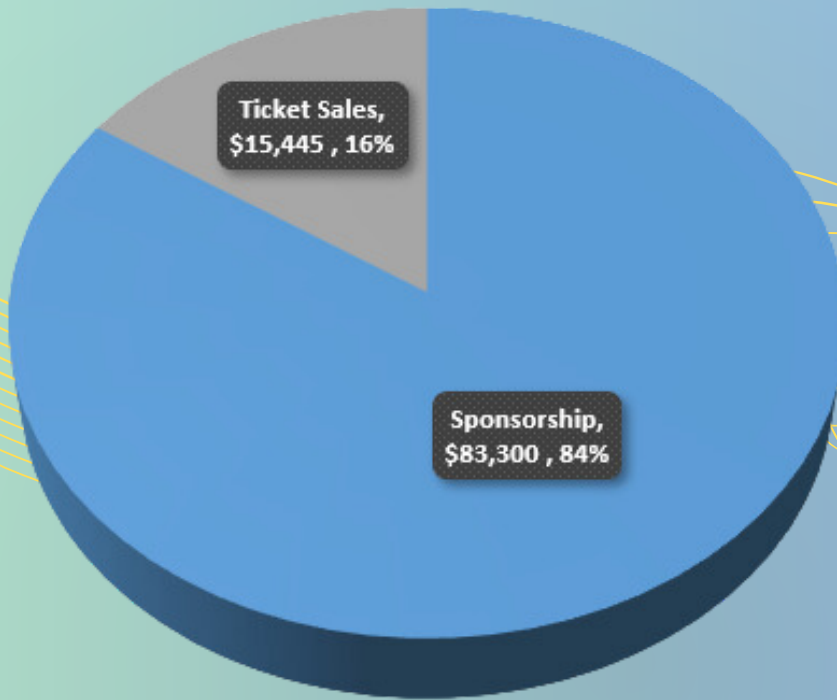
**THANK YOU ALL FOR ATTENDING  
THE 2023 CONFERENCES!**



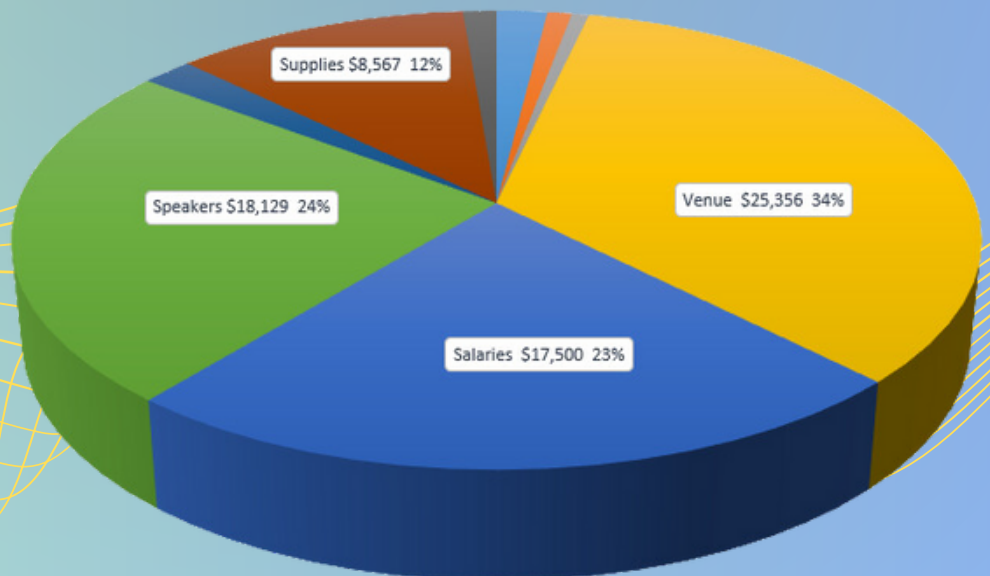


# 2023 SPRING & FALL CONFERENCE REVENUES & EXPENSES

2023 SPRING AND FALL CONFERENCE REVENUE \$98,745



2023 SPRING AND FALL CONFERENCE EXPENSES \$81,502



# Your Member Benefits

Pharmacists Manitoba continues to provide its members with a range of new benefits that have been introduced in recent times. These benefits have been developed to enhance the value proposition for our members, and we encourage all members to take advantage of them.

We strive to ensure that each benefit is of the highest quality and relevant to the needs of our members. We are committed to continuously improving and adding new offerings to meet the evolving needs of our members. We encourage everyone to explore the available benefits and make the most of the opportunities presented.

We renewed our subscription to medSask for 2023 to ensure Pharmacists Manitoba members have access to the medSask Minor Ailment and Self-Care Guidelines for free. The guidelines were developed by medSask, a non-profit organization that supports appropriate prescribing and medication safety by providing accurate, evidence-based information. The guidelines provide detailed information on minor ailments, self-care, and appropriate prescribing practices. Manitoba Health and Seniors Care has announced an amendment to the Pharmaceutical Regulation, allowing pharmacists who have completed a Council-approved training and application process to prescribe to treat uncomplicated cystitis. The medSask guidelines also include detailed guidelines for assessing and prescribing for tobacco cessation, which is of particular relevance as pharmacists across the province are participating in the Quit Smoking With Your Manitoba Pharmacist social impact bond.

All Pharmacists Manitoba members are encouraged to visit the website and access this important member resource.



We also renewed our subscription to RxFiles, a leading academic detailing service in Canada. RxFiles has been providing objective and reliable drug information for the past 25 years, helping to answer your drug therapy questions through comparisons. Their Drug Comparison Charts are now in their 13th edition and are one of the most reliable and practical resources for frontline practitioners. The charts are over 240 pages long and serve as an essential aid for any practicing pharmacist. In addition to the Drug Comparison Charts, Pharmacists Manitoba members also receive discounted access to several 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!



True North Sports Entertainment/Canada Life Centre discounts continued on Cirque, Disney on Ice, concerts, and events including Manitoba Moose games, and of course Jets games! Our members have been asking for this benefit for years and we are excited to continue sharing discounted events and games.



We had the pleasure of seeing members in person once again at the 2023 Spring Conference! As always, our members receive a discounted price to attend. In the fall, Pharmacists Manitoba held the second conference of the year virtually. We continue to offer the the virtual conference complimentary for all Pharmacists Manitoba members. All sessions held on October 15th featured a live Q&A, were recorded, and were added to the on-demand offering on the Pharmacists Manitoba professional development platform, 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 before the October 30th 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 site and take advantage of all the discounts and offers available.

# 2023 MEDIA ENGAGEMENT

Pharmacists Manitoba's Board of Directors, CEO, Tanjit Nagra and Pharmacy Practice Advisor, Tim Smith continued to trailblaze media outlets as we progress our relations with public media. It is important for Pharmacists Manitoba to showcase the value of pharmacists and their role in the provision of healthcare. We engage in media whenever possible to increase public understanding of the profession and pharmacists' scope of practice.

In 2023, the media focus was on Drug Shortages across Canada, and by fall that focus shifted to the Provincial Election and party promises regarding health care in Manitoba. This was followed by shortages of COVID-19 and flu vaccines in clinics as pharmacies waited for new doses, and then exposure for Manitoba pharmacists who hope to expand the scope of practice for the services they can provide. By Winter pharmacists applaud COVID-19's booster update, and we saw a surge in hospital visits for respiratory illnesses.

Pharmacist Manitoba was quoted as working with the province to provide more care options to Manitobans and keep Manitobans out of the doctors office.

## MEDIA ENGAGEMENT TIMELINE

January 1, 2023	"Pharmacist Manitoba supporting new years resolution"	Global News
January 7, 2023	"Manitoba hit by nationwide drug shortages"	CBC News
January 17, 2023	"Winnipegger frustrated after pharmacy system failure"	CTV News
January 23, 2023	"Is Manitoba experiencing an Ozempic Shortage?"	CTV News
May 18, 2023	"Some Manitoba pharmacy grads are suffering amid broken regulations"	Global News
August 26, 2023	"Post-op becomes a real pain in the knee"	WFP
September 19, 2023	"MB PC's to Expand Primary Care at Pharmacies"	Western Standard
September 19, 2023	"Manitoba Tories make election promise to have more health care at pharmacies"	CTV News
September 19, 2023	"Tories pledge expanded role for pharmacies"	WFP
September 19, 2023	"Manitoba PCs promise more health-care services at pharmacies"	CBC News
October 3, 2023	"Manitoba Tories are often showcasing held constituencies in election campaign"	Rocky Mountain
October 18, 2023	"COVID, flu vaccines in short supply as clinics, pharmacies wait for new doses"	WFP
October 19, 2023	"Manitoba pharmacists hope to expand on scope of services they are able to provide"	Thompson Local
December 6, 2023	"Pharmacists applaud COVID booster shot update"	WFP
December 28, 2023	"Manitoba hospitals seeing surge expecting rise in respiratory illness"	CTV News

\*DISCLAIMER RADIO APPEARANCES NOT LISTS\*



# 2023 SOCIAL MEDIA ANALYTICS

With our Meta platform “Facebook and Instagram” we see a significant increase in engagement and impressions when we share community based posts. This year we saw our audience engage with our PharmD Graduate Congratulations post, a lot of impressions, and interaction with our 2023 award winners’ posts.

This was particularly noticeable with our PharmD Congratulations post and our 2023 Award Winners posts. We are pleased to see the community at large supporting the pharmacy community and celebrating these outstanding individuals. Our analytics indicate most social media engagement takes place in the spring and correlates with PAM, the Spring in-person Conference and membership renewals. We hope to continue to build on this success and keep the momentum building throughout the year.

## INSTAGRAM’S OVERALL PERFORMANCE

Reach ⓘ

39.3K ↑ 1.3K%

Content interactions ⓘ

424 ↑ 100%

Followers ⓘ

Lifetime

854

Link clicks ⓘ

5 ↑ 100%

## INSTAGRAM REACH

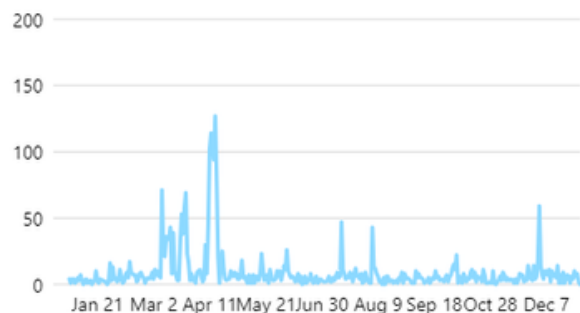
Instagram reach ⓘ

39,316 ↑ 1.3K%



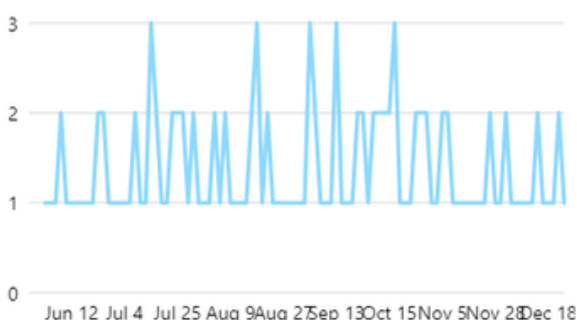
Instagram profile visits ⓘ

3,277 ↑ 95.5%



New Instagram followers ⓘ

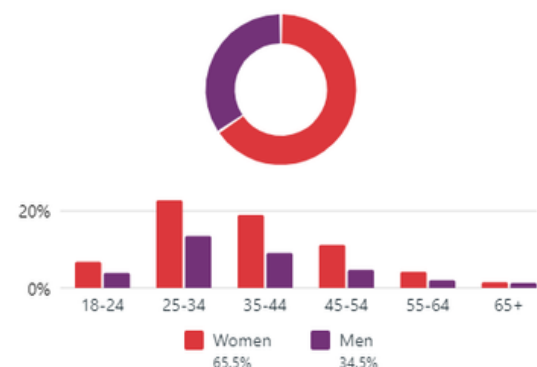
138



Instagram followers ⓘ

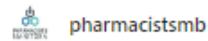
854

Age & gender ⓘ



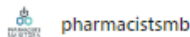
# 2023 SOCIAL MEDIA ANALYTICS

## MOST POPULAR POSTS ON INSTAGRAM



### Overview

Reach ⓘ	Impressions ⓘ	Interactions ⓘ	
1,051	1,311	185	
Higher than typical	Higher than typical	Higher than typical	
Interactions ⓘ			
Likes ⓘ	Comments ⓘ	Shares ⓘ	Saves ⓘ
157	4	22	2
Higher than typical	Higher than typical	Higher than typical	Higher than typical



### Overview

Reach ⓘ	Impressions ⓘ	Interactions ⓘ	
623	702	33	
Higher than typical	Higher than typical	Higher than typical	
Interactions ⓘ			
Likes ⓘ	Comments ⓘ	Shares ⓘ	Saves ⓘ
27	1	4	1
Higher than typical	Higher than typical	Higher than typical	Higher than typical



pharmacistsmb Student Liaison Rebecca Zimmer held a Q&A with UM students on Instagram to share w... more

# 2023 SOCIAL MEDIA ANALYTICS

## FACEBOOK'S OVERALL PERFORMANCE

Reach ⓘ

85.5K ↑ 99.4%

Content interactions ⓘ

1.6K ↑ 270.4%

Followers ⓘ

Lifetime

704

Link clicks ⓘ

2K ↑ 222.6%

## FACEBOOK'S REACH

Reach

Facebook reach ⓘ

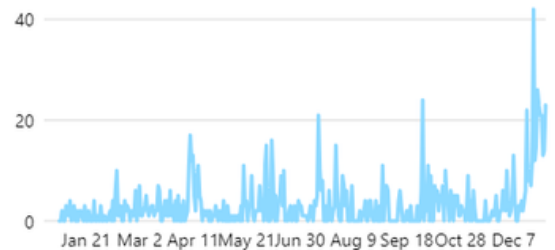
85,486 ↑ 99.4%



Visits

Facebook visits ⓘ

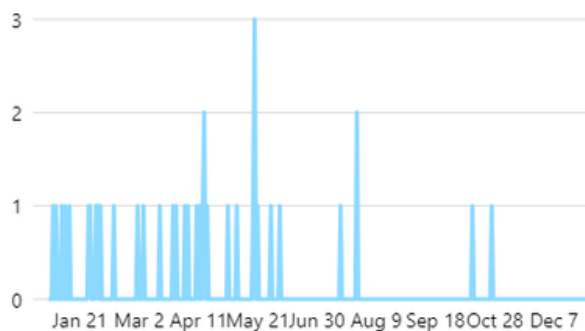
1,201 ↑ 98.2%



New likes and follows

Facebook Page new likes ⓘ

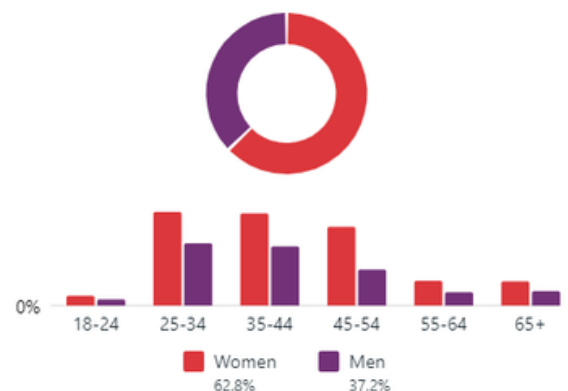
38 ↓ 62.7%



Facebook followers ⓘ

704

Age & gender ⓘ



# 2023 SOCIAL MEDIA ANALYTICS

## FACEBOOK'S MOST POPULAR POSTS



### Overview

Reach ⓘ	Impressions ⓘ	Interactions ⓘ
1,526	1,612	13
Higher than typical	Typical	Higher than typical



### Overview









Reach ⓘ	Impressions ⓘ	Interactions ⓘ
731	753	25
Higher than typical	Typical	Higher than typical



# 2023 SOCIAL MEDIA ANALYTICS

## TWITTER/X'S MOST POPULAR POSTS

X, Formerly known as Twitter, we see a large reach on health day posts, our Spring Conference 2023 Best Poster winner and of course our congratulation post to all PharmD graduates. Our warm welcome post to the new Premier Wab Kinew was well received.

<div><div><div><div><div><div></div><div>PharmacistsManitoba</div></div></div><div><div>@PharmacistsMB</div><div>· Apr 16, 2023</div></div></div></div><div><div></div><div><div>Congratulations to Danielle d'Entremont for Best Poster!</div><div>Danielle's poster is titled "Characterizing Empiric Antibiotic ...</div></div></div><div><div><div><div>♡</div><div>11</div></div><div><div>↻</div><div>4</div></div><div><div>💬</div><div>0</div></div></div></div><div><div><div>Impressions ⓘ</div><div>2,065</div></div><div><div>Engagements ⓘ</div><div>38</div></div><div><div>Detail expands ⓘ</div><div>6</div></div><div><div>New followers ⓘ</div><div>0</div></div><div><div>Profile visits ⓘ</div><div>6</div></div></div></div>	<div><div><div><div><div><div></div><div>PharmacistsManitoba</div></div></div><div><div>@PharmacistsMB</div><div>· Jul 14, 2023</div></div></div></div><div><div></div><div><div>CEO, Tanjit Nagra had the pleasure to present two Pharmacists Manitoba Awards to three PharmD graduates at the Welcome to the Profession Ceremony for PharmD Graduates in May 2023. We congratulate all PharmD graduates, we are so proud of all of you! ...</div></div></div><div><div><div><div>♡</div><div>7</div></div><div><div>↻</div><div>3</div></div><div><div>💬</div><div>0</div></div></div></div><div><div><div>Impressions ⓘ</div><div>570</div></div><div><div>Engagements ⓘ</div><div>34</div></div><div><div>Detail expands ⓘ</div><div>10</div></div><div><div>New followers ⓘ</div><div>0</div></div><div><div>Profile visits ⓘ</div><div>4</div></div></div></div>
<div><div><div><div><div><div></div><div>PharmacistsManitoba</div></div></div><div><div>@PharmacistsMB</div><div>· Jul 24, 2023</div></div></div></div><div><div></div><div><div>July 24th is International #SelfcareDay This is a day where we encourage the practice of focusing on doing the things that help your mental, physical and spiritual health. When you take care of yourself, you are better able to take care of those around you.</div></div></div><div><div><div><div>♡</div><div>4</div></div><div><div>↻</div><div>2</div></div><div><div>💬</div><div>0</div></div></div></div><div><div><div>Impressions ⓘ</div><div>430</div></div><div><div>Engagements ⓘ</div><div>8</div></div><div><div>Detail expands ⓘ</div><div>2</div></div><div><div>New followers ⓘ</div><div>0</div></div><div><div>Profile visits ⓘ</div><div>1</div></div></div></div>	<div><div><div><div><div><div></div><div>PharmacistsManitoba</div></div></div><div><div>@PharmacistsMB</div><div>· Oct 19, 2023</div></div></div></div><div><div></div><div><div>Thank you @WabKinew @UAsagwara and the @ndpcaucus team for your commitment to improve healthcare for all Manitobans. We are looking forward to working with you &amp; your team to explore opportunities that can help make and improve accessible healthcare across our province. #MBPoli</div></div></div><div><div><div><div>♡</div><div>3</div></div><div><div>↻</div><div>2</div></div><div><div>💬</div><div>0</div></div></div></div><div><div><div>Impressions ⓘ</div><div>416</div></div><div><div>Engagements ⓘ</div><div>9</div></div><div><div>Detail expands ⓘ</div><div>0</div></div><div><div>New followers ⓘ</div><div>0</div></div><div><div>Profile visits ⓘ</div><div>5</div></div></div></div>

We have been utilizing LinkedIn to promote our pharmacy profession related content, such as our conferences, awards nominations, and membership promotions. Due to the inconsistency of posts for 2023 we will share more LinkedIn analytics in our 2024 annual report.

# COMMUNITY ENGAGEMENT

## June 2023 Pride at the Forks

Pharmacists Manitoba returned to Pride Winnipeg's Community Fair on June 3 and 4, 2023. Partnering with Our Own Health Centre, who was offering free rapid HIV test, drug testing for fentanyl and smoking cessation resources and products. Pharmacists Manitoba staff and board members who were present handed out "I ❤️ My Pharmacist" stickers and information about the Quit Smoking With Your Manitoba Pharmacist Program. There were many positive interactions made with members of the public and Pride 'go-ers.'



# STUDENT ENGAGEMENT

## May 2023 Welcome to the Profession Ceremony

On May 18th, 2023, the first in-person "Welcome to the Profession" event was held since 2019, due to the COVID-19 pandemic. Pharmacists Manitoba, CEO, Tanjit Nagra, welcomed the first PharmD graduates to the profession. She presented the three student award winners with their awards. The award winners were Christine Vaccaro - A. Langley Jones Award, Rebecca Zimmer, and Marianna Pozdirca - CPBA Student Award.







## Fall 2023 First Year Student Orientation

Embracing the Future of Pharmacy! CEO, Tanjit Nagra warmly welcomed the next generation of dedicated pharmacy students during an informative orientation lunch. Here's to a bright future of healthcare innovation and patient-centered care! All the best class of 2027!

## November 2023 University of Manitoba Pharmacy Students' Association Career Avenue

On November 24, 2023 Pharmacists Manitoba Member Services Coordinator, Danielle Linklater and CEO, Tanjit Nagra had the pleasure of attending the University of Manitoba Pharmacy Students' Association Career Avenue. We spoke to approximately 55 pharmacy students and discussed the top 5 benefits of New Grad Membership. All the students who stopped by our booth entered to win a \$50 gift card provided by Scotiabank. The winner was Ibunkun Okunnu - a first year student.

As always we are thankful for the opportunity to connect with the next generation of pharmacists!



We continue to connect with the public, our pharmacy community and students as we work to work to achieve our vision to unify and advance the pharmacy profession.

# PHARMACISTS MANITOBA

## 2024 BUDGET

### Pharmacists Manitoba Budget 2024

REVENUE	Budget 2024	Budget 2023
Memberships	425,000	414,000
Communication Journal	20,000	25,000
Investment Income	5,000	5,000
Provincial Conference	96,500	82,500
Continuing Education	0	0
Public Relations Fund	4,000	4,000
Friends of Pharmacy	650	1,000
Misc. Income	0	2,000
Event Sponsorship Income	4,000	3,000
Amort. of deferred contributions	0	0
<b>TOTAL REVENUE</b>	<b>555,150</b>	<b>536,500</b>

EXPENSES	Budget 2024	Budget 2023
Audit and Legal	19,000	17,500
Amortization	3,000	3,000
Automobile and Mileage	0	250
Bad Debt	0	0
Bank Charges	300	300
Communication Journal	10,000	10,000
Computer	14,000	16,000
Conferences & Meetings	8,000	8,000
Provincial Conference	75,550	71,770
Continuing Education	0	0
Credit Card Merchant Fees	17,000	17,000
Donations	250	0
Honoraria - Directors	10,000	13,000
Insurance	3,600	3,600
Internet/Website	3,600	3,000
Investment Mgmt. Fee	6,000	6,000
Member Benefit Program	12,000	12,000
Membership Dues	2,000	2,200
Office	2,000	1,200
Postage and Delivery	1,000	1,000
Public Relations	8,198	9,395
Printing	3,000	4,200
Rent and Occupancy	2,800	2,800
Wages and Benefits	344,148	318,000
Telephone	3,000	3,500
Miscellaneous	6,000	12,000
<b>TOTAL EXPENSES</b>	<b>554,446</b>	<b>535,715</b>

<b>NET INCOME</b>	<b>704</b>	<b>785</b>
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# OUR PEOPLE

## PHARMACISTS MANITOBA BOARD OF DIRECTORS

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**CAREY LAI**  
Vice President

**MARILYN SIDHU**  
Treasurer

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**MARIANNA POZDIRCA**  
CPBA Liaison

**JEN EINARSON**  
Student Liaison

## PHARMACISTS MANITOBA STAFF

**TANJIT NAGRA**  
Chief Executive Officer

**JILL ELL**  
Chief Operating Officer

**DANIELLE LINKLATER**  
Member Services  
Coordinator

**MARNIE HILLAND**  
Conference  
Coordinator

**TIM SMITH**  
Pharmacy Practice  
Advisor

**LOIZZA AQUINO**  
Content Specialist

**TREVOR COWIE**  
Bookkeeper



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