

IMMUNIZATION  
 MEDICATION RETURNS  
 COUNSELLING  
 STAKEHOLDERS  
 VISION  
 MEDICATION REVIEWS  
 SMOKING CESSATION  
 INJECTIONS  
 PUBLIC RELATIONS  
 MEDIA  
 SAFETY  
 COMMUNITY  
**PHARMACIST**  
**ADVOCACY**  
**CHANGE**  
 PROGRESS  
 PARTNERSHIP  
 UNIFY  
 HOSPITAL  
 GOVERNMENT RELATIONS  
 PHARMACISTS  
**MANITOBA**  
 CONTINUING EDUCATION  
 CONFERENCE  
 HEALTH



MANITOBA SOCIETY OF  
**PHARMACISTS** **ANNUAL REPORT 2014**

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## EXECUTIVE MESSAGE

2014 has been a great year for the Manitoba Society of Pharmacists (MSP) and pharmacists in Manitoba. As we look through the highlights of our progress, it is clear it was very busy year and included a number of "firsts." We continued to improve our relationship with the Government through meetings with all three political parties and meetings with the Minister of Health and Minister of Healthy Living and Seniors (MHHLS).

MSP achieved its largest membership in 2014. Improving the financial stability of the organization supports our sustainability and security and helps us to offer continuing professional development activities at affordable rates for our members. All MSP Board members, committee volunteers, members at large, and staff have worked hard to advance our strategic directions and improve MSP's position within our profession.

MSP continues to collaborate with our pharmacy partners to improve our relationship with government. We recognize our elected officials must understand the importance of the pharmacy profession in the delivery of quality healthcare. At the end of 2014 we began to build new momentum with our stakeholders and partners, agreeing to collectively design an ambitious campaign to advance public awareness, recognition, and ultimately compensation for pharmacy services in Manitoba.

As pharmacists' responsibilities continue to grow and become available services, so will the need for additional training and supports. MSP will dedicate a significant amount of resources to develop scope of practice materials and work with the University of Manitoba and national pharmacy associations to improve the quality and quantity of continuing education programs.

It has been an honour to work with such a dedicated team. Thank you!

Brenna Shearer, Executive Director | Scott McFeetors, President

**Our vision to unite the profession of pharmacy and this year's successes are important and necessary building blocks for 2015!**

## BUILDING CONFIDENCE

Translating knowledge into practice is pivotal to advancing pharmacy practice, improving the recognition of the role of pharmacists, and enabling improved patient access to a broader range of health care services.

To facilitate moving knowledge into practice, MSP has offered education sessions designed to include hands on learning, modeling, and training. MSP hands on training sessions began in 2013 with the Administration of Injection Refresher training programs. In 2014 we supported 83 pharmacists to re-establish their injection skills and knowledge.

Webinars promoting pharmacist communication about immunizations provided live learning to 97 pharmacists with taped sessions available to increase pharmacist engagement. MSP provided in person education sessions on Smoking Cessation (QUIT) and Intrauterine Contraception to more than 80 pharmacists. As a pre-conference workshop in 2014, MSP partnered with the Asper School of Business to present Professional Services Marketing, Showcase Your Value as a Healthcare Professional. The management session, attended by 22 pharmacists, focused on application, evaluation, and sustainable adoption solutions to effectively implement new services and by-pass known barriers and restrictions.

Building practice confidence and excellence has been a key focus.

### Sessions & Workshops

QUIT

Injection Training

Injection Refresher

Herpes Zoster Webinar

Pharmacy & Immunization Webinars

Professional Services Marketing

Intrauterine Contraception



## MSP MANITOBA PHARMACY CONFERENCE 2014 | EMBRACING CHANGE

The 2014 MSP Manitoba Pharmacy Conference took place at the RBC Convention Centre from April 25 - 27, 2014. The Conference theme of Embracing Change highlighted the newly expanded scope of pharmacy practice and the expected benefits to Manitobans.

Each year the Conference Planning Committee identifies relevant and important topics for pharmacists. The goal is to develop education sessions that enhance the knowledge of pharmacy practitioners and the quality of pharmaceutical care.

This year MSP's Professional Relations Committee worked in partnership with the Asper School of Business, to offer a new and exciting pre-conference workshop: Professional Services Marketing, Showcase Your Value as a Healthcare Professional. The workshop was very well received and had the participants eager to apply the principles they learned into their practice.



(L to R) Scott McFeetors, MSP President;  
Erin Selby, Minister of Health;  
Brenna Shearer, MSP Executive Director

The weekend began with welcome remarks from Erin Selby, (former) Minister of Health and MSP President Scott McFeetors. The tone of the profession's ongoing transformation was evident in Minister Selby's opening remarks indicating the Government and MSP continue to forge their relationship to advance the profession.

An early morning breakfast and session on Cybersecurity kicked off a very busy and energized Saturday. Following the Short & Snappy session, a conference favourite, delegates were invited to the exhibitors hall where attendees met with various organizations, closely tied with pharmacy, who showcased their new products and services. For the second year, Poster Presentations were held in the exhibitor's hall, allowing presenting authors a forum to display their research and major projects.

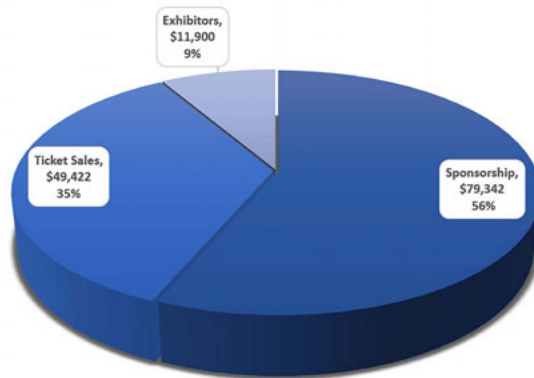
The Issues Forum addressed a wide range of topics, from malpractice insurance to updates on new practice legislation in Manitoba. It was at the Issues Forum that MSP launched the Medication Review Toolkit. The toolkit, which had been in development for two years, was presented and discussions on how to incorporate medication reviews into practice followed.



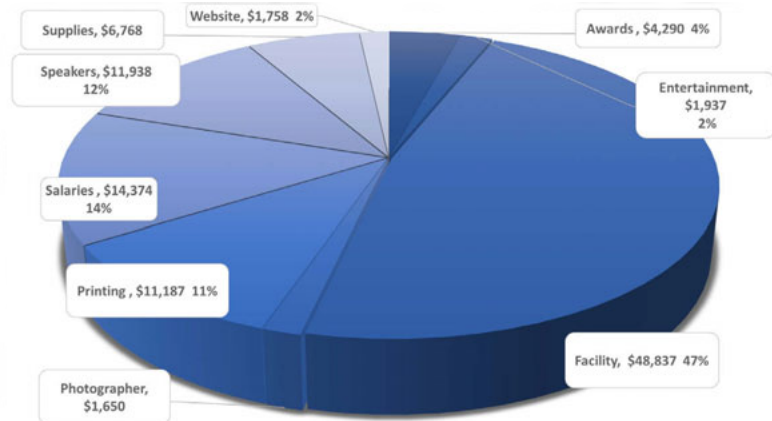
The annual MSP Manitoba Pharmacy Conference weekend was energizing and inspiring. The blend of continuing education sessions, regulatory and advocacy annual general meetings, social events, and award presentations, offered something for everyone of the 400 delegates who participated in 2014.

MSP dedicates significant resources to hosting the Conference. The 2014 Conference successfully attained a revenue surplus of **\$37,925**. This surplus supports the Society's efforts to continue to offer the conference at reasonable rates to members and achieve our mission and vision.

### Conference Revenue \$140,664



### Conference Expenses \$102,739



# SMOKING CESSATION | MANITOBA PHARMACIST INITIATED PILOT PROJECT

Brandon. Dauphin. Lorette. Winnipeg.

The pilot project was developed in partnership with Manitoba Health, Healthy Living and Seniors (MHLS) to demonstrate the value and role of pharmacists in preventive health care delivery.

Manitoba residents over the age of 18, covered under Manitoba Employment and Income Assistance, were eligible for enrollment.

Patients were asked to complete smoking assessment forms and to log every cigarette consumed within a 24 hour period. The pharmacist assessed the patient's responses and set a quit date during the initial counselling session. At that time, a decision on the best use of smoking cessation aids was made between the pharmacist and the patient.

Follow-up visits were scheduled on the quit date and 1 week later, then 1, 3 and 6 months following the quit date. In addition to the counselling sessions, the pharmacist could provide medications at no charge to the patients.

The average cost of the program was \$470 per patient. Health improvements in cough, shortness of breath and phlegm production were reported by 63% of patients. Patients that successfully reduced the amount they smoked also benefited from a significant increase in disposable income. An economic assessment of the program suggested that the program was cost effective.

Smoking cessation is difficult for everyone, however, for this vulnerable group it is even more so as they have many stressors in their lives. They face what seems insurmountable challenges every day.



**119 patients**  
were  
enrolled

**12 pharmacies**  
participated in  
the program

Pharmacists  
spent **2.5 hours**  
(average)  
counselling each  
patient

**41 patients**  
reduced  
smoking by **16**  
**cigarettes/day**  
(average)

**2 patients**  
successfully  
quit smoking

## DAY OF ACTION | COMPREHENSIVE MEDICATION REVIEWS

Baldur. Birtle. Brandon. Dauphin. Glenboro. Norway House. Pilot Mound.  
Portage La Prairie. Ste. Rose du Lac. Shoal Lake. Thompson. Winnipeg.

Thirty four pharmacists throughout Manitoba united to collectively offer their patients FREE Comprehensive Medication Reviews (CMRs). The Day of Action generated awareness of the valuable professional pharmacy service and highlighted the pharmacists' role in improving patient healthcare outcomes.

Using the MSP Manitoba Medication Review Toolkit, each volunteer pharmacist performed up to five reviews.

Each case was different. In some cases no drug therapy problem was found, in other cases up to eight drug therapy problems were identified. A total of 226 drug therapy problems were detected.

The most common drug therapy problems were: additional drug therapy required (18%), ineffective drug therapy (10%), and adverse drug reactions (10%). In the cases where pharmacists made a recommendation, 94 % of physicians agreed the pharmacist's review and recommendations were helpful and stated they would be implementing the changes.

It was an exciting day for pharmacists and patient's alike. Patients were eager to have a better understanding of their medication and 100% of pharmacists reported that they found performing medication reviews rewarding.



" I wanted to know what the medication does and why I have to take so many. Now, I have a better understanding and have a new outlook on the medications." - Arthur L.

34 volunteer pharmacists provided **112 FREE** CMRs

2 drug therapy problems were identified in **90%** of the reviews

**82%** of pharmacists planned to integrate CMRs into their practice

**93%** of physicians agreed their patients benefited from the CMR

**87%** of patients intended to implement their pharmacist's recommendations



## NATIONAL PRESCRIPTION DRUG DROP OFF DAY

MSP took the leadership role this year to promote the Manitoba Medication Return Program. In partnership with the Winnipeg Police Service, RCMP, the College of Pharmacists of Manitoba, and the Canadian Society of Hospital Pharmacists - Manitoba Branch, we promoted this national initiative and encouraged Manitoba residents to dispose of their unused or expired medications properly. The objective of the National Day (coordinated by the Canadian Association of Chiefs of Police) was to ensure public health and safety by removing unused medication from the home reducing the risk of harm from misuse, accidental ingestion, sharing, or diversion activities.

The event attracted great media attention and allowed MSP to shine the spotlight on pharmacists as medication experts. The promotion of the Day also created opportunities for pharmacists to talk with their patients about the importance of keeping medication therapies current, as well as ensuring that their medications are stored and disposed of properly.

With the help of our partners and supporters, MSP successfully promoted the national initiative - 95 lbs of old and unused medications were returned to the Winnipeg Police Service collection centres alone!

### In The News

[Metro News Winnipeg](#)

[Dauphin Herald](#)

[Winnipeg Free Press](#)

[My Steinbach.ca](#)

[CJOB](#)

[CTV Morning Live](#)



## PHARMACISTS IN THE SPOTLIGHT

# MANITOBA PHARMACISTS HELP OVER 50,000 PEOPLE A DAY



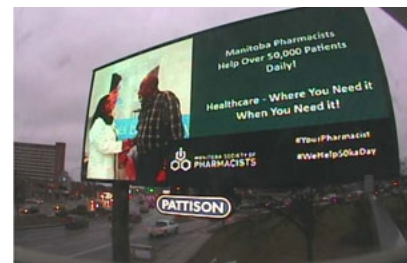
## HEALTHCARE : WHERE YOU NEED IT, WHEN YOU NEED IT

Our public relations campaigns have continued to evolve and grow with targeted messaging and new mediums to publicly promote the significant role of pharmacists.

We are very proud to have used our pharmacists and their patients in a variety of advertisements and promotional videos in 2014. Building on last year's strong message, "Your Health. Your Pharmacist.", the 2014 public relations campaigns focused on accessibility of pharmacists. The message "Manitoba Pharmacists Help Over 50,000 People A Day,

Healthcare - Where You Need It, When You Need it" was used throughout MSP's print, digital, and radio advertisements.

Member donations and support from our pharmacy partners allowed MSP to evolve our public relations efforts and expand the reach of our message through



newspaper, radio, and digital billboard advertising. A continued partnership with Pattison Group resulted in MSP advertisements on two digital billboards at busy intersections in Winnipeg. Radio advertisements consisted of 30 second messages across Manitoba on NCI FM, 730 CKDM and CJOB Winnipeg.

MSP utilized newspaper advertising to submit pharmacy editorials throughout the province. MSP purchased advertising in the Metro, Dauphin Herald, Parkland Shopper, Senior Scope, Wave Magazine, First Nations Voice, Lifestyles 55, and the Winnipeg Free Press.

The Winnipeg Free Press was a major outlet for our message. This year's partnership produced a special insert. An eight page supplement, titled "Your Health Your Pharmacist", was featured in the Saturday, November 22, 2014 edition reaching an estimated 235,000 people in print



and on-line. From expanded scope of practice, to compounding, to personal care home pharmacists, the supplement featured different practices and services pharmacists provide on a daily basis to Manitobans, reinforcing our message:

Manitoba Pharmacists Help over 50,000 Patients a Day! Healthcare - Where You Need It, When You Need It.

In addition to radio and print advertisements, MSP ventured into social media by developing a You Tube page, promotional video, and tagging our advertisements with #WeHelp50KaDay and #YourPharmacist.

We have created a public resource page on our website to promote the expanded scope of pharmacy practice highlighting the integral roles of pharmacists in our healthcare system.

MSP continued to build on past TV advertising achievements by purchasing a 10 second "closed captioning" sponsorship on CityTV. The advertisement aired during Primetime hours and ran alongside popular TV shows.

## ENGAGING CHANGE

MSP's Public Relations Committee has been working for many years to bring public recognition to pharmacy in Manitoba and have developed awareness campaigns aligning with Pharmacists Awareness Month (PAM) in March, and Patient Safety Week, in autumn.

With the expanded scope of practice and the precarious government environment, MSP recognized this as a crucial time for Manitoba pharmacists to unify and speak with one voice to the public and the government.

In a bold and unprecedented approach to advocacy in Manitoba, the MSP Public Relations Committee held a Strategy Meeting with pharmacy stakeholders and partners. Over 100 partners were invited to participate in developing a strong, focused strategy. Thirty leaders in pharmacy rose to our call of action and participated in the collaborative meeting.

Participants collaborated in round table discussions to identify a targeted approach to public and government relations. Through an

open floor discussion the group deliberated and identified four core activities:

- Environmental Scan
- Day at the Legislature
- Government Outreach System
- Online Public Engagement

These four core activities will serve as our strategy base and dictate our public engagement activities, leading up to the next provincial election.

As we continue to build the framework and implement a cross organizational strategy our objective is clear: we need to create public demand for professional pharmacy services and equal accessibility for all Manitobans.

Politics in Manitoba continue to offer MSP opportunities for advancement and MSP will make sure that pharmacists in Manitoba are front and center in political discussions.

Our plans are ambitious and achievable with strong support from our members, partners and stakeholders.

## BRIDGING THE GAP

MSP has become more active in pharmacist advocacy through presentations to all three political parties in Manitoba. In addition to presentations to the NDP and PC Caucus, MSP was invited to present to the PC Policy Committee.

This year, we have been more engaged with Manitoba Health, Healthy Living and Seniors (MHLS) in discussions of reimbursement for cognitive professional pharmacy services, and we have increased our profile as a key stakeholder in healthcare discussions.

We actively participated at the Manitoba Health and Healthy Living Primary Health Care 2020 Strategic Planning Kick Off Session and were invited to represent pharmacists on the Manitoba Provincial Vaccine Advisory Committee.

MSP continued to improve our relationship with the Minister of

Health. The former Minister demonstrated her commitment to working with MSP in her welcome remarks at the 2014 MSP Manitoba Pharmacy Conference and appearance in the MSP pharmacy promotional video.

Following the assignment of new Cabinet Ministers to the health portfolios, MSP met with Minister Crothers, Minister Manitoba Health Healthy Living and Seniors. We will meet with Minister Blady, Minister of Health in 2015 to ensure that our issues are known, and with many agenda items still on the table, our work continues without pause.

Initiated a meeting with EIA to discuss issues of expanded scope of practice and dispensing fee

Initiated contract negotiations with Health Canada on the NIHB contract

Continued Personal Care Home contract negotiations with MHLS

Presentation to PC Caucus and NDP Caucus and to Liberal Leader

Presentation to PC Policy Committee chaired by MLA Stefanson

## PUBLICLY FUNDED IMMUNIZATIONS

In the Fall of 2014 the Government of Manitoba announced that pharmacists would be included in their immunization strategy. The announcement included the procedure by which pharmacists would access the publicly-funded vaccine supply, how they would report and document these vaccinations, and reimbursement.

Prior to the reimbursement announcement, MSP wrote to Assistant Deputy Minister (ADM) Beaupre, Health Workforce Secretariat, MHLS, clearly outlining our disappointment and feeling of insult with the arbitrarily assigned \$7.00 administration fee. MSP asked that the Government reconsider their decision and negotiate a fair fee. CSHP-MB Branch followed up to the ADM with a letter in support of MSP's position.

In a response, ADM Beaupre thanked us for our concern and stated: although the Government understood MSP's perspective, MHLS must balance the financial resources and in their view, the rate was reasonable.

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ADM Beaupre reiterated the Government's commitment to the analysis of the overall remuneration framework and the appreciation of MSP's ongoing consultations.

MHLS remains open to discussions with MSP with respect to the current and future delivery of pharmacy services in Manitoba.

Despite this challenge, pharmacists of Manitoba had their first opportunity to demonstrate the effect of their newly granted professional scope to Manitobans, the Government of Manitoba, and to themselves.

Time will tell, but all information so far indicates that pharmacists have made a significant impact on the immunization of Manitobans against the influenza virus.

Next year MSP will work with pharmacists to understand your perspectives on the success and issues with the first year of involvement with publicly funded immunizations and share this feedback with MHLS.

## OUR PEOPLE

### BOARD MEMBERS

Scott McFeetors, President

Barret Procyshyn, Vice-President, Public Relations Co-Chair

Mel Baxter, Past President

Sharon Smith, Finance and Human Resources Chair

Todd Derendorf, Good Governance Chair

Mike DiDomenicantonio, Government Relations Co-chair

Miro Cerqueti, Government Relations Co-chair

Bobby Currie, Public Relations Co-Chair

Sheila Ng, Professional Relations Chair

Zahid Zehri, Membership Services Chair

### STAFF

Brenna Shearer, Executive Director

Jill Ell, Assistant Executive Director

Marnie Hilland, Director of Conference and Events

Cintha Clark, Communications and Member Relations Coordinator

Temi Kumolu- Johnson, Administrative Assistant

### LIAISONS

Ron Guse, College of Pharmacists of Manitoba

Mel Baxter, Canadian Pharmacist Benefits Association

Patrick Fitch, Canadian Society of Hospital Pharmacists - MB Branch

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

Kevin Huang, Student Liaison, College of Pharmacy, Faculty of Health Sciences, University of Manitoba

Kristine Petrasko, Canadian Pharmacists Association





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