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SPECIAL INSERT
This year can easily be described as the year of health care cuts and chaos. For pharmacists, the winds of change began with the Provincial Budget in April and hit with hurricane force in July with the Dispensing Fee Cap announcement and provincial PCH Agreement transition to a Request for Proposal process.

This past year reinforced the significant value of working constructively with government. Our government relations initiative is a key strategy, the most important strategy, to ensuring a positive relationship with those who establish policy. Our members told us that government relations should be our focus. In 2017 we contracted with DFH Public Affairs to assist with our communication and navigation amongst government officials.

We partnered with the College of Pharmacists of Manitoba to host a community pharmacy implementation of lab test ordering working group. We are working constructively with the College of Pharmacy, Dynacare Laboratories and Diagnostic Services Manitoba to define community pharmacy practice and procedures with the goal of enabling this service in 2018.

Pharmacists play a critical role in Manitoba’s health system. Fifty thousand Manitobans interact with our members every day. We know our members can do even more for Manitobans and can make an important contribution that will improve services and outcomes for these patients. This is a goal of the Manitoba government, and we know pharmacists are part of the solution.

We thank every member for their thoughtful contributions and recommendations. Pharmacists Manitoba remains committed to supporting the profession as we pursue an open and constructive dialogue with the Manitoba government about pharmacy policy, including remuneration for pharmacist professional services.
The Board of Directors, Liaisons to the Board, and staff participated in a Strategic Planning Session on January 27th, 2017 to discuss our vision, mission and values for the years to come.

For us, strategic planning is an opportunity to grow, refresh and focus our approach and mandate. Solicited feedback from members stated that our priorities should be continuing to build strong relationships with government and stakeholders and reimbursement for professional clinical pharmacy services.

OUR VALUES

- Empower, inspire and support members
- Communicate openly and honestly
- Pursue excellence through continuous improvement
- Challenge ideas and champion for change
- Collaborate with stakeholders and strategic partners

VISION

TO UNIFY AND ADVANCE THE PHARMACY PROFESSION

MISSION

TO INSPIRE EXCELLENCE IN PRACTICE AND PROMOTE THE VALUE OF PHARMACISTS’ PROFESSIONAL SERVICES
OBJECTIVES

1. Strengthen relationships with stakeholders to unify our position that the profession is a valuable yet underutilized resource for the health care system in Manitoba.

2. Engage current and future pharmacists to communicate the value of membership and the need to support Pharmacists Manitoba.

3. Advance discussions with government to demonstrate the value of a fee for service model and the range of services that pharmacists can provide.

We remain focused on our Vision and Mission and narrowed our Values to be more precise and clear in our direction. We are committed to these Objectives and have already implemented several actions and strategies to build our relationships with government, stakeholders, partners and members.
PHARMACISTS MANITOBA RECEPTION

On March 21st, 2017, we hosted a Pharmacists Manitoba Reception at the Manitoba Legislature with MLAs and Ministers. Pharmacists Manitoba President, Sharon Smith and Minister of Health, Seniors and Active Living, the Honourable Kelvin Goertzen opened the evening with welcome remarks.

The Board of Directors, staff and volunteers engaged with over 20 MLAs, focusing on professional pharmacy services including comprehensive medication reviews, minor-ailment assessment and prescribing and point-of-care testing. CPhA’s support enabled Carlo Berardi, CPhA Past Chair, to attend the event and bring a national perspective to the discussions. This was our second event at the Manitoba Legislature: the first Pharmacists Manitoba Day was in October, 2016. Both events were a success and we received positive feedback from MLAs, staff and volunteers.

Many pharmacists continue to meet with their local MLAs in either their constituency office or their pharmacy. These interactions with local MLAs continues to be one of the best ways to show the value of pharmacy services to government.
In April 2017, we contracted Government Relations Specialist, Mr. Greg Burch, Vice President, DFH Public Affairs to assist with our communication and navigation amongst government officials.

During the 2017 Budget speech Finance Minister Cameron Friesen specifically mentioned finding savings by increasing the use of generic drugs and “addressing pharmacy dispensing fees, which will bring Manitoba in line with other provinces, while ensuring more affordable Pharmacare for Manitobans.” The speech and supporting documents did not provide further details but was a clear sign the provincial government was looking to make changes to pharmacy policy.

After the Budget was announced healthcare was impacted by the closures of ERs, Quick Care Clinics and cuts to physiotherapy and occupational therapy outpatient services. This new government had already implemented blood glucose test strip limits and signalled their intent to address pharmacy dispensing fees.

Our members have told us that government relations should be our focus. Due to the environment in the provincial government, Mr. Greg Burch, has worked on behalf of Pharmacists Manitoba to provide lobbying and government relations services. DFH assisted our efforts in response to the 2017 provincial budget and has been guiding and supporting our engagement with the government.
DISPENSING FEE CAPS

In the summer of 2017 we worked diligently to define issues with the dispensing fee cap policies, agree on potential revisions, secure commitment on a “grace” period of audit and feedback implementation and work in partnership to monitor, evaluate, and improve processes and forms.

TIME LINE OF EVENTS

JULY 18, 2017: DISPENSING FEE CAP ANNOUNCEMENT

JULY 18, 2017: We responded with a Media Release prompting a radio interview with CJOB

JULY 19, 2017: Pharmacists Manitoba President, Barret Procyshyn discusses our thoughts on the Dispensing Fee Cap Announcement with Richard Cloutier

Pharmacists Manitoba met and communicated with Provincial Drug Programs to address issues and concerns brought to our attention by members.

AUGUST 17, 2017: Frequency of Dispensing Claims Submission Procedure Webinar
TIME LINE OF EVENTS (CONTINUED)


SEPTEMBER 11, 2017: Pharmacists Manitoba develops a handout to facilitate a consistent public message from pharmacists/pharmacies about the fee cap changes.

SEPTEMBER 19, 2017: Claims Submission Procedure and Frequency of Dispense Form are revised and a webinar is hosted.

Change is never easy, but we do appreciate that the sustainability of Manitoba healthcare is at the frontline of this all. We believe that our efforts to date demonstrate our willingness to work on policy with government, supporting their mandate while constructively and respectfully ensuring the sustainability of pharmacy in Manitoba.

As we move forward, we hope to continue to strengthen our relationship with Manitoba Health, Seniors and Active Living and continue to advocate for pharmacists in Manitoba.
I LOVE MY PHARMACIST CAMPAIGN

Last year we kicked off Pharmacists Awareness Month with a social media campaign, I Love My Pharmacist.

We designed I Love My Pharmacist stickers and asked pharmacists to hand them out to patients and staff. Stickers were mailed to over 340 pharmacies in Manitoba during the month of March.

Patients and staff that posted a photo of themselves wearing the sticker onto Twitter and Instagram using the hashtag #IloveMBpharmacists, were entered to win a free iPad.

We had over 100 submissions on Twitter and Instagram for the I Love My Pharmacist social media campaign.

On April 25th, 2017 we announced pharmacy employee Brenda Bidinosti, as the winner of the contest.
PROVINCIAL AND NATIONAL SURVEY

We teamed up with CPhA in March to deliver a national and provincial Image and Reputation Survey. The provincial survey results show Manitobans overall impression of pharmacists, the important role pharmacists play in the healthcare system and much more.

Key findings included:

- 96% of Manitobans have a positive impression of pharmacists (just above the national average).
- Manitobans are more likely than other Canadians to say they are likely to visit a pharmacist to get a vaccine or advice on medicines.
- Awareness of the services pharmacists can provide is slightly lower than other parts of the country.

I LOVE MY PHARMACIST STUDENT EVENT

On March 5th, 2017 first year pharmacy students, members of our board and Pharmacists Manitoba staff set up at St. Vital Centre to engage members of the public by discussing the I Love My Pharmacist Campaign, handing out stickers and discussing the services Manitoba pharmacists provide.

- Manitobans were almost exactly on par to agree that allowing pharmacists to do more for patients will improve health outcomes (82%) and reduce costs in the system (84%) with the national average.
Pharmacists Manitoba joined with Cipher Pharmaceuticals and Servier to offer members continuing education professional development sessions regarding Acne and Hypertension in 2017. Both sessions were aimed to improve pharmacist practice skills, confidence and service excellence.

**LET’S BE CLEAR NOW: SIMPLYING APPROACHES TO ACNE**

On May 16, 2017 we teamed up with Cipher Pharmaceuticals to present a professional development session about acne, treatments and maintenance therapy. The session was presented by Dr. Marni Wiseman, Associate Professor, University of Manitoba, Chair, Skin Cancer Disease Site Group, Cancer Care Manitoba at St. Boniface Hospital.

This was the first time we were able to offer livestreaming of a continuing education event. Participation was great, with 30 members attending the session in-person and 20 rural members accessing online.
OBJECTIVES

- REVIEW THE BURDEN AND ATTRIBUTABLE CARDIOVASCULAR RISK OF HYPERTENSION
- DISCUSS RECENT CHANGES TO DIAGNOSTIC CRITERIA AND THE ROLE OF OUT-OF-OFFICE/AMBULATORY MONITORING
- REVIEW KEY CONCEPTS IN PHARMACOLOGIC AND NON-PHARMACOLOGIC MANAGEMENT OF HYPERTENSION
- BONUS TOPIC: INTRODUCTION TO A NEW HEART RATE-LOWERING AGENT, IVABRADINE
Shaping The Generations was our 2017 Pharmacists Manitoba Conference theme, which took place April 7th – 9th, 2017 at the Assiniboine Park Zoo (Gateway To The Artic) and the RBC Convention Centre. While we move into a new era of pharmacy practice, we have the opportunity to shape our future role in healthcare.

We kicked off the weekend with our Welcome Reception at the Gateway to the Arctic at the Assiniboine Park Zoo. We held a Student Preparation Session where third and fourth year pharmacy students had the opportunity to interact with Pharmacists Manitoba Board Members. The Honourable Rochelle Squires, Minister of Sport, Culture and Heritage opened the reception with welcome remarks for all attendees. Guests were invited to watch the polar bears and seals play in the water while refreshments were served throughout the evening. With record high attendance, guests enjoyed the fun and exciting informal reception.
The Annual Gala Dinner and Awards Ceremony was held Saturday evening at the Delta Hotel, where we recognized the outstanding achievements of colleagues and leaders in Manitoba’s pharmacy profession.

We introduced two new awards; the Ruban Insurance Friend of Pharmacy Award, presented to a non-pharmacist who has contributed significantly to the success of the profession of pharmacy and was awarded to Gail Halko, and the Blando Group Patient Choice Award, presented to a pharmacist who has been nominated by a patient or non-pharmacist colleague(s) for their outstanding commitment to delivering quality patient care and customer service, and for their lasting impact on patient outcomes or community health and wellness and was presented to Lengim Ingram.

The Award of Merit was presented to Britt Kural for outstanding contribution to the profession of pharmacy in Manitoba.
Sunday kicked off with a hot breakfast and a conference favorite, the Short and Snappy sessions. Sessions throughout the day touched on pneumonia and influenza prevention, mental health, the opioid crisis, Manitoba eHealth and prescribing in practice.

The College of Pharmacists of Manitoba held their Awards Luncheon which honoured 25 Year Achievement Award recipients, 50 Year Achievement Award recipients and Honorary Life Membership recipient Penny Murray.

OVERALL

We had a great response from our sponsors and exhibitors in 2017 with 27 exhibitors in attendance. The weekend conference included over 20 speakers, 15 current topics, and was accredited for 9.5 CEU’s.
MANITOBA’S TOP PHARMACIST

Pharmacists Manitoba was proud to be the Diamond Sponsor for the 2017 Manitoba’s Next Top Pharmacist Competition that took place on November 12th at the Metropolitan Entertainment Centre.

Pharmacy students were judged in four areas: ethics, prescription reading, spelling of drug names and a personal talent. This year there were a total of 6 students competing from first, third and fourth year.

The winner, Jennifer Butler, went on to represent Manitoba at the Canadian Association of Pharmacy Students and Interns (CAPSI) Professional Development Week (PDW) in Edmonton in January, 2018.

STUDENT NIGHT

Student Night took place on March 1, 2017 at the King’s Head Pub. We plan the event around the pharmacy students’ busy schedule so students get a chance to let loose and have fun before commencing exams.

Students dressed up as their favorite Disney characters and Superheroes for the night, while DJ Steven of DjYourLife played dance hits.

The Best Dressed winner, Katherine Moore, received a Samsung Galaxy Tablet provided by In & Out Technologies and Best Dressed runner up, Hillary Blahitka, received a gift package provided by MLT Aikins.
One of our goals at Pharmacists Manitoba has been to build dialogue and positive relationships with the media. This past year Pharmacists Manitoba has seen an increase in media pick-up with local networking stations.

TIME LINE OF MEDIA ENGAGEMENT

MAR. 30, 2017: Pharmacist Care For Patients With Hypertension Would Save Manitoba Health Care System More Than $573 Million Dollars Media Release

APR. 11, 2017: Pharmacist Manitoba Responds to Provincial Budget Media Release


JUL. 18, 2017: Pharmacists Manitoba Concerned at Lack of Consultation Over Fee Cap, Cuts to Support Compliance Packaging and Medication Prepartion Media Release

JUL. 18, 2017: CJOB RADIO INTERVIEW - Dispensing Fee Cap

AUG. 18, 2017: CBC NEWS INTERVIEW- Pharmacy Dispensing Fee Cap

NOV. 8, 2017: WINNIPEG FREE PRESS INTERVIEW- Abortion Pill Access

DEC. 4, 2017: CJOB RADIO INTERVIEW- Flu Clinics

SEP. 26, 2017: CTV INTERVIEW- Flu Shots
OUR PEOPLE

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