

2020

ANNUAL REPORT



**PHARMACISTS
MANITOBA**

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EXECUTIVE MESSAGE

How do we begin to sum up 2020 for Pharmacists Manitoba and our members? It was a year of promise that ended up being more challenging than any of us expected. With these great challenges, also came great opportunities to put the spotlight on the hard work Manitoba pharmacists do every day to keep their patients healthy.

As the pandemic began to spread across the world and ultimately across Canada and Manitoba, our efforts turned from preparations for the Annual Pharmacists Conference to the development, posting and sharing of resources to support pharmacists and pharmacies to continue to serve their patients needs and remain safe in the process.

As the year progressed, the challenges kept coming and included navigating through an unpopular 30 days dispense policy implemented by the Manitoba Government to protect the drug supply. Our efforts also included securing PPE and resources for pharmacies including the integration of flu vaccines during COVID-19.

The role of pharmacists during this public health crisis was critical and the pandemic put pharmacists front and centre in the news. The media contacted us more than ever before, resulting in a total of 26 stories. We are pleased that the media is continuing to see pharmacists as an important resource during the pandemic and we hope to see this trend continue.

As a result of the pandemic, the implementation of the Smoking Cessation Social Impact Bond was delayed, however we continued to work hard to ensure the government realized the important role pharmacists play in our province's health care system. Our efforts have led to the exciting news in early 2021 that pharmacists will be included in the provision of COVID-19 vaccinations and will receive the same reimbursement fee as other immunizers.

As we strive to meet the challenges that 2021 will bring, we know that our members are key in winning the fight against COVID-19 and are pleased that the provincial government has made vaccinations at community pharmacies part of their plan. Pharmacists Manitoba will continue to support you, our members, and advocate on your behalf and we hope that you will join us in continuing to build the future of your profession in 2021 and beyond.

MEMBERSHIP & PROFESSIONAL LIABILITY INSURANCE REPORT

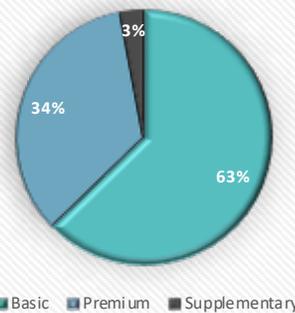


2020 Annual Report Insurance Data

	2020	Basic	Premium	Supplementary
Insurance		391	213	17
Percentage		63%	34%	3%

Basic	391	64%	Total Insurance Policies	621
Premium	213	35%	Total Memberships	654
Supplementary	17	3%	Percentage	95%

Insurance Policies 2020



Insurance Level Percentage by Year

Year	Basic	Premium	Supplementary
2017-2018	63%	31%	6%
2018-2019	64%	31%	5%
2019-2020	63%	34%	3%

An analysis of membership and liability insurance purchases is conducted annually to determine any trends and provide insights. We continue to see the vast majority of members (95% in 2020) purchasing professional liability insurance annually.

Basic liability insurance (\$2Million per occurrence/\$4Million aggregate) continues to be the most popular option with members however we did see growth in the percentage of premium policies (\$5Million per occurrence and aggregate) sold this year. This increase appears to directly correlate with the drop in the number of members who are purchasing supplemental insurance (\$3Million per occurrence /\$5Million aggregate) which is offered to members who already have insurance coverage through their employer and are seeking to ensure there are no potential gaps in the coverage they receive.

Overall the percentage of policies sold during the 2019-2020 membership year remains stable with previous years.

GOVERNMENT RELATIONS



The Hon. Cameron Friesen, Minister of Health, Jeff Leger, President, Shoppers Drug Mart, Andrew Smith, MLA for Southdale, and Pawandeep Sidhu, President, Pharmacists Manitoba.

Government Relations in 2020 got off to a great start. On January 8, 2020, Pharmacists Manitoba and the Manitoba government announced the launch of what is believed to be the world’s first social impact bond dedicated to helping people quit smoking.

In February, we were excited to see that pharmacists were included in Premier Brian Pallister’s Mandate Letter to Health Minister, Cameron Friesen:

Guided by the Manitoba Clinical and Preventive Services Plan, you will provide Manitobans with access to better health care closer to home, enhance home and community care, and improve clinical practices through the following enhancements:

Allowing pharmacists to write prescriptions in areas where evidence suggests that doctor visits can be safely avoided.

The inclusion of pharmacists in the mandate letter reinforced the provincial government’s commitment to pharmacist’s ability to prescribe for minor ailments (including Urinary Tract Infections) and was another indication that they firmly intend to make progress on the file in future. The letter also tied pharmacists to the government’s broader reform process of improving clinical practices.

In early March, Health Minister Cameron Friesen declared it to be Pharmacist Awareness Month and we were anticipating a spring 2020 launch for the Smoking Cessation Social Impact Bond Program. We were also looking forward to pharmacists being able to prescribe for uncomplicated UTI's in the near future. In mid March, things changed when the COVID-19 pandemic hit our province.

As the reality of the pandemic set in, we changed our focus to government relations and began the work of advocating for pharmacists to be recognized as frontline workers. During this time we collaborated with CPhA and other provincial associations regarding a 30-day supply of medications for all Canadians and the need for personal protective equipment for pharmacists as front line health care providers. On March 19, 2020, Manitoba issued a letter informing pharmacists that it was implementing a 30-day dispensing limit.

In April, as a result of our advocacy efforts, pharmacists and pharmacy staff became eligible to apply for and secure childcare spaces that the provincial government had open for frontline health care workers.

In May, the 30-day dispensing limit was finally lifted, with a few drugs remaining on a list of exceptions. Due to our on-going discussions with government during the time the limit was in place, a pharmacy working group was established to help manage concerns around our province's drug supply.

In June and July, we collected information from our members about their participation in the 2020 Flu Shot campaign and their concerns regarding the provision of flu shots during COVID-19 to use in our discussions with government. Though these discussions did not get the result we hoped for, we did make positive steps in stressing the importance of the pharmacist's role in the provision of flu shots.

Though 2020 didn't go exactly the way we hoped, we did see some victories and will continue to work hard advocating on your behalf. We are now hoping for a 2021 launch of the Smoking Cessation Social Impact Bond program and we can't wait until you can start prescribing for uncomplicated UTIs and other minor ailments.

PHARMACIST AWARENESS MONTH 2020



The theme for Pharmacist Awareness Month (PAM) 2020 was the same as in 2019, *ReThink Pharmacists*, which was developed in partnership with CPhA and the provincial associations. This year was meant to focus more on bringing attention to specific services that pharmacists can offer.

Pharmacists Manitoba decided to focus on smoking cessation to promote the Smoking Cessation Social Impact Bond, which will allow participating pharmacists to be compensated for the provision of smoking cessation counselling and services. Marketing strategy included social media, with posts to our Facebook, Twitter and Instagram accounts to promote pharmacists as a resource to help Manitobans quit smoking and encouraging Manitobans to *Rethink Pharmacists* overall.

Health Minister, Cameron Friesen officially declared March 2020 to be Pharmacist Awareness Month. Official arrangements to meet with the Health Minister for the presentation of the proclamation were cancelled due to the COVID-19 public health emergency so the proclamation was delivered via mail.

PAM 2020 ended up being very different than originally planned, however pharmacists continued as always, to work hard to keep Manitobans healthy. COVID-19 changed our focus from celebrating and promoting the hard work you do every day, to supporting our members during the pandemic by sharing important COVID-19 resources as they dealt with new and unexpected challenges.

STUDENT ENGAGEMENT

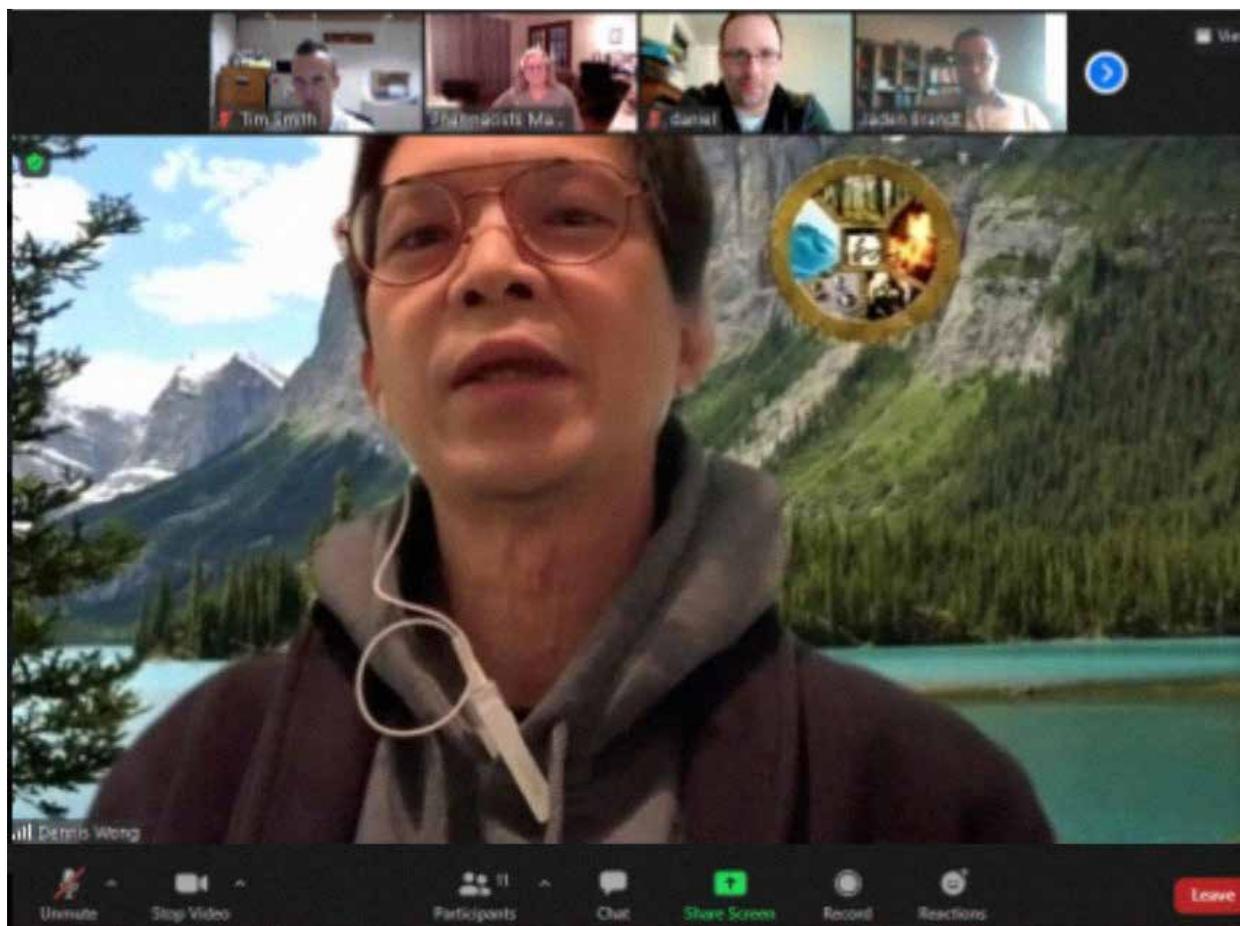
In January 2020, Pharmacists Manitoba CEO, Dr. Brenna Shearer attended a student event hosted by Scotiabank and held during a Manitoba Moose game. This provided an opportunity to connect with pharmacy students in an exciting and fun atmosphere.



From left to right: 1st year pharmacy student Christine Vaccaro, Pharmacists Manitoba CEO, Dr. Brenna Shearer and Linda Hutter, Small Business Advisor, Scotiabank



Pharmacists Manitoba had the pleasure of hosting 4 SPEP students in January of 2020. Marianna Pozdirca, Chirstine Vaccaro, Heather Smeltzer, and Sabina Ozog gathered smoking cessation resources for pharmacists and created a toolkit to help provide pharmacists with an opportunity to refresh their skills ahead of implementation of the Smoking Cessation Social Impact Bond program. The students also created a list of resources regarding prescribing for UTI's in anticipation of that scope of practice coming to fruition.



Board Member Dennis Wong speaks during the virtual student engagement event held in October 2020.



With the onset of the COVID-19 pandemic, Pharmacists Manitoba, just like every other entity, had to evolve and adapt. For the past number of years, the Board of Directors has made an effort to connect with 4th year pharmacy students and in 2020 the process became virtual. In October, the Board met with the students via Zoom, allowing the students to chat with the Board members about their career paths and the type of pharmacy practice of interest to them.

Tweet from External Relations Chair, Tim Smith about the virtual student engagement event held in October 2020.

2020 PHARMACISTS MANITOBA CONFERENCE

Every spring since the inception of Pharmacists Manitoba, there has been a conference which has provided an opportunity for our members and potential members to meet, learn, network and celebrate the profession of pharmacy. Conference planning begins annually in the fall and requires dedicated resources and monetary commitments. 2020 was no exception and one month before the event was to get underway, the COVID-19 public health shut down went into effect and changed everything.

Overnight, the conference was postponed and we were forced to reconsider all aspects of how programming could be delivered. With all in person events on hold, a virtual option was the only possible outcome and research began to determine how best to proceed. Fortunately, we were able to pivot quickly and find a partner to assist with the transition to offer the best possible seamless and professional conference experience.

The first ever Pharmacists Manitoba virtual conference took place on the weekend of September 18th and 19th and offered 15.25 CEU's to delegates. The Conference Hub enabled our delegates to access sessions, ask questions and provide evaluations for each session. Our outstanding pharmacists were recognized and celebrated with an awards video where each award recipient provided their personal acceptance speech.

AWARDS PRESENTATION



[Click the image above to watch the awards presentation.](#)

The conference also included a short networking opportunity with the Pharmacists Manitoba Board of Directors, the Annual General Meeting and both live and on-demand conference sessions. All live sessions were recorded and made available to view on-demand for an additional 3 months.

While the Pharmacists Manitoba Conference looked and felt very different in 2020, it was a great opportunity to explore virtual continuing education opportunities and will inform decisions on potential options for future conferences.

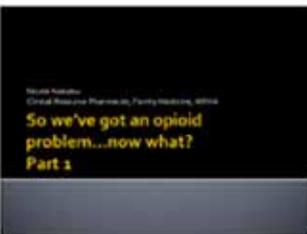
We would like to thank all of our conference sponsors and speakers for pivoting with us during this unprecedented time and of course, thank you to all our delegates both members and potential members for your participation and support.

SATURDAY SEPTEMBER 19 • Live sessions on Saturday included:



Pharmacists Management of Urinary Tract Infections - Best Practice and Optimal Outcomes Sponsored by Shoppers Drug Mart/Loblaw

There is published evidence demonstrating that pharmacist assessment and management of patients with uncomplicated UTI is both safe and effective and patient's satisfaction is high with pharmacist care. This discussion will review best practices and the evidence informed therapeutic framework for pharmacists' assessment and ...



So We've Got an Opioid Problem...Now What?

The opioid crisis has affected thousands of families across Canada, crossing all demographic and socioeconomic categories. This presentation will cover some harm reduction, treatment and prevention strategies to better equip pharmacists for their role in mitigating the crisis. Nicole Nakatsu - Nicole Nakatsu is a ...



Indigenous Health & Cultural Safety

The presentation will include a general overview of Indigenous Health and highlights the services available for patients, families and staff within the Manitoba healthcare system. Key concepts that will be covered include the unique status and history of Indigenous peoples in Canada, particularly with a ...



Working Together to Fight COVID-19 (unaccredited)

This session is unaccredited. Since the COVID-19 crisis began, we have seen unprecedented levels of collaboration among innovative pharmaceutical companies, research centres, universities and governments. Innovative Medicines Canada's (IMC) members have come together like never before. From donations of personal protective equipment for front-line ...

MEDIA ENGAGEMENT

TIME LINE OF MEDIA ENGAGEMENT

Jan. 8, 2020:	Radio Canada (CBC) Article – Le Manitoba et Shoppers Drug Mart veulent lutter ensemble contre le tabagisme
Jan. 8, 2020:	News 4 – Manitoba teams up with Shoppers Drug Mart to help people stop smoking
Jan. 8, 2020:	Winnipeg Free Press Article – Province partners with drugstore to help Manitobans quit smoking
Jan. 9, 2020:	Brandon Sun – PMH among first in program to stem smoking
Jan. 9, 2020:	Pembina Valley Online – Province Takes Aim At Smoking
Jan.9, 2020:	CJOB Radio Interview on the Hal Anderson Show – On Smoking Cessation SIB
April 16, 2020:	Winnipeg Free Press – Pharmacists criticized for 30-day limit on prescriptions
April 28, 2020:	CTV News Winnipeg – Seniors struggling with financial strain caused by one-month prescription limit
May 1, 2020:	The Carillon – Pharmacists open to protective equipment from province
May 8, 2020:	Global News – Manitoba lifts limits on prescription renewals during coronavirus
May 8, 2020:	Winnipeg Sun – Manitoba gov't lifts one-month supply limit on prescription drugs
May 8, 2020:	CBC – Manitoba removes prescription limits set in March due to COVID-19
May 8, 2020:	CTV News Winnipeg – Manitoba removing one-month limit on prescription refills
May 8, 2020:	Brandon Sun – Province lifts cap on prescriptions
May 8, 2020:	CKLQ 880 Brandon (CKLQ-AM) – Manitoba government lifting one-month limit on prescription medication
May 8, 2020:	Portage Online – Province Lifts One Month Limit On Prescriptions
May 8, 2020:	Chris D – Manitoba Lifting Supply Limit on Prescription Drugs
May 8, 2020:	National Post – Manitoba ends 30-day limit on prescription drug supplies imposed due to COVID
May 8, 2020:	Radio Canada (CBC) Article – Le Manitoba retire la limite de 30 jours pour les médicaments sur ordonnance
Sept. 30, 2020:	CTV Winnipeg Morning Live – Interview About Flu Shots
Oct. 16, 2020:	CBC – Winnipeg pharmacy owners concerned they still haven't received flu shot orders amid sky-high demand
Nov. 23, 2020:	CBC – Manitoba pharmacists lowest compensated in country for giving flu vaccines
Nov. 27, 2020:	Canadian Health Care Network – Manitoba pharmacists hoping for increased flu shot funding
Dec. 17, 2020:	CTV News Winnipeg – Call for COVID-19 vaccine help
Dec. 17, 2020:	CTV News Winnipeg – Retired Manitoba Dentist, 81, ready to help deliver COVID-19 vaccines

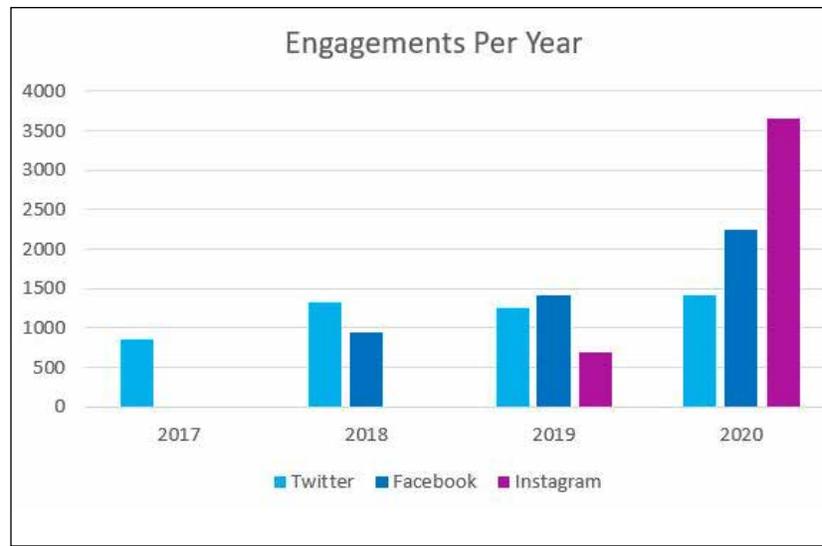
SOCIAL MEDIA

SOCIAL MEDIA ANALYTICS

Pharmacists Manitoba continues to build our social media presence and engage with members and the public in a positive and professional manner.

Our three social media platforms include Twitter, Instagram and Facebook. Twitter was initiated in 2017, Facebook was initiated in 2018 and Instagram was initiated in 2019. All three social media platforms have experienced growth during that time and this is best demonstrated through engagements by year.

While engagement by year on Twitter and Facebook has seen slow and steady growth year over year, our presence on Instagram has seen exponential growth. It has quickly become the most popular social media platform.



TOP INSTAGRAM POST



TOP TWEET

 **PharmacistsManitoba** @PharmacistsMB · Apr 27
Pharmacist Manitoba CEO, @BrennaShearer thanks pharmacy professionals for their work on the front lines. Join the campaign with your pictures to showcase. Use #PharmacistsOnTheFrontline #pharmacistsMB
pic.twitter.com/0NFiyakRDq

TOP FACEBOOK POST

 **Pharmacists Manitoba** ⋮
Published by Buffer [?] · March 30, 2020 · 🌐

Thank you McDonald's Canada for acknowledging pharmacists as essential health care providers on the frontline of the #COVID19 crisis and including them in your free coffee/tea offer. Thank you to our Manitoba pharmacists for your commitment to keeping Manitoba healthy! #SupportTheFrontline

1,499 People Reached	273 Engagements
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FOLLOW US ON SOCIAL MEDIA

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PHARMACISTS MANITOBA BUDGET 2021

REVENUE	Budget 2021	Budget 2020
Memberships	400,000	405,000
Communication Journal	12,000	20,000
Investment Income	5,000	10,000
Provincial Conference	68,875	86,000
Continuing Education	10,000	10,000
Public Relations Fund	5,000	5,000
Friends of Pharmacy	1,000	1,000
Misc. Income	10,000	500
Event Sponsorship Income	3,000	5,000
Government Relations Sponsorship	0	10,000
Amort. of deferred contributions	0	
TOTAL REVENUE	514,875	552,500
EXPENSES	Budget 2021	Budget 2020
Audit and Legal	13,000	13,000
Amortization	3,000	3,000
Automobile and Mileage	200	3,000
Bad Debt	0	0
Bank Charges	100	15
Communication Journal	9,000	11,000
Computer	7,000	5,000
Conferences & Meetings	500	15,000
Provincial Conference	50,580	78,565
Continuing Education	3,500	6,000
Credit Card Merchant Fees	16,000	14,000
Donations	0	1,000
Government Relations	25,000	50,000
Honoraria – Directors	11,500	16,500
Insurance	3,500	3,500
Internet/Website	1,500	2,600
Investment Mgmt. Fee	5,500	5,250
Member Benefit Program	11,495	16,000
Membership Dues	2,500	1,700
Office	1,200	5,000
Postage and Delivery	2,000	2,000
Public Relations	5,000	5,000
Printing	3,000	5,000
Rent and Occupancy	30,000	34,000
Wages and Benefits	342,300	288,500
Telephone	2,500	2,870
TOTAL EXPENSES	549,875	587,500
NET INCOME	-35,000	-35,000

OUR PEOPLE

BOARD DIRECTORS

PAWANDEEP SIDHU

President

ASHLEY HART

Vice-President

BARRET PROCYSHYN

Past President

ABBY LAU

Treasurer & Internal Relations Chair

JADEN BRANDT

Secretary & Good Governance Chair

TIM SMITH

External Relations Chair

DOUG THIDRICKSON

CPhA Board Representative

KYLE SKAYMAN

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Communications Coordinator

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Administrative Assistant

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Canadian Society of Hospital Pharmacists,
Manitoba Branch

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