COMMUNICATION
The Voice of Pharmacists in Manitoba

Events
2015 Pharmacy Conference
Breaking with Tradition

Updates
Manitoba Public Relations Strategy
Manitoba Society of Pharmacists joins the new Canadian Pharmacists Association

Feature
Chickenpox and Shingles

APRIL/MAY/JUNE 2015
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Manitoba Society of Pharmacists
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COMMUNICATION is published four times a year. The subscription rate is $18.90 per issue, $75.60 per annum (including GST). The inclusion of proprietary names in this publication is for reference only. The inclusion of brand names does not imply that the brands listed are in any way preferable to those not listed. The sources of information are published articles in pharmaceutical and medical journals, private communications, etc. Incorrect quotations or interpretations are possible but not intentional. The views expressed in COMMUNICATION do not necessarily reflect the views of the Manitoba Society of Pharmacists Inc. The Society assumes no responsibility for the statements and opinions advanced by contributors in COMMUNICATION. Material from COMMUNICATION may be copied provided that the source is acknowledged. The deadline for submission of material for inclusion in COMMUNICATION is the 1st of February, June, September, and December.
Executive Message Spring 2015

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. Shortening the gap between obtaining new knowledge and applying it into practice is important for our negotiations with government and third party payers. How does the translation of knowledge into practice affect what is clinically valued by the public, other health care providers and potential funders and what strategies can be applied to change practice behavior? Acquiring knowledge and expanding professional practice skills is necessary but not always sufficient to ensure success.

We are fortunate in Manitoba to have strong partnerships between the College of Pharmacists of Manitoba (CPHM), the College of Pharmacy, University of Manitoba, and the Canadian Society of Hospital Pharmacists, Manitoba Branch. This partnership ensures we work collaboratively and offer evidence based research in formats that facilitate uptake of new pharmacy knowledge and skills. Many factors influence application into practice for pharmacists. Barriers to change are not unique to pharmacists. Many health care professionals identify insufficient time at work, lack of confidence, and lack of reimbursement or insufficient reimbursement as restrictions affecting implementation and sustainability of new skills into practice. Continuing professional development is not sufficient alone to change practice behaviors. A large gulf remains between what we know and what we practice.

Building confidence has been a key focus of MSP. 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 2013 and 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 for pharmacists. MSP provided in person education sessions about Subsequent Entry Biologics and Intrauterine Contraception to more than 80 pharmacists. As a preconference workshop in 2014, MSP partnered with the Asper School of Business and management sessions were offered to 22 pharmacists focusing on implementing new services and bypassing known barriers and restrictions.

This year’s conference will see the launch of the Prescribing for Ambulatory Ailments workshop. The purpose of this Workshop is to move assessment and prescribing for minor ailments from education into hands on learning and discussion to improve confidence and adoption of new skills into pharmacy practice. The workshop was developed in partnership with the College of Pharmacy, University of Manitoba and has been designed at the request of members to fill the gap between knowledge gained in passive learning into confidently applying this knowledge into accessible services.

Through MSP’s partnership with Canadian Pharmacists Association (CPHA), we will now be offering the Lab Test Ordering Program at a reduced rate for members. This program has been completed by more than 1000 pharmacists across the country and has received excellent reviews. This program will be available in March and will be launched as the newly accredited CCCEP Certificate Program. This program, in concert with the mandatory Manitoba Module: Ordering Lab Tests available through CPhM, will offer a winning combination of lab test ordering and interpretation with Manitoba specific processes for application and utilization.

MSP will continue to develop and offer enabling education experiences to enhance practice behavior and improve provision of new pharmacy services. We know that capacity, opportunity and motivation determine which new skills have a better chance of adoption. MSP will continue to develop training programs for Manitoba pharmacists, enhance awareness and learning through the Annual Conference, and expand the range and affordability of national programs. These are the professional development and continuing education benefits of MSP membership.

Scott McFieeters President
Brenna Shearer Executive Director

### ANNUAL GENERAL MEETING

**Friday, April 17th, 2015**
7:00 pm
The Canadian Museum for Human Rights
85 Israel Asper Way, Winnipeg, MB

The Annual Report will be circulated electronically to members and posted to the MSP website at www.msp.mb.ca prior to March 31st. Print copies will be available at the Annual General Meeting. Members who wish to receive a print copy of the Annual Report in advance of the meeting, should contact the MSP office at 956-6681 or 1-800-677-7170 prior to March 31st, 2015.
We are at a pivotal point in the evolution of the practice of pharmacy. Never before have the Pharmacists of Manitoba had the breadth of scope or the vast potential to impact health outcomes of Manitobans than they do right now. We are on the precipice of bringing awareness of this capability to every person in the province and making the Government of Manitoba recognize the urgent need to have pharmacists’ professional services compensated fairly and insured for all provincial patients. At this important juncture, the Board of MSP is proposing a monumental step to bring new vitality to our Mission and Vision. We are proposing to change the name of our organization from The Manitoba Society of Pharmacists, to PHARMACISTS MANITOBA.

We do not make this proposal lightly. The Manitoba Society of Pharmacists is the oldest advocacy organization in Canada and great achievements in the practice of the profession have been made under its name. However, it is our belief that in order to maximize the impact and reach of our current advocacy programs and goals, a change is required. Change is hard, but it happens all of the time and we do not need to be afraid of it. The name PHARMACISTS MANITOBA captures exactly who we are and what we represent. There is no confusion, there is no ambiguity. It will be easier for the public and other stakeholders to find us online, and in today’s world, that is essential. It is unique with respect to the other pharmacy advocacy organizations in the country and makes us stand out from the regulatory and academic bodies. The Board considered other names that used the word “Association” in them but we felt overwhelmingly that, because MPhA had held the designation “Association” up until just recently, that there would be continued confusion as to who and what we represent. PHARMACISTS MANITOBA is a succinct and memorable name. It represents what we are now and where we are going, and will allow us to build our “brand” and better market our profession and its capabilities to the public, stakeholders and the Government.

It is with confidence of a great future for pharmacy advocacy in Manitoba, that we ask our membership to support the proposed name change to PHARMACISTS MANITOBA.

Manitoba Society of Pharmacists joins the new Canadian Pharmacists Association

We are pleased to announce that the Manitoba Society of Pharmacists has joined the new Canadian Pharmacists Association (CPhA) effective January 1, 2015.

In June, 2014 CPhA adopted a new governance and membership model that will give pharmacy a stronger pan-Canadian advocacy voice and the ability to respond quickly to changes affecting our profession and the health care system. All 10 provincial pharmacy advocacy associations, plus the Association of Faculties of Pharmacy of Canada (AFPC) and the Canadian Society of Pharmacy Students and Interns (CAPSI) now belong to CPhA, and all members of those associations are CPhA Associates.

The CPhA Board of Directors is made up of representatives from each of the CPhA Organizational Members, plus six individual skills-based representatives. MSP Vice President, Barret Procyshyn has been appointed to the CPhA Board of Directors.

What this means for MSP members:

CPhA will no longer have individual pharmacist members – the only members of CPhA will be the provincial and national associations themselves. However, as a member of MSP, you will be able to take advantage of many new CPhA benefits through your MSP membership.

CPhA Benefits you receive through your MSP Membership:
The greatest benefit of this new model for pharmacists and our association is advocacy for the profession: a strong pan-Canadian advocacy voice to respond to national issues, such as decisions regarding health care and drug pricing reforms being made by Canada’s Premiers and Health Ministers through the Council of the Federation’s Health Care Innovation Working Group.

In addition, members of MSP will have access to:

- Significant discounts on continuing professional development programs and national conference registration rates
- A print/online subscription to the Canadian Pharmacists Journal for only $10 (retail $125)
- Opportunities to earn free CEUs with CPhA’s e-Therapeutics Highlights CE, worth up to 13 CEUs per year
- Updates and information via CPhA-sourced email newsletters and bulletins.
- Exclusive access to practical practice tools and resources for your pharmacy to help you improve workflow and productivity.
- Access to national and international research and reports that CPhA is involved in.

MSP is pleased to be a member of the Canadian Pharmacists Association and we hope our members will take advantage of the many benefits offered through CPhA. We look forward to working with provincial and national associations across Canada to advance the profession of pharmacy.

To access the CPhA benefits you are eligible for as an MSP member, visit the CPhA website at www.pharmacists.ca and login or register online at www.pharmacists.ca/register.
NOTICE OF SPECIAL BUSINESS OF THE MEMBERS OF THE MANITOBA SOCIETY OF PHARMACISTS INC. AT THE ANNUAL GENERAL MEETING

TAKENOTE that the Board of Directors of THE MANITOBA SOCIETY OF PHARMACISTS INC. (the “Corporation”) will conduct SPECIAL BUSINESS by introducing a SPECIAL RESOLUTION at the Annual General Meeting of the members of the Corporation to be held on April 17th, 2015 at 7:00 p.m. at the Canadian Museum of Human Rights, 85 Israel Asper Way, Winnipeg, Manitoba.

The Members will consider and, if deemed advisable, pass a Special Resolution to authorize changing the name of the Corporation to Pharmacists Manitoba Inc.

ANNUAL GENERAL MEETING
AGENDA

Friday, April 17, 2015 at 7:00 pm
The Canadian Museum for Human Rights
85 Israel Asper Way, Winnipeg, Manitoba

Chair – Mel Baxter

1. Minutes of the Annual General Meeting, April 27th, 2014
2. Business Arising
3. President’s Address
4. Auditor’s Report
5. Finance Report
6. Canadian Pharmacists Benefits Association Report
7. Executive Director’s Report
8. Bylaw Revisions
9. Special Business - Special Resolution – Name Change
10. New Business
11. Closing Resolution

ARE PHYSICIANS AND PATIENTS ASKING ABOUT GENERIC DRUGS?

We’ve introduced a new, informative website to answer their questions about safety and efficacy. Visit TevaMakesMedicines.ca.
Bad Things CAN Happen to GOOD Pharmacists:
What a GOOD Malpractice Insurance Policy Should Cover

The Canadian Pharmacists Benefits Association (CPBA) in partnership with the Manitoba Society of Pharmacists (MSP) is pleased to introduce you to our exclusive Professional Liability Insurance program.

Membership in MSP ensures access to CPBA’s Professional Liability Insurance and Complementary Insurance programs. For the upcoming renewal, CPBA has worked with our broker, Marsh Canada Limited, to reduce our premiums and further enhance our policy to better meet your needs.

**CPBA Professional Liability Insurance** covers:

- Disciplinary Legal Expense *(ENHANCED)*
- Criminal Defense Reimbursement *(ENHANCED)*
- Loss of Earnings *(NEW)*
- Counselling and Therapy *(NEW)*
- Cyber Security & Privacy Misconduct *(NEW)*
- Abuse and Sexual Misconduct *(NEW)*
- Territory (Worldwide suits brought back to Canada) *(ENHANCED)*
- Extended Reporting Period
- No deductible

**ALREADY HAVE PERSONAL INSURANCE THROUGH YOUR EMPLOYER? CPBA AND MSP OFFER NEW COMPLEMENTARY INSURANCE POLICY:**

Our new Complementary Insurance Liability policy offers member pharmacists the opportunity to purchase secondary insurance to supplement coverage. Even if you have primary personal liability insurance provided by your employer, (e.g., publicly funded health care institution) or private enterprise employer (e.g., community pharmacy), the complementary policy can help fill the coverage gaps in your existing insurance.

The CPBA insurance program is designed specifically for pharmacists. It is underwritten by ENCON and administered through our insurance broker, Marsh Canada Limited. Our sponsored insurance programs help protect you against liabilities that may arise from accusations of negligence or of the failure to deliver the services expected of you.

This document is not intended to be taken as advice regarding any individual situation and should not be relied upon as such. The information contained herein is based on sources we believe reliable, but we make no representation or warranty as to its accuracy. Marsh shall have no obligation to update this publication and shall have no liability to you or any other party arising out of this publication or any matter contained herein. Any statements concerning actuarial, tax, accounting, or legal matters are based solely on our experience as insurance brokers and risk consultants and are not to be relied upon as actuarial, accounting, tax, or legal advice, for which you should consult your own professional advisors. Marsh makes no representation or warranty concerning the application of policy wordings or the financial condition or solvency of insurers or reinsurers. Marsh makes no assurances regarding the availability, cost, or terms of insurance coverage.
# The MSP Manitoba Pharmacy Conference 2015 Program

## Breaking with Tradition

**THURSDAY APRIL 16, 2015**

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<th>Speaker(s)</th>
<th>Venue</th>
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<tr>
<td>5:30-9:30 pm</td>
<td>Pre-Conference Workshop: Prescribing for Ambulatory Ailments</td>
<td>Drena Dunford</td>
<td>Pan Am</td>
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<tr>
<td>8:00 am -12:00 noon</td>
<td>Welcome Remarks</td>
<td>Room 2GH</td>
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<tr>
<td>1:00-1:15 pm</td>
<td><strong>Session A: How I Became an Olympic Gold Medallist</strong></td>
<td>Jill Officer</td>
<td>Room 2GH</td>
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<tr>
<td>1:15-2:00 pm</td>
<td><strong>Session B: 5 Things Every Pharmacist Should Know - 19 Times Out of 20</strong></td>
<td>Loren Regier</td>
<td>Room 2GH</td>
</tr>
<tr>
<td>2:00-2:45 pm</td>
<td><strong>Session C: mPharmacy - Tracking the Evolution of Apps for Medication Management</strong></td>
<td>Dr. Kelly Grindrod</td>
<td>Room 2GH</td>
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<tr>
<td>2:45-3:30 pm</td>
<td>* Refreshment Break</td>
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<tr>
<td>3:30-3:45 pm</td>
<td><strong>Session D: Headline News</strong></td>
<td></td>
<td>Room 2GH</td>
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<tr>
<td>3:45-5:05 pm</td>
<td>I am Embarrassed to Take my Shoes Off: Onychomycosis (Sponsored by Valeant)</td>
<td>Dr. Richard Peter Hayde</td>
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<td>Fetal Alcohol Spectrum Disorder (FASD): A Primer for Pharmacists</td>
<td>Dr. Shawn Bugden</td>
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<td>Urgent Bladder – What Pharmacists Need to Know (Sponsored by Astellas Pharma)</td>
<td>Dr. Brenda Hildebrand</td>
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<tr>
<td>7:00-8:00 pm</td>
<td><strong>Manitoba Society of Pharmacists: Annual General Meeting @ Canadian Museum for Human Rights</strong></td>
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**FRIDAY APRIL 17, 2015**

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<tr>
<td>8:00 am -12:00 noon</td>
<td>Pre-Conference Workshop: Prescribing for Ambulatory Ailments</td>
<td>Nancy Kleiman</td>
<td>Room 15</td>
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<tr>
<td>1:00-1:15 pm</td>
<td>Welcome Remarks</td>
<td>Room 2GH</td>
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<tr>
<td>1:15-2:00 pm</td>
<td><strong>Session A: How I Became an Olympic Gold Medallist</strong></td>
<td>Jill Officer</td>
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<td>Dr. Kelly Grindrod</td>
<td>Room 2GH</td>
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<tr>
<td>3:30-3:45 pm</td>
<td>* Refreshment Break</td>
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<tr>
<td>3:45-5:05 pm</td>
<td><strong>Session D: Headline News</strong></td>
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<td>Room 2GH</td>
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<tr>
<td>5:45-6:45 pm</td>
<td>Dr. Keith Simons’ Retirement Reception @ Canadian Museum for Human Rights</td>
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<td>CMHR</td>
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<tr>
<td>7:00-8:00 pm</td>
<td><strong>Manitoba Society of Pharmacists: Annual General Meeting @ Canadian Museum for Human Rights</strong></td>
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**SATURDAY APRIL 18, 2015**

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<tr>
<td>8:15-9:00 am</td>
<td>**Session E</td>
<td>Continental Breakfast: COPDo’s and COPDon’t’s… or maybe it’s not that simple**</td>
<td>Dr. Jamie Falk</td>
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<tr>
<td>10:15 am-3:15 pm</td>
<td>Poster Presentations in Exhibit Venue</td>
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<td>Room 2EFG</td>
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<tr>
<td>9:00-10:15 am</td>
<td><strong>Session F: Practice Spotlight</strong></td>
<td>Dr. Mark Friesen, Jennifer Gibson, Karen DiMarco</td>
<td>Pan Am</td>
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<tr>
<td>10:15-10:45 am</td>
<td>* Refreshment Break with Exhibitors</td>
<td></td>
<td>Room 2EFG</td>
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<tr>
<td>10:45-11:45 am</td>
<td><strong>College of Pharmacists of Manitoba: Annual General Meeting</strong></td>
<td></td>
<td>Theatre</td>
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<tr>
<td>11:45 am-1:15 pm</td>
<td><strong>Exhibitor Buffet Lunch</strong></td>
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<td>Room 2EFG</td>
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<tr>
<td>1:15-1:30 pm</td>
<td>Young Leaders Awards Acknowledgement</td>
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<td>Theatre</td>
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<td>1:30-4:30 pm</td>
<td><strong>Issues Forum: Hot Topics Panel</strong></td>
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<td>Theatre</td>
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<tr>
<td>2:45-3:15 pm</td>
<td>* Refreshment Break with Exhibitors</td>
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<td>Room 2EFG</td>
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<tr>
<td>6:00-11:00 pm</td>
<td>* Gala Dinner &amp; Fun Casino @ The Delta Winnipeg Hotel</td>
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<td>Delta Ballroom</td>
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**SUNDAY APRIL 19, 2015**

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<th>Speaker(s)</th>
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<tbody>
<tr>
<td>8:30-10:45 am</td>
<td><strong>Session G: Sound Bites</strong></td>
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<td>Room 2GH</td>
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<td>Non-Sterile Compounding Quality Assurance</td>
<td>Dr. Donna Woloschuk, Dr. Laverne Vercaigne</td>
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<td>Graduates of the Future</td>
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<td>Pharmacy Partnerships with Innovative Pharmaceutical Manufacturers (Sponsored by Janssen)</td>
<td>Mark Fleming</td>
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<td>Pharmacists as Immunizers</td>
<td>Arielle Goldman-Smith, Dr. Pierre J. Plourde</td>
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<td>Cumulative Travel Health Risk Assessment</td>
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<tr>
<td>10:45-11:00 am</td>
<td>* Refreshment Break</td>
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<tr>
<td>11:00-11:45 pm</td>
<td><strong>Session H: Pharmacist Post-MI Counseling: A Primer</strong></td>
<td>Travis Warner</td>
<td>Room 2GH</td>
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<tr>
<td>11:45-1:30 pm</td>
<td>* CPhM Awards Luncheon</td>
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<td>Room 2EFG</td>
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<tr>
<td>1:30-3:30 pm</td>
<td><strong>Session I: Short &amp; Snappy RRR: Relevant Research Ruminations + Three 3 Minute Thesis’</strong></td>
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<td>Room 2GH</td>
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<td>Corn Flakes Cause Cancer</td>
<td>Dr. Shawn Bugden</td>
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<td>Pharmacists and Veterinarians: Yay or “Neigh”</td>
<td>Dr. Grace Frankel</td>
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<td>Manitoba Pharmacist Initiated Smoking Cessation Pilot Project</td>
<td>Dr. Shawn Bugden</td>
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<tr>
<td>1:30-3:30 pm</td>
<td><strong>Pharmacy Student Preparations</strong></td>
<td>A. Spirkina &amp; C. Tsang</td>
<td>Millenium</td>
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Prescribing for ambulatory ailments is part of the pharmacist’s scope of practice in Manitoba.

The goal of this workshop is to provide information about the pathophysiology of minor ailments and to delve into the important assessment criteria for each of the various conditions as well as treatment options for each condition and their place in therapy.

This workshop will be of interest to pharmacists who want to increase their confidence and apply their knowledge and skills into practice.

**JOIN US!**

**DATE:** APRIL 16/15 5:30 - 9:30 PM & APRIL 17/15  8:00 AM -12:00 PM

**Registration Fee:** MSP Member $225 Non-Member $450
Buffet dinner included in the Thursday evening session and a continental breakfast during the Friday morning session.

**REGISTER:** WWW.MSP.MB.CA/CONFERENCE

CPhM Accreditation Pending

Please Note: This program does not replace the “Self-limiting Conditions Independent Study Program” required for Authorization to prescribe for Schedule 3 drugs for Self-limiting Conditions. This workshop is complementary to the study program and will provide you with the confidence and tools required to put your knowledge into practice.
PRE-CONFERENCE WORKSHOP | PRESCRIBING FOR AMBULATORY AILMENTS

Build Confidence and Translate Your Knowledge into Practice

Schedule

**Thursday, April 16, 2015  5:30 - 9:30 PM**

5:30 - Registration
6:00 - Introductions and Review
6:15 - Oral conditions: Candida Stomatitis and Recurrent Aphthous Ulcer
6:45 - Dinner Served: MSP update on reimbursement strategies and pharmacy contract negotiations
7:15 - Hemorrhoids
7:45 - Break
8:00 - Vomiting in pregnancy
9:00 - Vasomotor and Allergic Rhinitis

**Friday, April 17, 2015  8:00 AM - 12:00 PM**

8:00 - Continental Breakfast
8:30 - Atopic dermatitis, allergic contact dermatitis and irritant contact dermatitis
9:00 - Acne Vulgaris
10:00 - Tinea Pedis
10:15 - Coffee Break
10:30 - Review of Documentation Requirements by CPhM
11:00 - Case discussions
11:45 - Round table discussion of implementing prescribing for self-limiting conditions into current practice
The Manitoba Society of Pharmacists presents the
2015 Manitoba Pharmacy Conference
April 17th to 19th
RBC Convention Centre/ Canadian Museum for Human Rights / Delta Winnipeg Hotel

REGISTER TODAY!
WWW.MSP.MB.CA
Early Discount Rates End April 3rd!

HOTEL RESERVATIONS DELTA WINNIPEG HOTEL
WWW.MSP.MB.CA
*Links directly to MSP Group Booking Site

FRIDAY:
We begin the conference with welcome remarks and a Keynote Address by Olympic gold medalist Jill Officer.

The evening begins with Dr. Keith Simons’ Retirement Reception; after 40 years with the College of Pharmacy, Dr. Keith Simons is retiring in 2015. Please join us to celebrate his achievements and retirement with a dinner in the beautiful Canadian Museum for Human Rights. The MSP Annual General Meeting and the MSP Night at the Museum tour and reception complete the evening at the museum.

SATURDAY:
Sessions begin at 8:15 am at the RBC Convention Centre – please join the exhibitors for the refreshment breaks and a buffet lunch in the exhibitor’s venue. We are pleased to present a ‘Hot Topics’ panel discussion during the Issues Forum on Saturday afternoon.

The Gala Dinner begins at 6:00 pm at the Delta Winnipeg Hotel and concludes with a fun casino evening once we have celebrated the achievements of our best and brightest in the profession!

SUNDAY:
A full day of informative sessions begins at 8:30 am starting with ‘Sound Bites’. Join the College of Pharmacists of Manitoba in acknowledging outstanding members of the profession during their awards luncheon. All Sunday sessions and events will take place at the RBC Convention Centre.

SUNDAY, APRIL 19
1:30-3:30 pm
Pharmacy Student Preparations

Chris Tsang, BScPharm, Managing Pharmacist, Loblaw Pharmacy

Anna Spirkina, BScPharm, Community IV Program, WRHA
Sponsored by Loblaw

This session is designed for 4th Year Pharmacy Students and International Pharmacy Graduates who are entering the profession of pharmacy. Students will be given mock scenarios with pharmacists as the patients. Come and interact with licensed pharmacists and receive tips to help you prepare for exams.

MSP Manitoba Pharmacy Conference Mobile App for Delegates!
1. Download the GRUPIO mobile app for FREE in your app store
2. Select the MSP Manitoba Pharmacy Conference from the list of events
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The Manitoba Pharmacy Conference - 2015 Program
Breaking with Tradition

THURSDAY APRIL 16, 2015/FRIDAY APRIL 17, 2015

Pre-Conference Workshop: Prescribing for Ambulatory Ailments
RBC Convention Centre
Thursday 5:30-9:30 pm
Friday 8:00-12:00 pm

FRIDAY APRIL 17, 2015

1:00-1:15 pm
Conference Opening

1:15-2:00 pm
Session A: How I became an Olympic Gold Medallist
Jill Officer
When she was 17, Jill Officer won her first provincial curling championship. Just a year later, she won her first National title. Since then, she has not looked back, winning six more provincial titles, four national titles and two world championship medals including gold in 2008.

After trying two times previous to qualify for the Olympic Games, Jill and her team finally won the Olympic Curling Trials in front of their hometown of Winnipeg. The team won the right to represent Canada at the Sochi 2014 Olympic Winter Games. Once in Sochi, Jill and her team made history by being the first team to go undefeated in Women's Curling and ultimately won the Gold Medal.

2:00-2:45 pm
Session B: 5 Things Every Pharmacist Should Know - 19 Times Out of 20
Loren Regier BSP, BA, Program Coordinator, RxFiles Academic Detailing

The pursuit of excellence in drug therapy decision making is a huge challenge given the extensive amount of information and varying perspectives among clinicians. To provide truly great service, one must manage pharmacotherapy evidence well, accurately assess benefits and harms and determine our patient’s unique needs and values. Throughout the process, one must also build relationship and communicate any observations and recommendations concisely and effectively with the clinician(s) responsible for the prescribing decisions. If one could propose 5 things every pharmacist should know to do this effectively, what would they be? And, are there really any certainties when evidence seems to change so rapidly? This session will examine benefits and harms, certainties and uncertainties, and both patient and prescriber attitudes in 5 key areas where pharmacists can really make a difference in the interest of their patients, at least … 19 times out of 20.

2:45- 3:15 pm
Session C: mPharmacy - tracking the evolution of apps for medication management
Dr. Kelly Grindrod, BScPharm, PharmD, MSc, Assistant Professor, School of Pharmacy, University of Waterloo

The marketplace is exploding with mobile health apps. There are well over a hundred apps to help patients and pharmacists manage medications. But supply doesn’t imply demand. Good apps need to offer a clear benefit to the user. Good apps are also useful and easy to use. This session will explore the evolution of mobile medication management apps, including the quality and the current place in practice. We’ll also look at the research on apps for medication adherence and explore what the “Internet of Things” means for medication management apps.

3:30-5:00 pm
Session D: Headlines News
1. I am Embarrassed to Take my Shoes Off:
Onychomycosis (Sponsored by Valeant)
Dr. Richard Peter Haydey, MD

The presentation will discuss the options on how to assess, review, and counsel patients with common signs and symptoms of Onychomycosis (toe nail fungus). As well as determine the role for treatment and educate patients on strategies to reduce their risk.

2. Fetal Alcohol Spectrum Disorder (FASD): A Primer for Pharmacists
Dr. Shawn Bugden B.Sc.(Pharm), M.Sc., PharmD.

More than 300,000 Canadians live with FASD. The birth defects and developmental disabilities associated with FASD are entirely preventable by avoiding alcohol exposure during pregnancy. This presentation examines the role of the pharmacist in both preventing FASD and helping customers who live their lives with this condition.

3. Urgent Bladder – What Pharmacists Need to Know
(Sponsored by Astellas Pharma)
Dr. Brenda Hildebrand

The learning objective for this presentation are:
- Recognize patients with symptoms of overactive bladder (OAB) and help them obtain diagnosis
- Communicate effectively with OAB patients to understand their needs
- Recommend and discuss pharmacological treatment options for OAB
- Identify and manage side effects, to improve adherence and outcomes for patients with OAB

Friday evening events taking place at the Canadian Museum for Human Rights

*Transportation is available to and from the Delta Hotel – please confirm with your registration.
5:45 PM
Dr. Keith Simons’ Retirement Reception
Canadian Museum for Human Rights

After 40 years with the College of Pharmacy, Dr. Keith Simons is retiring in 2015. Please join us to celebrate his achievements and retirement with a dinner in the beautiful Canadian Human Rights Buhler Hall.

7:00 PM
Manitoba Society of Pharmacists Annual General Meeting
Canadian Museum for Human Rights

8:00 PM
MSP Night at the Museum
Canadian Museum for Human Rights
Please join us for a Night at the Museum – Delegates will receive a one-hour guided tour followed by a reception in the Garden of Contemplation.

SATURDAY APRIL 18, 2015

8:15-9:00 am
Session E/Continental Breakfast: COPDo’s and COPDon’t’s… or maybe it’s not that simple.

Dr. Jamie Falk, Assistant Professor, College of Pharmacy, Faculty of Health Sciences, University of Manitoba and Clinical Pharmacist, Family Medicine

Considering the prevalence of COPD, it’s highly symptomatic nature, and the broad use of medications for its management, a keen understanding by the pharmacist of the management of this difficult condition will be of significant value to the patient. As arguments around the use of inhaled corticosteroids continue to gain strength and the introduction of multiple new inhalers to the market show questionable added benefit to our current regimens, pharmacists are clearly in a good position to educate patients, involve them in shared decision-making, address important preventative strategies, and ensure appropriate medication use. This session will highlight current evidence behind these issues and offer practical approaches to provide essential value to the care of the COPD patient.

10:15-3:15 pm
Poster Presentations in Exhibit Venue

9:00-10:15 am
Session F: Practice Spotlight

1. Dr. Mark Friesen, BScPharm, PharmD, Clinical Pharmacist, Critical Care, Grace Hospital
Mark Friesen graduated with a BScPharm from the University of Manitoba in 1994 and with a PharmD from the University of Toronto in 1999. He was a clinical pharmacist in the area cardiology at Health Sciences Centre for nine years. More recently he has been a clinical pharmacist in the area of critical care at Grace Hospital in Winnipeg for six years. It was in the context of this collaborative practice setting that he was granted extended practice pharmacist designation in 2014.

2. Jennifer Gibson, BSP, ACPR, CDE
Jennifer Gibson graduated with her Bachelor of Science in Pharmacy from the University of Saskatchewan in 2003. She went on to complete a hospital pharmacy residency with the Winnipeg Regional Health Authority in 2004. She worked at the Grace Hospital in Winnipeg for one year before returning to Saskatchewan.

Jennifer was a staff pharmacist at the Regina General Hospital and with the Saskatchewan Transplant Program in Regina, Saskatchewan. Beginning in October 2005, Jennifer established the role of a pharmacist for ongoing post-transplant care with the Saskatchewan Transplant Program in their Regina office.

In 2010, Jennifer moved to Winnipeg to develop the newly created clinical pharmacist role with Manitoba Transplant in the Adult Kidney Program. She is part of a multi-disciplinary team caring for both inpatient and outpatient adult kidney transplant recipients at Health Sciences Centre. Her focus is on the education of potential renal transplant recipients, and on ambulatory patient care for the nearly 650 adult recipients within the program. Jennifer is also involved in research, precepting pharmacy students and residents, and as a lecturer at the Faculty of Pharmacy, University of Manitoba.

Jennifer travelled to Gambia, West Africa several times (2006, 2008, 2009 and 2011) where she volunteered in the pharmacy department at the Royal Victoria Teaching Hospital. In 2011, Jennifer and two pharmacy students from the University of Manitoba had the privilege of providing lectures for the first class of Pharmacy Technicians in The Gambia.

3. Karen DiMarco, BScPharm
Mature Women’s Centre, Victoria General Hospital
Karen graduated from the Faculty of Pharmacy, University of Manitoba in 1985 as the Gold Medal recipient. She began her career as a community pharmacist with Dakota Pharmacy. In October of 1985, Karen gained employment with the Health Sciences Centre. In 2000, she transferred to the Victoria General Hospital, and is currently employed on a half-time basis with the Mature Women’s Centre and part-time in the dispensary.

Karen is currently a member of the College of Pharmacists of Manitoba and the North American Menopause Society (NAMS). She is currently studying towards becoming a NAMS Certified Menopause Practitioner (NCMP).

Karen has completed CAMH’s TEACH (Training Enhancement in Applied Cessation Counselling and Health) course, as well as the CPhA’s Quit (Quit Using and Inhaling Tobacco) program on smoking cessation.

Karen has been a yearly guest speaker for the Faculty of Pharmacy’s Current Topics Course since 2009. She has also served as a guest speaker for the Bone Up Program and an Osteoporosis Public Forum hosted by the Manitoba Chapter of the Osteoporosis Society of Canada, in addition to other speaking engagements. She has served as a contributor of articles for the Lifestyles 55.
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- Caution in patients with risk factors for torsade de pointes or patients taking medications known to prolong the QT interval
- Interaction with CYP2D6 substrates
- Caution in patients with clinically significant bladder outlet obstruction or taking antimuscarinics for OAB
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- In patients with glaucoma, ophthalmological examinations should be performed regularly
- Caution in patients with severe renal impairment; not recommended in end stage renal disease
- Should not be used during nursing

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Dennis has done extensive public and professional presentations in Canada and internationally in wide range of health and wellness topics including Adrenal Fatigue, Brain Function, BHRT, Chronic fatigue, Pain Management, Weight Management, genomics, and Metabolic nutrition among others.

Dennis was awarded Bonnie Schultz’s Memorial Award for Practice Excellence in Patient Care by College of Pharmacists of Manitoba for 2004, and awarded Wyeth Apothecary Award in 2009 for Manitoba for his innovative practice. He was also a recipient for PCCA Canadian Compounding Pharmacist of the Year for 2011.

Nicole Nakatsu, B.Sc.Pharm, Clinical Resource Pharmacist, Family Medicine Nicole grew up in Kingston and did her first degree at the University of Western Ontario in Kinesiology. Nicole obtained her pharmacy degree from the University of Toronto in 2002. She worked in industry at Eli Lilly in medical information while completing her pharmacy degree. After graduating Nicole worked in retail pharmacy for 5 years in Kingston and Hamilton. She and her husband moved to Winnipeg in 2006 at which point she began work in hospital pharmacy. She has worked in psychiatry, the Community IV Program and Family Medicine. She is currently the Clinical Resource Pharmacist for Family Medicine with the WRHA and maintains a clinical practice with the clinical teaching unit at Seven Oaks General Hospital. She has been involved in drafting the Principles for the Provision of Opioid Dependence Treatment by Manitoba Pharmacists Guidelines. She is currently the past president for CSHP Manitoba Branch.

Dr. Robert E. Ariano, Pharm.D., BCPS., FCCM, Critical Care Pharmacist, Department of Pharmacy, St. Boniface General Hospital St. B Full Clinical Professor, Faculty of Pharmacy, University of Manitoba, and Faculty of Medicine, Clinical Associate Professor, Department of Pharmacology & Therapeutics, University of Manitoba

Rob Ariano earned his bachelor’s degree in pharmacy from the University of Manitoba; completed a residency at the Ottawa General Hospital; and obtained his doctorate in pharmacy degree from the University of Minnesota. He became a Board Certified pharmacotherapy specialist in 1997, and was awarded Fellow Status within the American College of Critical Care Medicine in 2006.

Since 1988 he has been a critical care pharmacist for the intensive care units at the St. Boniface General Hospital in Winnipeg, and is also a clinical professor with the Colleges of Pharmacy, and Medicine at the University of Manitoba. As well as acting as a reviewer for pharmacy and medical journals, Rob is on the Editorial Panel for Critical Care within the journal ‘The Annals of Pharmacotherapy’.

Rob’s research interests are in the areas of critical care therapeutics; and pharmacokinetics & pharmacodynamics in the critically ill; with over 50 publications in peer-reviewed journals on research and clinical practice.

Dr. Grace Frankel, BScPharm, PharmD, Performance Based Assessment Coordinator & Pharmacy Practice Instructor, College of Pharmacy, Faculty of Health Sciences

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Grace Frankel graduated from the University of Manitoba in 2009 (BScPharm). She then went on to complete her Doctor of Pharmacy at the University of Toronto in 2013. She has worked as a community pharmacist, a hospital pharmacist in neonatal intensive care and now works full-time as the performance-based assessment coordinator and pharmacy practice instructor at the University of Manitoba. She is actively engaged in advancing the scope of practice for pharmacists. She has been involved in educating pharmacy students and practicing pharmacists in the areas of immunizations and injections, ordering and interpreting laboratory tests and is currently interested in collaborating with veterinarians to form a partnership for the care of companion animals. She is also involved in the education of international pharmacy graduates who are preparing for Canadian licensure.

In her free time (which there seems to be little of), she enjoys running with her dog, travelling with her husband or spending some quality time with a cup of tea and Netflix!

Discussion Period (no open discussion at beginning)

8:30-10:45 am
Session G: Sound Bites
1. Non-sterile Compounding Quality Assurance
Dr. Donna Woloschuk, PharmD, MEd(Distance), FCSHP, Regional Pharmacy
Manager, Educational Services Director, Pharmacy Practice Residency Program, WRHA

This presentation will provide a brief overview of useful resources to guide non-sterile compounding practices. Simple, sustainable ways to operate a quality assurance program for non-sterile compounding, such as equipment and compounding environment audit tools will be described.

Considerations in delegating non-sterile compounding checking to pharmacy technicians will be addressed.

At the end of this presentation, participants will be able to confirm that their existing non-sterile compounding quality assurance program is adequate or participants will better understand opportunities to enhance their quality assurance program so that NSC quality gaps can be identified and addressed.

2. Graduates of the Future
Dr. Laverne Vercaigne, BSc. Pharm, PharmD, Professor/Associate Dean, College of Pharmacy, Faculty of Health Sciences, University of Manitoba

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This presentation will therefore make the case that from a cumulative travel health risk assessment perspective, travel health practitioners should be offering more opportunities for travellers to be immunized against hepatitis B, yellow fever, and rabies.

11:00-11:45pm  
**Session H: Pharmacist Post-MI Counseling: A Primer**  
*Travis Warner, BSP, ACPR, BCPS, EPPh, Critical Care and Cardiology, St. Boniface Hospital*

This presentation will review information relevant the care of patients who have had a myocardial infarction, with a focus on background knowledge and patient counseling pearls which may be utilized by pharmacists in the hospital and community settings.

Travis Warner  
Travis graduated from the University of Saskatchewan before moving to Winnipeg to complete his hospital pharmacy residency. He became a Board Certified Pharmacotherapy Specialist in 2011 and an Extended Practice Pharmacist in 2014. He has worked at several hospitals and has practiced in a variety of clinical areas including Internal Medicine, Acute Pain, General Surgery, Psychiatry, Medical/Surgical Intensive Care, Cardiothoracic Surgery Intensive Care, and Cardiology. He is employed at St. Boniface Hospital with a practice focusing on Critical Care and Cardiology.

11:45-1:30pm  
**College of Pharmacists of Manitoba Awards Luncheon**  
Let's celebrate the accomplishments of our colleagues during the afternoon awards luncheon!

1:30-3:30pm  
**Session I: Short & Snappy RRR: Relevant Research Ruminations**

Corn Flakes Cause Cancer  
*Shawn Bugden B.Sc.(Pharm), M.Sc., Pharm.D.*

Increasingly pharmacists are being drawn into to conversations about nutrition in their pharmacies. This presentation explores the research that drives the media reports that lead people to your counter. Pharmacists should leave the presentation with a greater understanding of how to critique this literature and respond to patient inquiries in an informed manner.

> **Three Minute Thesis: Epigenetic Treatments in Cancer Therapy**  
*Ryan Lillico B.Sc., PhD (candidate)*
Pharmacists and Veterinarians: Yay or “Neigh”
Grace Frankel B.Sc.(Pharm), PharmD

This presentation reviews community veterinary dispensing concerns and the role of the pharmacist in companion animal care.

▸ Three Minute Thesis: The Evaluation of a Novel Intravaginal Ring Formulation for the Sustained Release of Hydroxychloroquine for the Treatment of Bacterial Vaginosis
Yannick Traore B.Sc., M.Sc. (Candidate)

Manitoba Pharmacist Initiated Smoking Cessation Pilot Project
Shawn Bugden B.Sc.(Pharm), M.Sc., Pharm.D.

This presentation considers the recently completed Manitoba Pharmacist Initiated Smoking Cessation Pilot Project and reviews both what was achieved and the lessons learned by pharmacists reaching out to hard to reach smokers hoping to quit.

▸ Three Minute Thesis: Is the Recommended Cefazolin Prophylaxis Adequate in Cardiac Surgery?
Divna Calic B.Sc. (Pharm), M.Sc. (Candidate)
101

Efficacy, Usability and Sustainability of an Adherence Protocol in Renal Transplant Patients
Nicole Lee, BSc Pharm, Accredited Canadian Pharmacy Resident Candidate, Winnipeg Regional Health Authority Pharmacy Program

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Oral Clindamycin Use in a Children’s Emergency Department
Peterson, K., Winnipeg Regional Health Authority
Walus, A., Winnipeg Regional Health Authority
Fanella, S., University of Manitoba
Manulak, J., Lake of the Woods District Hospital

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3-Year Retrospective Review of Efficacy of a Remote Pharmacist Directed Warfarin Service
Kurt Schroeder, North West Telepharmacy Solutions
Raekka Noorbhai, North West Telepharmacy Solutions
Kevin McDonald, North West Telepharmacy Solutions

104

Senior Wellness Program: An innovative collaborative approach to provide comprehensive patient-centred care to promote healthy and independent living at home
Sammu Dhaliwall, BSc Pharm, Pharm D, North West Telepharmacy Solutions

105

Long Acting Opioids – A CONTINuing Concern?
Kevin Friesen, BSc Pharm, M.Sc. (Candidate), College of Pharmacy, Faculty of Health Sciences, University of Manitoba
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Manitoba Society of Pharmacists
2015 Award Recipients

Manitoba Society of Pharmacists 2015 Award of Merit Recipient
Alison Desjardins
This award is presented to an active member of MSP who, in the opinion of his/her peers and the MSP Board of Directors has made a significant contribution to the Society and the profession during his/her career.

Magnum Opus Award Recipient
Dr. Hajra Mirza
This award specifically recognizes pharmacists who have completed advanced training or education and have successfully expanded their practice as a result. Sponsored by Takeda.

Canadian Foundation for Pharmacy Past President Award Recipient
Scott McFeetors
This award is presented to the outgoing President of the Manitoba Society of Pharmacists in appreciation of their time and commitment to the Society and the profession.

The Bowl of Hygeia awards was established in 1958 to recognize outstanding community service by pharmacists. Criteria to be identified with the nomination should include elected public office or community boards, community professional outreach, service club participation, sport and / or cultural club participation, business club activity.

2014 Pharmacist of the Year Recipient
Dr. Shawn Bugden
This award is presented annually to a Manitoba pharmacist who in the opinion of his/her peers, has made a significant contribution to the profession during his/her career. Criteria to be identified with the nomination should include elected office in provincial and / or national pharmacy organizations, committee involvement with provincial / national pharmacy organizations, practice achievements, mentorship, high practice standards and innovation.

Bonnie Schultz Memorial Award for Practice Excellence Recipient
Mr. Rick Thurmeier
The recipient of this award demonstrates outstanding excellence in optimizing patient care. Factors considered include serving as a role model; excellence in communication skills, empathy and concern, and demonstration of skilled practice.

Patient Safety Award Recipient
Ms. Janice Coates
The Patient Safety Award recognizes those that have made a significant and lasting contribution to improving patient safety and health care quality through a specific initiative or project.

Pfizer Consumer Health Bowl of Hygeia Recipient
Barret Procyshyn
The Bowl of Hygeia awards was established in 1958 to recognize outstanding community service by pharmacists. Criteria to be identified with the nomination should include elected public office or community boards, community professional outreach, service club participation, sport and / or cultural club participation, business club activity.

The College of Pharmacists of Manitoba Award Recipients

Honorary Member:
Dr. William Pope
An Honorary Membership is given to worthy individuals, who are not registered pharmacists in Manitoba, but have provided valuable and notable service to the profession of pharmacy.

Honorary Life Membership:
Dr. Keith Simons
This award is open to pharmacists who have made a significant contribution to pharmacy in Manitoba and at the national level.

Gala Dinner, Saturday April 18th
The awards for the Bowl of Hygeia, the Pharmacist of the Year, the Bonnie Schultz Memorial Award for Practice Excellence, and the Patient Safety Award will be presented at the Annual Awards Gala on Saturday, April 18, 2015 at the Delta Hotel. Complete biographies for these award recipients are located on the Manitoba Society of Pharmacists website at www.msp.mb.ca/conference-home/.

College of Pharmacists of Manitoba Awards Luncheon, Sunday April 19th
The Honorary Member Award and the Honorary Life Member Award will be presented at the College’s Annual Awards Luncheon on Sunday, April 19, 2015 at the Winnipeg Convention Centre. Complete biographies for these award recipients are located on the Manitoba Society of Pharmacists website at www.msp.mb.ca/conference-home/.
Maximize the success of your business - now and in the future - with proper succession planning

If you're self-employed or the owner of a business, planning for its succession can be like writing a will – you know it needs to be done, but you don't really want to do it. But leaving business succession to chance is not a viable option and may put your business at serious risk. To help get you started, here are some of the issues you need to consider when planning for the future of your business.

Personal needs first

If your business is your primary asset and main source of income, it's critical to take care of immediate, day-to-day planning issues first. On the personal side, you need adequate life and disability insurance to make sure you and your family can sustain your current lifestyle in the event of illness or death. You also need a personal financial plan that addresses your savings and cash flow needs.

Business owners need insurance to protect their business property, but that's only part of the story. What if their business can't function because of the loss of a key employee or whenever there is a major event such as a birth, marriage, illness or death, family member passes away? Insurance can provide ways to plan in advance for these situations.

Your business succession plan is something that should be reviewed on a regular basis or whenever there is a major event such as a birth, marriage, illness or death, family member passes away? Insurance can provide ways to plan in advance for these situations.

Is yourWill up to date? If it conflicts with your business succession plan? Does your Will reflect your business succession plan? Is your business succession plan part of your personal financial plan?

Is selling the business a better alternative?

Many of the disputes that lead to business and family breakups come about due to a lack of communication. For example, if you plan to pass your business on to family members, have they expressed a clear interest? Surprisingly, this is a common area of miscommunication. It's tempting to wait until retirement is near to start making succession plans for your business, but there can be substantial savings when you plan further ahead.

Business owners need insurance to protect their business property, but that's only part of the story. What if their business can't function because of the loss of a key employee or even a relevant change in tax legislation.

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Chickenpox and Shingles
Meera Thadani, M.Sc. (Pharm.)

What is chickenpox?

Chickenpox (varicella) is a highly contagious illness caused by the varicella-zoster virus that causes an itchy rash and red spots or blisters (pox) all over the body (Figure 1).

In healthy children, chickenpox is usually not a serious condition. However, the infected child should remain at home to prevent spreading the infection. Teenagers, adults, pregnant women, and people with health problems need physician referral. This is very important for pregnant women, because chickenpox during pregnancy can cause birth defects or serious newborn infection.

Once infected with chickenpox, it is unlikely to recur. But the virus stays in the body long after recovery. If the virus becomes active again, it can cause a painful viral infection called shingles.

What causes chickenpox?

Caused by the varicella-zoster virus, chickenpox can spread easily from an infected person who sneezes, coughs, or shares food or drinks. It can also be transmitted from touching the fluid from a chickenpox blister.

An infected person can spread the virus before symptoms appear. Chickenpox is most easily spread 2 to 3 days before the rash appears until all the blisters have crusted over.

Individuals most at risk are those who have never had the illness or have not had the chickenpox vaccine. Members in a household are at greater risk because of close contact with the infected person.

Symptoms and treatment

The first symptoms of chickenpox usually develop about 14 to 16 days after contact with a person infected with the virus. Symptoms include malaise, fever, decreased appetite, headache, cough, and a sore throat. The itchy chickenpox rash usually appears about 1 or 2 days after the first symptoms start.

Home treatment includes resting and taking medicines to reduce fever and itching. Scratching the lesions can cause secondary bacterial infections which may require further intervention. Soaking in oatmeal baths can help to reduce itching.

Acyclovir is dosed by weight for children >5 years in age. Valacyclovir or famcyclovir for patients ≥ 12 years in age, IV acyclovir for immunocompromised patients or those at risk of severe disease.

Once a chickenpox red spot appears, it usually takes about 1 or 2 days for the spot to go through its stages. This includes blistering, bursting, drying, and crusting over. New red spots appear every day for up to 5 to 7 days (Figure 2).

It usually takes about 10 days after the first symptoms before all blisters have crusted over. Once the infectious phase has past the child can return to day care, school, or work.

Chickenpox can be prevented with administration of the chickenpox vaccine, as part of routine immunization or as an older adult who has not had chickenpox.

What is shingles?

Shingles is also caused by the varicella-zoster virus. After exposure to chickenpox, the virus lies dormant in nerve tissue near the spinal cord and brain. Years later, the virus may reactivate as shingles (Figure 3).

While not a life-threatening condition, shingles can be very painful. Vaccines can help reduce the risk of shingles, while early treatment can help shorten a shingles infection and lessen the chance of complications.

Shingles is most common in older adults and those with weak immune systems because of stress, injury, certain medicines, or other reasons. The majority of cases resolve and will not get it again. However, it is possible to get shingles more than once.

Signs and symptoms usually affecting one side of the body may include:

- Pain, burning, numbness or tingling
- Sensitivity to touch
- A red rash beginning a few days after the pain
- Fluid-filled blisters that break open and crust over
- Itching

Other symptoms include:
- Fatigue
- Fever
- Headache
- Sensitivity to light

Pain is usually the first symptom of shingles. It may be intense. Depending on the location of the pain, it can be mistaken for a symptom of problems affecting the heart, lungs or kidneys. Some people experience shingles pain without ever developing the rash.

Most commonly, the shingles rash develops as a stripe of blisters that wraps around either the left or right side of your torso. Sometimes the shingles rash occurs around one eye or on one side of the neck or face (Figure 4).

Prompt physician referral is required if:
- The pain and rash occur near an eye. If left untreated, shingles can lead to permanent eye damage.
- Age ≥ 70 or older increases risk of complications.
- A weakened immune system (due to cancer, medications or chronic illness).
- The rash is widespread and painful.

Complications include:
- Postherpetic neuralgia - is pain that continues long after the blisters have cleared. It occurs when damaged nerve fibers send confused and exaggerated messages of pain from skin to the brain.
- Ophthalmic shingles - can cause painful eye infections that may result in vision loss.
- Neurological problems - such as encephalitis, facial paralysis, or hearing or balance problems.
- Skin infections - if shingles blisters aren’t properly treated, bacterial skin infections may develop.

How is shingles treated
- Antiviral medications (acyclovir, famciclovir and valacyclovir) to relieve the duration and pain of shingles within 72 hours
- Pain relievers (acetaminophen, ibuprofen, aspirin) to relieve pain
- Topical antibiotics if needed to stop skin infections of the blisters

Post herpetic neuralgia
Pain present a month after the rash has healed is the most common complication of shingles. It can persist for months or years. Treatment options include:
- Tricyclic antidepressant (amitriptyline)
- Topical anesthetics delivered as an aerosol or pump spray directly to the skin
- Anticonvulsant medications such as gabapentin or pregabalin
- Opioid analgesics

Shingles vaccine
The shingles vaccine is a weakened varicella-zoster virus that can reduce the risk of developing shingles by about 50%.

The vaccine also helps to reduce the period of post-herpetic neuralgia which is extremely painful and can last anywhere from 30 days to months or even years after the rash has resolved.

The shingles vaccine helps prevent shingles in the person receiving the immunization. However, because the virus that causes shingles is contagious, the shingles vaccine also prevents the spread of the virus.

References:
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CTC-7, Canadian Pharmacists Association, Ottawa, 2014.
http://www.cdc.gov/vaccines/vpd-vac/shingles/vacc-need-know.htm
IF I ONLY HAD TWO DOLLARS LEFT I WOULD SPEND ONE DOLLAR ON PR.” – BILL GATES

Manitoba Public Relations Strategy

MSP’s Public Relations Committee has been working for many years to bring public recognition to pharmacy in Manitoba. MSP’s PR Committee works hard to develop awareness campaigns that align with Pharmacists Awareness Month (PAM) in March, and Patient Safety Week, in autumn. MSP relies heavily on volunteers to execute public outreach programs as well as financial support from industry partners and MSP members.

With the expanded scope of practice and the precarious government environment, the PR Committee recognised this is a crucial time for Manitoba pharmacists to unify and speak with one voice to the public and the government.

On December 9, 2014, the MSP Public Relations Committee held a Public Relations Strategy Meeting and invited over 100 pharmacy partners to participate in developing a strong, focused strategy. Thirty leaders in pharmacy rose to the call of action and participated in the collaborative meeting.

During the meeting the 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 within government and public relations will serve as the base of the strategy and dictate the tactics, activities, and media we will seek to communicate our key messages.

A follow up meeting in January, 2015 helped refine our key messaging and an Advisory Committee was formed. The PR committee will be working alongside the Advisory Committee to implement the core activities of the Public Relations strategy.

Health Minister Sharon Blady has proclaimed March 2015 as Pharmacist Awareness Month!

In a letter to MSP, the government commends the valuable work that pharmacists perform and recognizes the pharmacist’s important role in a patient’s healthcare.

As we move into Pharmacists Awareness Month 2015, the Public Relations Committee has been working hard to develop an advertising campaign that aligns with our overall Public Relations strategy. By reallocating resources, the advertising strategy will garner a better reach of our target audience.

Key Messages

1. Manitoba Pharmacists are Accessible

With over 1,600 licensed pharmacists working in hospitals, personal care homes, and community pharmacies across Manitoba, pharmacists are helping over 50,000 people a day. Seeing a pharmacist generally requires no appointment and their convenient locations mean that pharmacies are close by, making them the most accessible healthcare provider in the province. All Manitobans can benefit from the accessibility of their pharmacists’ expertise and the health-related services they can provide. Pharmacists and the valuable services they provide are crucial to rural communities where other primary healthcare providers are not easily accessible.

2. Pharmacists Provide Clinical Services

Manitoba Pharmacists are working to keep our communities healthy and safe. They are trusted medication experts, who can help you monitor your health and manage your medical conditions. As a primary healthcare provider Manitoba pharmacists are much more than simply pill dispensers, your pharmacist is able to do more for you.

In Manitoba pharmacists may be able to:

- Prescribe medications for minor ailments
- Administer drugs, such as immunizations, by injection.
- Counsel on and prescribe smoking cessation products
- Issue continued care prescriptions
- Adapt a prescription
- Perform comprehensive medication reviews

These messages support the recognition of pharmacists’ expertise and empowers the patient to seek our advice and counsel. Throughout March, you will see many of our outreach efforts to ensure that our message is received across Manitoba.

Television

MSP has partnered with CTV Winnipeg to develop 15 second advertisements. The professionally developed commercials will run the weeks of March 2 and 16 during afternoon and evening newscasts, as well as during top rated shows such as, The View, Ellen, Dr. Oz. Blue Bloods, and Once Upon a Time.

Radio

MSP has partnered with NCI FM (Rural Manitoba), 730 CKDM (Daphin), Star FM (Brandon), and CJOB to bring our message across during weather and news reports. MSP has invested in this approach to ensure that our message reaches our target audience in all parts of Manitoba.
Barret Procshyn, MSP Vice President, will be featured in an on-air interview with 730 CKDM.

Print Media
Print advertisement has been focused in the Parkland Shopper, Metro News, Lifestyle S5, Senior Scope, and First Nations Voice. We have selected these outlets in order to reach a broad rural and urban audience. Editorial content written by Manitoba pharmacists will be featured in all publications.

Social Media
Our YouTube video: Your Pharmacist, Your Community will be featured on social media as well as on the MSP website. Our print advertisements will be tagged #Pharmacists #Helping50kADay and we will be launching a video contest for pharmacists.

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I am Your #Pharmacist Video Contest.

Brought to you by The Manitoba Society of Pharmacists and the Canadian Society of Hospital Pharmacists – MB Branch

1. Create a 10 second video promoting our profession with your Smart Phone or other video recorder.
2. Email it to cclark@msp.mb.ca by March 8 for your chance to win one of three $100 gift cards.
3. MSP will create a video montage showcasing the great work that pharmacists do all over Manitoba.

Video Requirements:

1. Make sure video is recording in landscape.
2. Have your pharmacy workplace or an interesting Manitoba landmark in the background.
3. Make sure the video is 10 seconds or less.
4. Make sure we can clearly hear your voice.
5. Be sure to look and act professional but have fun and be creative.
6. Pharmacy Teams are more than welcome to record a team video!
   To help keep the message consistent throughout the video, please use the template below.

Line 1: I am/My name is ____ (First Name) _______, from _________(City/Town)_____.

Line 2 (Choose which ever description suits you best, or develop your own): I/I am

- a certified respiratory educator
- a hospital pharmacist
- your medication expert
- a rural Manitoba pharmacist taking care of ______
- here to help you quit smoking
- (can) provide you with your flu shot

Line 3: I am Your Pharmacist.

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D'ARCY & DEACON LLP enjoys a carefully built reputation as one of the foremost law firms in Winnipeg. Our lawyers bring comprehensive experience and proven expertise to the institutions, businesses, organizations and individuals we serve. Respect for the well-being of our clients, while maintaining the flexibility required to ensure the provision of direct and cost-effective representation and counsel, remain the cornerstones of our practice.

As part of that mandate, D’ARCY & DEACON LLP is proud to provide legal services to Members of the Manitoba Society of Pharmacists (“MSP”). In consultation with the MSP, the Firm has developed a unique Legal Assistance Program to maximize advantages available to Manitoba Pharmacists. Written information regarding D’ARCY & DEACON LLP and the Legal Assistance Program is available to all Members from both the Firm and MSP.
Getting to Know Your Manitoba Pharmacists - Tinu Ann Thomas

**Name:** Tinu Ann Thomas  
**Place/Year of Graduation:** Dr. MGR Medical University, India / 2001  
**Years in Practice:** 8  
**Currently Working:** Managing Pharmacist at Loblaw Pharmacy #1509 (Bison Drive location).

**Accomplishments in pharmacy:** After completing my Masters, specializing in Clinical Pharmacy, I worked as a Clinical Research Scientist at Torrent Research Centre, India. I have been working with Loblaw Pharmacy for the past 8 years. My recent certifications are in COPD Trec, Asthma Trec, QUIT, Catalyst, CPR and Administration of drugs and vaccines by injection.

Our store was an active participant in the Day of Action, and our store was also chosen for the Manitoba Pharmacist Smoking Cessation Pilot Program.

**Family:** We are a very close-knit family - George (husband), and two kids, Chris (Son), & Divya (Daughter). I am also very attached to my sisters and Mom, who continue to inspire me everyday.

**Hobbies:** I love to cook and bake whenever I can. I enjoy trying out different cuisines. Reading has always been a favorite pastime and, gardening during our beautiful summers.

**Community activities:** Whenever possible I volunteer at the Kidney Foundation, Diabetes Association, involve myself in Church activities, and run flu shot drive in a community setting.

**Favorite thing about Manitoba:** The most friendly people, beautiful Prairie skies and gorgeous lakes.

Most relaxing vacation choice: Staying in a cottage near friends and family, and visiting Kerala, India.

**Pet peeves:** Drivers who don't signal.

**Favorite fictional character and why:** Anne of Green Gables for adapting to any situation, and loving the world as it is.

**What could you do without forever:** War/Terrorism

**What couldn’t you do without for even a day:** The internet

**What you love about pharmacy:** For me, the very best thing about this job is helping patients and their families to have a better quality of life. I also enjoy talking to, and learning from my colleagues, and different people who visit our pharmacy.

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**We’re Proud to Contribute to Community Health Care in Manitoba**

At Shoppers Drug Mart®, we’re proud to be part of the health care team that contributes to positive health outcomes. We are committed to improving the health and wellbeing of Manitobans through personalized care and an ever-expanding scope of health services. This year, Shoppers Drug Mart Pharmacists in Manitoba will be offering influenza immunizations, smoking cessation services, assessment of minor ailments and chronic disease prevention and management, making it easier and more convenient than ever for Manitobans to access community-based health care.

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Your health. Made easier.
Moral Hazard – It’s Becoming Acute as Drugs are Ignored by Some, Overused by Others

By Andrew Allentuck

Flu season is upon us. Physicians urge their patients to be vaccinated, even though this year’s vaccines appear to be less efficient than in other years. There is benefit to be sure, but there are those who reject vaccination on various grounds of religion, perceived safety or adverse reaction, or unwillingness to be bothered. They are unwilling to balance the public good with their own good.

Rejecting vaccination is a form of moral hazard, that is, risky behavior indulged by some who benefit from the costs others bear. In health care, it’s the free rider problem in vaccines, that is, the reluctance of some patients and parents to have inoculations on the assumption, which is correct, that in a population of 1,000 persons, if 999 are vaccinated, the 1,000th person has no need of a shot at all.

Moral hazard is also responsible for the widespread loss of efficacy of antibiotics. The abundant use of antibiotics for feeding cattle, farmed salmon, combatting patients’ colds and other mild respiratory infections against which antibiotics are ineffective, have led to the propagation of methicillin-resistant Staphylococcus aureus (MRSA). We are approaching the end of efficacy of many antibiotics as a result of excessive use. The return of plagues of earlier centuries is envisioned by epidemiologists. Like seatbelts that encourage drivers to take riskier behavior, promiscuous prescription of antibiotics now threatens to bring to an end the revolution in antibiotics that cured once virulent infections.

If antibiotics for communicable diseases cease to work, the next set of solutions will be outside the realm of vaccination and drug administration. We know that some populations of persons in frequent and close contact with others are cesspools of disease. Just as the trenches of World War I weakened those who lived in them and then provided vectors for transmission of everything from oral infections like so-called trench mouth to virulent flu, today’s school buildings, prisons, athletic locker rooms and hospitals are breeding beds for infections including so-called flesh eating disease (technically – necrotizing fasciitis and infective endocarditis).

Absent effective drugs, these illnesses, which are social diseases in the most general sense, can be combated by isolating those who have them from those who do not. In Europe, the bubonic plagues of 1349-1351 and 1650-1651 were fought in part by locking the infected and their families into their homes to die without care. The wealthy and the informed left the cities where the plague flourished. They went to the country where infection was less likely, people lived farther apart, and the probability of infection was reduced.

In the event of a major plague of drug-resistant bacteria or viruses, some behaviours would be relatively easy to change. Those who indulge in unprotected sexual activity would be likely to be more careful. Indeed, it has been observed in numerous studies that gay men are often careful to calibrate the probabilities of infection and act accordingly. Other behaviours, such as going to the office or to a bank, grocery store, or a hospital would be harder to adjust.

Urban concentration has grown because cities are efficient places to carry on commerce, pleasant places to live, natural places to have the company of others, and efficient places to provide public services. Incurable and deadly illnesses spreading rapidly would end all that.

The solutions to social diseases, which include every easily transmitted airborne or foodborne and sometimes fluid borne illness, is to raise the costs of careless behavior. It is, in effect, to monetize moral hazard. Put another way, it would be to penalize behaviors that harm others or, in a more technical sense, to adjust the behavior of those who take risks that create consequences others have to pay.

In practice, curbing moral hazard, which can be failure to wash hands in hospitals, schools, restaurants and institutions of all kinds would require cameras, perhaps an end to privacy in bathrooms, scouts in restaurant kitchens, perhaps frequent swabbing of hands and testing of everybody. The cost and the intrusion would be overwhelming.

What about sneezes? Would we be like the Japanese who don face masks as courtesy by the sick to protect the uninfected? How about fines linked to income for anti-social behavior? Speeding tickets in Finland are based on speeders’ income. It could be done.

Would societies want to block farmers and ranchers from giving large doses of antibiotics to pigs and chickens? A study published in 2012 reported that 47% of meat and poultry sold in U.S. grocery stores were contaminated with S. Aureus and 24.4% of persons in that cohort were resistant to at least three classes of antibiotics.

Moral hazard is hard to count. Like opportunity cost, which is as evanescent as failure to make a profit that one could have made by investing in what seems in hindsight to have been a good idea, moral hazard in health care illuminates the saying that one man’s meat is another man’s poison.

It comes down to ways to monetize socially undesirable behavior that has epidemiological consequences. And not everyone would agree with what is socially undesirable. In the U.S., the widespread ownership of rifles and handguns could be said to make police more ready to shoot in routine encounters with the public. A statistically astute cop in Texas, where packing heat is seen as almost a civic duty, would be aware that his 24 million fellow Texans own about 51 million firearms. That’s two guns per person and, excluding babies and children, every man and woman would be armed.

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