

# Manitoba Social Impact Bond – QUIT SMOKING With Your Pharmacist

## Frequently Asked Questions

### What is a Social Impact Bond?

A social impact bond (SIB) is a social finance tool that government can use to fund program interventions. In a SIB, government picks a Service Provider to run a program. Government and the Service Provider choose the program’s outcomes and set targets for each outcome.

One or more private and non-for-profit investors provide funds to cover the program’s costs. If the program delivers on outcomes, government pays the investors back with interest. If the program does not hit its targets, the investors lose some or all of their money. Participating pharmacies and pharmacists are not considered investors.

Most SIBs include a government, a service provider, one or more investors, and an evaluator. In this SIB, Pharmacists Manitoba is the Service Provider.

### What is Pharmacists Manitoba’s Role in the program?

Pharmacists Manitoba developed the smoking cessation proposal and was successful in securing a partnership with the investor and our government to establish this program as a SIB. As a result, Pharmacists Manitoba will serve as the “Service Provider” in the SIB. The investor in this SIB is Shoppers Drug Mart. In continued partnership with the Government of Manitoba and Shoppers Drug Mart, Pharmacists Manitoba role as the Service Provider will include coordination, monitoring, and delivery and support of program operations.

### Which pharmacies are eligible to participate in the program?

Pharmacies eligible to participate in the initial program start date of January 2022 will include those who operate services in any of the following three Regional Health Authorities:

- Interlake-Eastern RHA
- Northern Health RHA
- Prairie Mountain Health RHA

Following the initial program launch we will be monitoring the achievement of objectives and process Expression of Interest Applications for pharmacies operating in Southern Health-Santé Sud and Winnipeg RHAs as early as possible.

### What are the initial timelines of the program?

January 2020	Official Smoking Cessation SIB Program Announcement
October 2021	Pharmacy & Pharmacist Expressions of Interest
November 2021 & December 2021	Mandatory Online Orientation Session for initial pharmacy and pharmacist participants

November 2021	Optional workflow presentations for pharmacy and pharmacist participants
January 2022	Phase 1 Program Launch – Interlake-Eastern, Northern Health, Prairie Mountain Health RHAs
To be determined	Phase 2 timelines for Southern Health-Santé Sud and Winnipeg RHAs to be confirmed

### What will pharmacies receive for participating in this program?

For the first time in Manitoba, participating pharmacies will be compensated for a one-hour Initial Assessment (\$100) following a Readiness to Quit encounter with a patient. In addition, up to nine (9) follow-up counselling sessions (\$20 per session/maximum \$180) per patient per 12-month period. Funding compensation will flow from Pharmacists Manitoba to participating pharmacies. In order to be funded, forms must be filled out accurately and completely, in order for the evaluator of the program to be able to process the information.

Patients will also be able to access up to \$100 in product subsidy for prescribed first-line smoking cessation pharmacotherapy, including unscheduled nicotine replacement therapy products. This subsidy is only to be applied if there is a remaining balance owing after all other payers (private insurance, Non-Insured Health Benefits, Pharmacare etc.) have been utilized.

The maximum amount of funding for smoking cessation services and product is \$380 per person over a 12-month period, inclusive of both counselling and product subsidy.

We are working with Manitoba Health Seniors and Active Living to develop a method for billing both the counselling sessions and the product subsidy within DPIN. Details will be provided during the mandatory Orientation Session.

### Which pharmacists are eligible to participate in this program?

An eligible pharmacist must have College of Pharmacists of Manitoba authorization to prescribe a drug for smoking cessation. <https://cphm.ca/wp-content/uploads/Resource-Library/Expanded-Scope/Smoking-Cessation-Info-Sheet.pdf>

Pharmacists interested in participating require engagement, support, and approval from their pharmacy place of employment.

Pharmacists must have up to date PHIA knowledge and training, and pharmacies must have up to date PHIA policy and procedures.

### **What is the documentation, evaluation, audit and review process requirements?**

We are currently looking at using existing provincial databases such as DPIN to support the documentation of this initiative. An external evaluator will be hired to support the evaluation process and to ensure we randomly audit a percentage of transactions.

Documentation has been developed for the program and includes the following forms:

- Readiness to Quit
- Consent Form
- Smoking Cessation Initial Assessment
- Smoking Cessation Follow Up

All forms are required to be completed in full and submitted by the pharmacist in a timely manner to the evaluator, in alignment with billing for services by the pharmacy to DPIN.

### **What is the orientation?**

Online Orientation Sessions will occur for participating pharmacists and pharmacies. Before any pharmacist can participate in the program, participation in one of the Orientation Sessions is mandatory. As some of the program components and processes are still being developed, full details about the program will be shared with those pharmacies and pharmacists who are participating in the program.

Online Orientation Sessions will be held in November and December 2021, and ongoing throughout the three-year program.

Future Orientation Sessions will be established to align with the addition of Southern Health-Santé Sud and Winnipeg RHAs and as needed when new pharmacies complete an Expression of Interest.

### **What are the expected outcomes required for program success?**

The Social Impact Bond has identified the following outcomes as measures of success of this three (3) year program:

1. 12% quit rate at 12 months
2. 4,500 Manitobans receive a Smoking Cessation Initial Assessment with a pharmacist