

2007 AWARD WINNERS

The CPhA Award Winners for 2007 will be presented at the CPhA Annual Conference in Ottawa, June 3–6

CANADIAN PHARMACIST OF THE YEAR



JEAN-FRANÇOIS BUSSIÈRES
(Montreal, Quebec)

Colleagues and associates of Jean-François Bussières use the words “innovator,” “pioneer,” and “leader” to describe him and his contributions to pharmacy in Quebec and across Canada. Mr. Bussières describes himself as, more than anything, a “creator.”

“This is really a driving force for me — the ability to create. I was always attracted to science, but at the same time, I also enjoyed the arts. When I made the choice to go into pharmacy, I wanted to make sure that I would have an opportunity to create.”

And his creations have been numerous. He has conceptualized and implemented new approaches and practices in patient care, teaching, management, research, and development of the profession.

Mr. Bussières is the head of the Department of Pharmacy at Sainte-Justine University Hospital Center and associate clinical professor in the Faculty of Pharmacy, Université de Montréal. He holds a BPharm and a master’s of science in pharmacy from Université Laval, as well as an MBA from McGill University. He spent a few years in community pharmacy, but most of his career has been in hospitals.

When asked which accomplishments have given him the most satisfaction, he says “number one” is the reorganization of the pharmacy department at Sainte-Justine. He spearheaded the development and execution of a strategic plan that made pharmaceutical care integral to most clinical divisions in the hospital.

Today, Sainte-Justine has more pharmacists and they’re integrated with the various treatment teams. “We want to make sure this transformation is not just a local success,” says Mr. Bussières. “We have published a lot on this, as part of the role we want to play as a teaching institution.”

The changes included creation of a pharmaceutical practice research unit (PPRU), which he describes as “the only pharmacy practice research unit with clinicians in Quebec.” The unit has

launched a number of applied and evaluative research projects and also serves as a valuable education resource for the university’s pharmacy students.

“Number 2” on his list of satisfying accomplishments was writing a book for pharmacy students on laws and regulations governing pharmacy practice in Quebec — *Législation et systèmes de soins* (*Legislation and Care Systems*). “It was probably the toughest challenge in my life,” he says. “It took me 700 hours in just 1 year.”

Advocacy for specialty pharmacy in Quebec

Mr. Bussières has been a leader in the advancement of the profession in Quebec. He chaired the Quebec Pharmacy Specialties Committee and sponsored the process of regulatory change that is expected to lead to recognition of the first category of pharmacy specialty in the province by 2008 — the specialty of advanced pharmacotherapy (based on the master’s of science degree).

“Nurses, physicians and other health professionals have understood the value of specializing, but pharmacy has been slow to do so,” he says. “I think specialization and formal recognition of additional credentials is very important both for the profession and for patients.”

Some of Mr. Bussières’ other achievements include:

- Development of a Drug Therapeutic Management Program jointly with the 4 other university hospitals in Quebec
- Innovation in teaching using information technology, and receipt of 5 awards for excellence in teaching
- Publication of more than 200 scholarly articles
- Contributions on the national pharmacy front, including serving as a CPhA representative of the national advisory committee studying pharmacy human resource issues

With all his responsibilities and activities on the professional front, Mr. Bussières says he is always mindful of the need to have a balanced life. It’s definitely “family first,” he says. He has 2 children, 12-year-old Virginie and 14-year-old Charles-Hugo, and his wife Sylvie is also a pharmacist. He also manages to find the time to indulge in a couple of passions away from work, including genealogy (he and his father have built the largest database of “Bussières” on the Web) and collecting thousands of front pages of newspapers from around the world.

“I am very appreciative of this honour of Canadian Pharmacist of the Year,” says Mr. Bussières. “I believe it will also open doors for me to make more links with pharmacists across Canada and to have us work together even more to advance the profession.”

CPHA PATIENT CARE ACHIEVEMENT AWARD FOR HEALTH PROMOTION

RAY MURPHY

(Charlottetown, Prince Edward Island)



It's difficult to find a healthy living initiative in Charlottetown that doesn't include a contribution in some form from Ray Murphy and his team.

"A healthy community is about more than taking medications," says Mr. Murphy, and it's certainly a philosophy he has put into action.

Murphy's Pharmacies is involved in just about any aspect of health promotion, health education, and illness prevention that one can imagine, including sponsorship of events for heart and stroke, cancer and arthritis, pharmacist education in elementary and high schools, and production of "Health Matters," a show on community television. And Murphy's Pharmacies, as a business, offers an array of health services and programming.

Mr. Murphy started out in the pharmacy business after graduating with his BScPharm from Dalhousie University in

1973. Today Murphy's Pharmacies includes 5 pharmacies, 5 medical centres, a home health care operation, a health education centre, and a travel health clinic.

All the pharmacy locations are involved, but Murphy's Health Education Centre is where much of the health promotion activity takes place. Ray's son Ryan, also a pharmacist, runs the Centre, which includes other pharmacists, nurses, a dietitian, and other health professionals, all of whom work in consultation with physicians. Services include comprehensive health assessments, diabetes care, heart health, bone density testing, and weight management.

Mr. Murphy is now in the process of setting up Murphy's Community Centre, which will offer other health, fitness, and social programs for all age groups — everything from seniors' bowling to after-school programs for kids at risk.

"The need for remedies in the health care system is growing. We really have to go upstream and stop some of these problems," says Mr. Murphy.

Murphy's pharmacists deliver several in-school programs, including a presentation to high school students on drug abuse and an elementary school program on handwashing. "We're in the school system because I really believe that's where we can make the most difference," Mr. Murphy says. "We have to get to the next generation and talk to them early, so they can gain an appreciation of what's required for healthy living."

DIABETES EDUCATOR AWARD

JADE ROSIN

(Wynyard, Saskatchewan)



The difference that Jade Rosin is making with diabetes counselling and education in Wynyard, Saskatchewan, is best illustrated by the words of patient Raymond Rudniski.

In a letter to support her CPhA award nomination, Mr. Rudniski said he had given up trying to manage his diabetes until his family doctor referred him to Ms. Rosin, a pharmacist at Townsend's Drugs and a certified diabetes educator: "Now I feel like I have something to live for. Now I finally feel good about my

diabetes. It took almost 20 years and meeting Jade to do it."

That kind of endorsement is what it's all about, says Ms. Rosin. "It's incredibly rewarding. It's great to feel that you have helped someone feel better and are having a real impact on their life."

Ms. Rosin graduated with her BSP from the College of Pharmacy at the University of Saskatchewan in 2003. She received the Saskatchewan Pharmaceutical Association Gold Medal for most distinguished graduate. She's been a community pharmacist in Wynyard — population, 2000 — ever since.

She is a core member of the Wynyard and Area Primary Health Team and has recently established a diabetes education centre at the local community health centre. She also provides on-site diabetes education to residents of First Nations communities in the area.

The co-owners of the pharmacy, Kendra and Dallas Townsend, shared her interest in addressing a gap in their rural community. "There are diabetes services in Saskatoon and Regina, but those cities are 2 hours away and there are usually long waiting lists," says Ms. Rosin. "We saw a need that we could fill."

NEW PRACTITIONER AWARD

LISA MCCARTHY
(Burlington, Ontario)

Lisa McCarthy earned her bachelor of science in pharmacy at the University of Toronto just 5 years ago. Since 2002, she has completed an ambulatory pharmacy practice residency, a doctorate of pharmacy, and a post-PharmD research fellowship.

Today, she's caring for patients, teaching students, conducting research, and working on another degree. According to Dr. Tom Brown, Director of the PharmD program at the Leslie Dan Faculty of Pharmacy, "Lisa is now pushing the envelope of primary practice by developing pharmacy's place in primary care."

Dr. McCarthy is the clinical pharmacist at the McMaster Family Health Team (FHT) in Hamilton and an assistant clinical professor at McMaster University's Department of Family Medicine.

Two areas that she is passionate about are optimal prescribing and greater integration of pharmacists into primary health care.

"Collaboration with other health care providers — this is what I believe all pharmacists should be doing. Whether you



are working in the same site or making the connections from community pharmacies, I believe our profession must embrace opportunities for building stronger relationships with other providers," she says.

As both a clinician and educator, Dr. McCarthy teaches family medicine residents and other students about drug therapies and how pharmacists and other health professionals can jointly develop care plans.

To advance her research skills, she has embarked on part-time studies to acquire an MSc in Health Research Methodology, and is currently involved in a research project focused on improving medication safety and outcomes for patients with chronic kidney disease receiving family medicine services.

Dr. McCarthy is also one of the founders of the CPhA/CSHP Primary Health Care Pharmacists Practice Specialty Network, which links close to 50 pharmacists involved in primary health care. One of the purposes of the national network is to provide peer support by sharing tools, resources, and experiences.

It's also about "pushing the envelope" even further: "We want to let more people know about what pharmacists are doing in primary care and determine even better ways to collaborate with other professionals in teams."

come into pharmacies to buy pain medication, and we saw the opportunity for pharmacists to get involved with patients in the earlier stages of the disease," says Dr. Marra.

In the first phase of the research known as "Pharmacist Identification of New, Diagnostically Confirmed Osteoarthritis" (PhIND-OA), pharmacists at 27 Lower Mainland (BC) and Edmonton Save-On-Foods pharmacies screened people over age 50 who self-identified with knee pain. Of the 220 patients that were identified by pharmacists, 83% were diagnosed with knee OA. "I think we have proven that pharmacists have the necessary skills to identify these people," says Dr. Marra.

Soon to get underway is the second phase — "Pharmacist-initiated Intervention Trial in Osteoarthritis" (PhIT-OA). The pharmacists will also do a medication review and provide recommendations to primary care physicians about pain medications, gastroprotective agents, and monitoring parameters. Another

important part of this trial is the availability of a physiotherapist-directed exercise program shown to produce good outcomes in pain control and functioning for people with knee OA.

"Part of what we will measure is whether the GP general practitioner will follow up on the pharmacist's advice," says Dr. Marra. "This will allow us to answer the question: can a pharmacist initiate an intervention and improve quality of care?"

The first project is soon to be published in *Arthritis Care & Research*, and Dr. Marra is excited about the long-term potential of the research. "It's hoped that pharmacists can get involved and improve pain control, function, and quality of life for OA patients, which might delay progression to joint replacement," he says. "And, this approach could be applied to a variety of chronic diseases where there are clear care gaps."

Award sponsor: Apotex Inc.

CPhA MERITORIOUS SERVICE AWARD

MELANIE RANTUCCI

(White Rock, British Columbia)

Early in her career as a community pharmacist in Mississauga, Ontario, Melanie Rantucci wanted to learn how to best counsel patients: "At that time, pharmacists weren't formally educated on these matters. I wanted to understand how to talk to people to explain the risks of improper drug use without scaring them. I started looking for sources of information and discovered there wasn't much!"

Her response to this information gap was to help fill it.

Dr. Rantucci is being recognized for her contribution to the practice of pharmacy, including the advancement of knowledge on pharmacist counselling and patient safety, and communication of that knowledge to pharmacists.

She earned a master's degree and then a doctorate in pharmacy (administration) at the University of Toronto, focusing her studies and research on counselling and medication safety. She also studied gerontology and adult education. "I wanted to help pharmacists understand the difference between providing information and effectively changing people's behaviour."



When someone urged her to put together a pamphlet about how to counsel patients, her writing career was launched.

Dr. Rantucci is the author of numerous journal articles and several books. Her book *Pharmacists Talking with Patients* is used by pharmacists and pharmacy students across Canada and the US and has been translated for use in Spain and Japan. Her next book, *Enhancing Patient Safety — Preventing and Managing Medication Incidents*, with co-authors Ian and Christine Stewart, is to be published in 2007.

Dr. Rantucci has delivered lectures and workshops, has provided professional consulting, and has donated her time to a number of pharmacy boards and committees. She was an Ontario Board member and vice-president of the CPhA and today is a member of the Canadian Patient Safety Institute (CPSI) Information and Communication Advisory Committee. She is also volunteer editor-in-chief of the CPhA's Centennial book.

From 1996 to 1998, Dr. Rantucci was on staff at the Ontario Pharmacists' Association (OPA) as vice-president, professional services, and was instrumental in the development of the *OPA Suggested Fee Guide for Pharmacy Services* — the first such guide in the country. She's pleased to see the advent of professional service fees for Ontario pharmacists.

"I think it's really an exciting time for pharmacy. Governments and other health professionals are recognizing what pharmacists can provide. If you pay these dollars to pharmacists, you can save money elsewhere in the health care system. I think that message is finally getting out."

CPhA PATIENT CARE ACHIEVEMENT AWARD FOR INNOVATION

CARLO MARRA

(Vancouver, British Columbia)

Photo credit: Photo provided courtesy of the Michael Smith Foundation for Health Research



Carlo Marra's research has captured the attention of the arthritis community across Canada. Governments and pharmacy stakeholders are also keenly interested. His innovative projects have put community pharmacists on the front-lines of identification of and intervention to deal with a major health care challenge — care gaps in the identification and treatment of growing numbers of Canadians with osteoarthritis (OA).

Dr. Marra is Assistant Professor at the Faculty of Pharmaceutical Sciences at UBC, Director of the Collaboration for Outcomes Research and Evaluation, and a research scientist at the Centre for Health Evaluation and Outcome Sciences at St. Paul's Hospital in Vancouver.

The prevalence of OA is increasing as the population ages. Many people with OA don't know that they have it but they certainly know they want relief for pain and loss of function.

"A lot of people with undiagnosed or poorly managed OA

CPhA INTERNATIONAL LEADERSHIP AWARD

FRANÇOIS SCHUBERT

(Montreal, Quebec)

François Schubert is recognized by his peers as an excellent global ambassador for Canadian pharmacy.

His accomplishments on the world stage include leadership that strengthened the International Pharmaceutical Federation/Fédération Internationale Pharmaceutique (FIP) and a key role in the development of Canadian pharmaco-economic guidelines that have become a global model.

Mr. Schubert is a leading expert on health economics whose counsel has been sought by the World Health Organization (WHO) and the International Monetary Fund (IMF). As a senior executive in international pharmaceutical companies, including as worldwide vice-president of Global Health Outcomes with GlaxoWellcome and GSK, he helped to advance knowledge on the evaluation of the "value for money" of drug treatments.

Colleagues say Mr. Schubert's work with the FIP brought global credit to Canadian pharmacy and helped to make the



federation a more effective international body. He represented CPhA as a FIP council member from 1990 to 1992 and then served as FIP vice-president for 2 terms until 2000.

"My major contribution was to help reorganize the FIP and to bring in a strategic planning process similar to what we had at CPhA," says Mr. Schubert. "The FIP wasn't set up to involve the grassroots, particularly pharmacists from the developing world. I oversaw creation of committees that got people directly involved, and this included committees from the different global regions."

FIP membership grew with these changes and the organization got seriously engaged in policy development and advocacy for the first time.

Mr. Schubert was also chairman of the Canadian host committee of the FIP World Congress in Vancouver in 1997 (held jointly with the CPhA conference). "With 103 countries and 2200 pharmacists, it remains the second-largest FIP congress ever, and it was profitable for the FIP and CPhA," he says.

In 1992, he chaired the Canadian Collaborative Workshop on Pharmacoeconomics with federal and provincial government representatives and national and international experts. This led to publication of the first Canadian pharmaco-economic guidelines: "It became known as the 'Canadian model' and a number of other countries came to us and said, could we learn more about your method?"

Today, Mr. Schubert is consulting and teaching at the School of Management at l'Université du Québec à Montréal (UQAM).

CPhA HONOURARY LIFE MEMBERSHIP

CLIFF GOODMAN

(Ottawa, Ontario)

Cliff Goodman's relationship with CPhA began with a contract in 1981 to sell advertising for the *Canadian Pharmaceutical Journal (CPJ)*. It has turned into much more.

Mr. Goodman's associates at CPhA say his contributions to the success of *CPJ*, the *Compendium of Pharmaceuticals and Specialties (CPS)*, and the Association itself, make him a most worthy recipient of the CPhA Honourary Life Membership.

"It's a tremendous honour. It speaks to a wonderful partnership that has lasted 25 years," Mr. Goodman says.

Right from the beginning, says Leroy Fevang, former CPhA executive director, Mr. Goodman invested in improving the quality of *CPJ* in hopes of enhancing its readership. In 1996, he



stepped in when the Association decided to outsource the journal. "Because of Mr. Goodman's personal interest in *CPJ*, he entered into an agreement with CPhA to personally maintain its publication and to also share any of the profits with CPhA," says Mr. Fevang.

Mr. Goodman kept *CPJ* on an even keel until 2002, when CPhA was in a financial position to resume publishing it. "I have been a publisher in health care associations for a long time, so I knew that the potential for the publication was there. I preserved it until CPhA was able to take it back," Mr. Goodman says. His company (now called Keith Communications Inc.) continues to sell *CPJ* advertising.

Mr. Goodman says it feels good to have helped keep *CPJ* going, in part because of its incredible history. Launched in 1868, it is the oldest continuously published periodical in Canada.

The honour of CPhA Life Membership also recognizes Mr. Goodman's innovation with the *CPS*. He developed a unique tab design that was patented. The structure not only allows quick reference to the various sections of the 2700-page book, but is also designed to allow 4 pages of advertising on each folded tab. For over 20 years, *CPS* tab advertising has contributed substantially to the financial success attained by the Association.

CPJ BEST PAPER OF THE YEAR

TAMMY BUNGARD

(Edmonton, Alberta)



An original paper on a unique Alberta project that uses community-based pharmacists to manage anticoagulation therapy is the winner of the *CPJ* Best Paper of the Year for 2006.

“Bringing the benefits of anticoagulation management services to the community” was published in the March/April 2006 issue of the journal. The lead author, Dr. Tammy Bungard, is based at EPICORE at the University of Alberta, and is an assistant professor of medicine in the Division of Cardiology at U of A.

Her co-authors were Stephen Archer, Peter Hamilton, Bruce Ritchie, Wayne Tymchak, and Ross Tsuyuki.

This award is given to the original submission that best demonstrates an impact or potential to impact patient care and to lead pharmacy practice change. Papers are also evaluated on their overall style (readability, innovation of concept, methods, and evaluation).

“During my doctoral training in the US, I learned about the many proactive roles that pharmacists have taken on there,” says Dr. Bungard. “When I came back to Canada, I really wanted to help build that kind of capacity here and to help pharmacists take on more proactive management of patient care.”

The research project addresses one of the largest known care gaps — proper management and use of warfarin therapy. Dr. Bungard and her team created a core anticoagulation management service (AMS) program to deliver care and to also provide training and support to pharmacists, so that they can operate satellite AMSs in their community practice sites. Local pharmacists have a degree of independence, but also work collaboratively with the multidisciplinary team at the core AMS site.

“One of the goals was to demonstrate that with training and a collaborative model, pharmacists can provide this kind of care in the community, that it doesn’t require an advanced degree, for example,” says Dr. Bungard.

The evaluation phase is underway and it is anticipated the results will demonstrate that provision of anticoagulation care by community-based pharmacists improves anticoagulation control, is preferred by patients, and improves outcomes. “The program is also a potential model of care for management of other chronic diseases and continuing professional development of pharmacists.”

Award sponsor: *Canadian Pharmacists Journal*

Together with Kendra Townsend, Ms. Rosin was a co-researcher and author of “Primary care intervention and education in diabetes: A pharmacist-coordinated comparison of usual care versus collaborative primary care in affecting diabetes control and quality of life” (featured in *CPJ*, January/February 2007). The purpose was to illustrate the impacts that pharmacists working in a collaborative primary care setting could have on diabetes management.

Ms. Rosin has big plans for the diabetes education program: “We want to expand and reach out to more of the surrounding areas. I think the sky’s the limit and as a clinical pharmacist, this is exactly where I want to be.”

Award sponsor: Lifescan Canada Inc.

DEAN GEORGE A. BURBIDGE AWARD

KRISTIN SHAW

(North Bay, Ontario)



Kristin Shaw received the highest mark on the 2006 Spring Qualifying Exam for the Pharmacy Examining Board of Canada. Ms. Shaw, who is employed as a full-time pharmacist with Shopper’s Drug Mart in North Bay, graduated with a Bachelor of Science in Pharmacy from the University of Toronto’s Faculty of Pharmacy in 2006.