

2010 annual report

now is the **time** ...



CANADIAN  
PHARMACISTS  
ASSOCIATION

ASSOCIATION DES  
PHARMACIENS  
DU CANADA



now is the **TIME!**

### *A Letter from the President*

**T**wo thousand and ten was the year everything changed. Reimbursement models, generic drug pricing reform, enabling scope of practice legislation, pharmacy technician regulation and more – significant changes occurred in a number of areas across Canada, all of which affect the way pharmacists practice. Practice models and revenue streams are changing forcefully for everyone from independent pharmacies to chain stores, while governments are encouraging enhanced services like medication management programs.

These changes create an opportunity for pharmacists to focus on providing better patient care in Canada.

Regulated pharmacy technicians are moving towards greater responsibility in dispensing, freeing time for pharmacists to work with patients. Some pharmacists have moved from behind the counter altogether, working in integrated family practice teams.

Overall, Canadian pharmacists are experiencing a shift in the scope of practice, from product-focused (dispensing) to outcome-focused (patient-centred medication management). Pharmacists are now prescribing to differing degrees in most provinces and immunizing patients in some. Technology is playing a bigger role, with electronic health records, provincial drug information systems and automated dispensing.

From this upheaval comes great opportunity. Through it all, the Canadian Pharmacists Association (CPhA) will help pave the road and support you as you seize the many opportunities that come your way to carve out your practice, your profession.

In fact, 2010 was the year in which CPhA's ongoing efforts for increased recognition of pharmacists' skills and knowledge were recognized, as we continued in our role as the go-to experts in Canadian pharmacy and representative of Canadian pharmacists.

For more than 100 years CPhA has charted the course through many developments in pharmacy, and continues to be the voice of pharmacists in Canada. We have been working to influence decision makers on a wide range of issues, taking action to advocate for pharmacists. To give you the confidence you need to step into your expanded roles, CPhA has developed unique continuing education programs. We are constantly striving to develop new and innovative tools to help you provide high quality patient care. CPhA continues to produce top-notch resources, putting the Canadian evidence-based therapeutic and drug information you need to provide excellent patient-centred care at your fingertips.

It is a time of renewal in the pharmacy profession, and we are revamping our programs to better support you. The time is now to act upon the new opportunities at hand, to create the pharmacy environment you want. It is an exciting time, and CPhA is here to support and encourage you. Now is the time.



Ruth Ackerman, President

*Previous page from left to right: Jody Shkrobot, President-Elect; Jeff Poston, Executive Director; Ruth Ackerman, President; Dwight Ball, Past President*

## **your CANADIAN PHARMACISTS ASSOCIATION**

CPhA is a not-for-profit voluntary membership organization dedicated to supporting pharmacists working in all practice settings in all parts of the country. As well as being Canada's leading publisher of evidence-based therapeutic and drug-related information, CPhA:

- Advances the interests of pharmacists;
- Advocates for optimal patient care;
- Produces and distributes valuable practice tools and knowledge;
- Informs and enhances practice skills, and
- Participates actively in the international pharmacy community.

CPhA is an integral part of the network of public and private organizations that influence, develop and implement health care policy. We develop and disseminate authoritative therapeutic information and we strive to put the knowledge and expertise of pharmacists to work to improve the health and safety of Canadians.

### ***Mission***

CPhA advocates for pharmacists and supports its members to advance the profession and enhance patient outcomes.

Through our activities, CPhA will continue to provide pharmacists with the tools, information and leadership they need to protect the health and safety of Canadians.

### ***Vision***

We see the pharmacist as the health professional whose practice, based on unique knowledge and skills, optimizes medication use and enhances patient outcomes.

CPhA will achieve its vision by serving its members through:

- Advocacy
- Education
- Health promotion
- Partnership
- Research and innovation
- Collaboration
- Facilitation
- Knowledge transfer
- Provision of resources and tools

## now is the time for **ACTION**

**T**wo thousand and ten was a year of far-reaching change in pharmacy practice on many fronts. Advocating on behalf of Canadian pharmacists, CPhA worked with federal, provincial and territorial stakeholders to influence and shape the direction of health care in Canada, working to create an environment in which pharmacists can thrive.

### ***Provincial Drug Pricing Reforms***

Considerable attention was paid to provincial drug pricing reforms, particularly in Ontario, where professional allowances were discontinued and the price of generic drugs was reduced significantly. Dispensing fees increased slightly, but not enough to offset the drop in revenue, affecting the bottom line for pharmacies. Pharmacists in every setting, from independent community pharmacies to chain stores, were affected.

As the go-to expert in the field of Canadian pharmacy and pharmacists, CPhA was approached by the Ontario Ministry of Health and Long-Term Care (MHLTC) to support their Expanding Professional Pharmacy Services Working Group (EPPS). CPhA provided the research and supporting evidence governments needed to understand the value of pharmacists' services. We also shared information among provincial associations regarding developments in other jurisdictions. Being on the same page nationally increases our collective strength.

With similar developments in other provinces, pharmacy as a profession in Canada changed suddenly and dramatically. In these reform processes, CPhA provided support and expertise to provincial pharmacy organizations to advance the position of pharmacy as a profession in this new environment.

### ***Drug Shortages***

Throughout 2010, media reports and member anecdotes indicated severe drug shortages across Canada, affecting pharmacists and their patients in all areas of the country. In October CPhA surveyed members to better understand the scope and extent of the problem. We found that almost 94% of pharmacists who responded had difficulty locating certain medications to fill a prescription in the previous week, and about 70% thought their patients' health outcomes had been adversely



affected as a result of the shortages. At the same time, CPhA met with drug manufacturers, wholesalers, Health Canada, and other stakeholders to better understand the root causes behind drug shortages.

In December, we released the survey results and recommendations on how to address the shortages. This generated extensive media coverage and, more importantly, the attention of federal politicians, leading to a meeting in January 2011 with the federal Minister of Health, Leona Aglukkaq, a question in the House of Commons from NDP Leader Jack Layton, and a meeting with the Liberal Health Critic Ujjal Dosanjh. Tangible outcomes of these meetings included a letter from the Minister of Health requesting that drug manufacturers report shortages voluntarily, and Health Canada making changes to regulations that were seen as hindering the drug approval process. Our efforts will continue in 2011.

### ***Renewal of the 10-Year Agreement on Health Funding (2004 Health Accord)***

The 2004 federal-provincial-territorial 10-Year Agreement on Health Funding (known as the 2004 Health Accord) is set to expire in 2014. In addition to providing predictable increases in federal transfer payments over a 10-year period, the Accord committed governments to act in a host of areas, including lowering wait times, providing home care, and introducing a National Pharmaceutical Strategy. Throughout 2010, CPhA and our health care partners held discussions with senior government officials on the process to renew the Accord, the role of the health care sector in those renewal discussions, and what vision, if any, will be captured by governments in a renewed Accord. These discussions and debates will intensify over the next two years.

### ***Coalitions and Partnerships***

CPhA is an active member in a variety of health care coalitions and partnerships including:

- The G4 (the Canadian Medical Association, Canadian Nurses Association and Canadian Healthcare Association);
- The G7, a coalition of seven health care professional associations, and
- The Health Action Lobby (HEAL), a group of 35 national health and institutional associations.

These coalitions work to influence national health care policy. Through them, CPhA represents the pharmacists' perspective in the broader health care environment. Issues tackled by these groups in 2010 included health human resources, e-health, the role of the federal government in health care and renegotiation of health care funding in 2014.

### ***Pandemic Preparedness***

During the H1N1 pandemic of 2009, pharmacists played a key role in providing hands-on care to Canadians and CPhA played a central role in providing timely information and support to pharmacists. In 2010 CPhA helped the federal government plan for future pandemics by identifying key challenges faced during the crisis, as well as highlighting the role of pharmacists in future situations.

Following CPhA's submissions to the Public Health Agency of Canada and the Senate Standing Committee on Social Affairs, Science and Technology, the Senate report recommended that pharmacists be better utilized in prescribing antivirals and providing vaccinations during future pandemics. Pharmacists' skills and knowledge were recognized at a federal level, further expanding their reach and creating new opportunities.

### ***Tax Reform***

As the role of the pharmacist expands, CPhA is working with the Canadian Association of Chain Drug Stores (CACDS) to stress to governments that pharmacy services fall under the category of medical services. We are also advocating amendment of the federal Excise Tax Act so fees charged for non-dispensing professional services would be GST/HST exempt (dispensing fees are already zero-rated under existing legislation). Efforts will continue in 2011.

### ***International Pharmacy***

CPhA represented Canadian pharmacy on the worldwide stage at the annual meetings of the International Pharmaceutical Federation (FIP) in Portugal, the PharmIntercom meeting in Australia, and the Dubai International Pharmaceuticals and Technologies conference. These events gave CPhA a chance to learn more about international trends in pharmacy. In turn, we shared Canadian developments such as the Blueprint for Pharmacy, pharmacists' expanded scope of practice and drug reimbursement reforms.



## now is the time to **SEIZE OPPORTUNITIES**

**T**he unprecedented rate of change in pharmacy practice currently underway has presented many possibilities for pharmacists to broaden their reach and develop new ways to deliver the best possible care to Canadians. CPhA is involved in many initiatives to explore and enable these opportunities for members.

### ***Blueprint for Pharmacy***

The CPhA-led Blueprint for Pharmacy is at the forefront of change in pharmacy, working with those in the profession to achieve the Vision for Pharmacy: *Optimal drug therapy outcomes for Canadians through patient-centred care.*

“Pivotal” is perhaps the best way to describe the past year. The strategy gathered momentum and moved firmly from concept to reality through a number of initiatives.

The Blueprint for Pharmacy National Coordinating Office (BP-NCO) became operational at CPhA, and the Blueprint’s website went live ([www.blueprintforpharmacy.ca](http://www.blueprintforpharmacy.ca)). The Blueprint for Pharmacy Steering Committee (BPSC) was created with a clear mandate, authored project proposals in each of the Blueprint’s five key areas and secured some preliminary funding.

A Blueprint for Pharmacy Fundraising Committee (BPFC) was created and launched a fundraising campaign with a goal of raising \$3.5 million by the end of 2013 to support Blueprint projects. At the national conference we hosted a special interactive Blueprint for Pharmacy Opportunity Tree session, where we engaged participants in discussions about how to realize the vision.

### ***Canadian Pharmacy Services Framework***

As the role of the pharmacist evolves, it is important that the compensation model evolve along with it. To promote a sustainable funding model, CPhA is working on the Canadian Pharmacy Services Framework (CPSF), a joint initiative with CACDS and provincial pharmacy associations, under the Blueprint for Pharmacy with coordination by the BP-NCO. The draft framework is a common, pan-Canadian model for pharmacy services. A resource for pharmacists, pharmacy owners and associations, it also demonstrates to payers the value proposition pharmacists can offer the health care system.

## now is the time for **INNOVATION**

**C**PhA has consistently been at the forefront of providing cutting-edge practice tools to help pharmacists provide optimal patient care. Our work is especially helpful for members now with the developing shift to patient-centred care. Developed over the past few years, several of the following clinical and medication management resources attracted renewed interest in 2010.

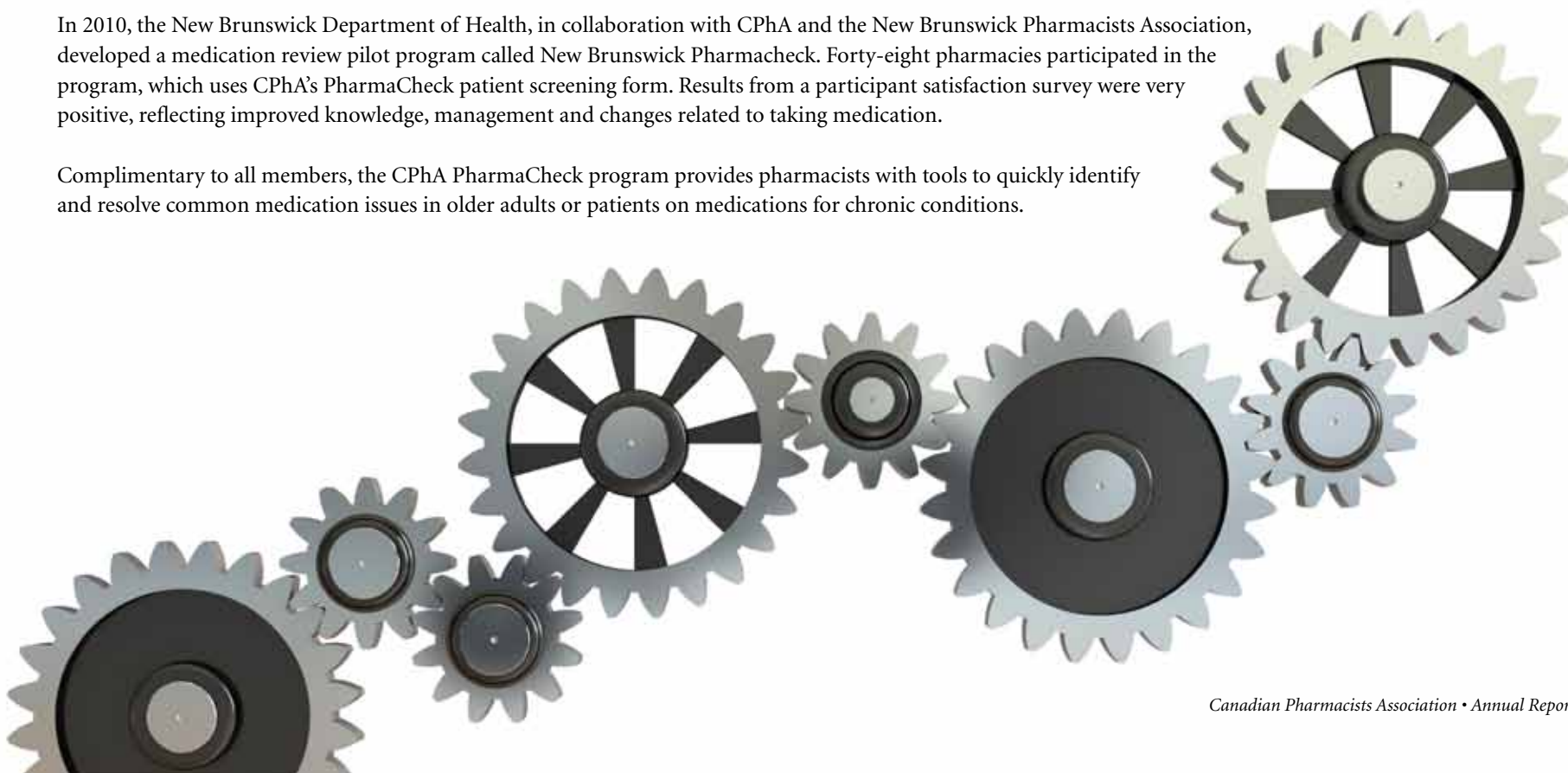
### ***Primary Care Pharmacy Specialty Network***

The Primary Care Pharmacy Specialty Network (PC-PSN) now connects more than 300 pharmacists who have an interest in primary health care and family practice. The PC-PSN allows pharmacists to share practice experiences, useful resources and relevant evidence via a website and listserv. Jointly hosted by CPhA and the Canadian Society of Hospital Pharmacists (CSHP), participation is available exclusively to CPhA and CSHP members.

### ***New Brunswick Pharmacheck***

In 2010, the New Brunswick Department of Health, in collaboration with CPhA and the New Brunswick Pharmacists Association, developed a medication review pilot program called New Brunswick Pharmacheck. Forty-eight pharmacies participated in the program, which uses CPhA's PharmaCheck patient screening form. Results from a participant satisfaction survey were very positive, reflecting improved knowledge, management and changes related to taking medication.

Complimentary to all members, the CPhA PharmaCheck program provides pharmacists with tools to quickly identify and resolve common medication issues in older adults or patients on medications for chronic conditions.



### ***Pharmacy-Jobs.ca***

Finding that perfect job or the ideal candidate can be challenging but CPhA has made it easier than ever. In October, CPhA and the Canadian Association of Pharmacy Students and Interns (CAPSI) teamed up with Workopolis NicheNetwork to launch Pharmacy-Jobs.ca, a central job board for employers and pharmacy professionals to connect. Pharmacists, pharmacy technicians and students can post résumés to the site, and employers can post available positions. The site is up and running, with more than 1000 résumés and almost 200 jobs posted since it was launched. Visit us at [www.pharmacy-jobs.ca](http://www.pharmacy-jobs.ca).

### ***Emerging e-Health Systems***

Electronic Drug Information Systems (DIS) represent a core component of emerging electronic health records, which will both affect and support pharmacy practice and patient care.

CPhA has partnered with Canada Health Infoway on a number of projects to ensure pharmacists have input into important technology decisions. In 2010, CPhA collaborated with CACDS and Canada Health Infoway on a provincial DIS benefits analysis that included a national survey of pharmacists. More than 700 responses were received and were highly informative, particularly regarding the value of DIS in medication management and supporting an expanded role for pharmacists. In addition, a number of pharmacists participate in several Infoway committees.

### ***Pharmacist Awareness Week 2010***

Each year CPhA supports Pharmacist Awareness Week, helping pharmacists communicate to Canadians how they can be their partner in health care. From March 1-6, in partnership with Rogers Media and sponsored by Astra Zeneca, CPhA distributed posters and pamphlets to pharmacies with the theme, “Your health, your pharmacist – bring your pharmacist into the picture.” More than 500 pharmacists downloaded customizable materials to display in their pharmacies or distribute to patients.

## now is the time for **CONFIDENCE**

**C**PhA is helping prepare pharmacists for expanded roles in patient care by providing the foundational skills and building the confidence they need to practice to the full extent of their capabilities and training. As pharmacy practice expands, it is increasingly important for pharmacists to keep up-to-date to provide patient-centred services such as medication management and health promotion. CPhA continues to be a leader in advancing the role of pharmacists through its continuing education (CE) programs and related practice tools. A number of programs have been supported through funding from Health Canada.

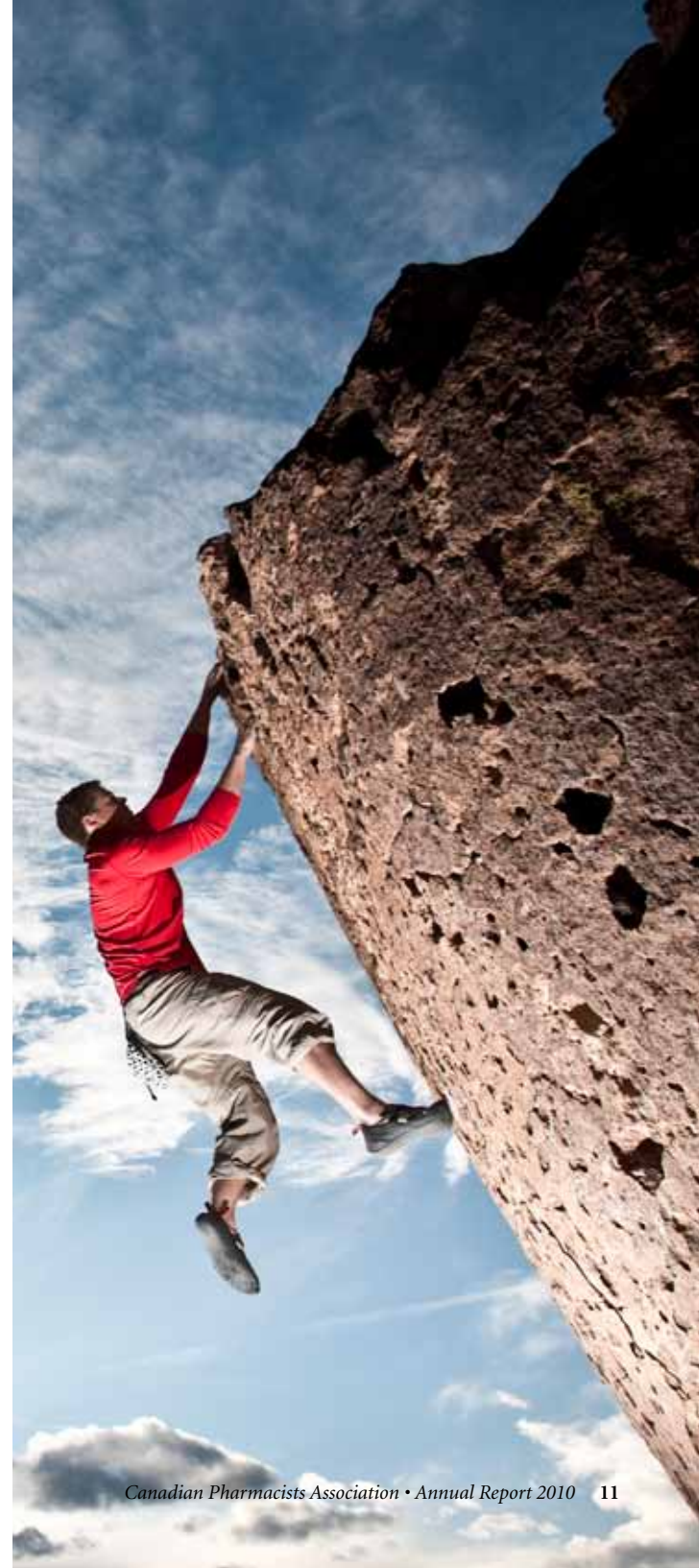
### ***ADAPT (Adapting pharmacists' skills and approaches to maximize patients' drug therapy effectiveness)***

ADAPT is Canada's most comprehensive primary care skills CE program for pharmacists. It was developed in partnership with CSHP and members of the PC-PSN, and rigorously pilot tested with an invited group of 90 pharmacists in 2010 and early 2011. Learners participated in an intensive online program covering topics such as medication assessment, documentation, collaboration with physicians and the use of evidence-based medicine to guide clinical decisions and recommendations. They had the opportunity to attend a one-day workshop where they put what they had learned online into practice with their peers, moderators and standardized patients. Feedback has been overwhelmingly positive.

**This is the most in-depth continuing education program I have ever been a part of. It results in a significant change in your practice. Not just a change in your knowledge base about a particular disease state or particular set of guidelines, but the things you learn in the ADAPT course prepare you to make changes in your practice and equip you to be able to respond to new changes in practice as they evolve.**

*~ Verna Hutchinson*

*ADAPT student; Adjunct Clinical Assistant Professor and Community Engagement Coordinator, University of Waterloo;  
Primary Care Preceptor, Grandview Medical Centre Family Health Team, Waterloo ON*



**In today's pharmacy world that's changing so quickly, we're going from a product-based industry to patient, cognitive services-based focus... To practice and learn in such a good environment has improved my practice and has given me another 10 years' worth working life. I believe in today's world that the role of the pharmacist as we've known it is disappearing.**

*~ John Shaske,  
ADAPT student;  
community pharmacist,  
Howe Sound Pharmacy,  
Gibsons BC*

### ***Diabetes Strategy for Pharmacists***

There are more than nine million Canadians living with diabetes or prediabetes and, as the most accessible health care professional, pharmacists can have a positive effect on the lives and care of those living with the disease. Based on earlier work developing essential resources for an expanded role in chronic disease management, CPhA delivered five workshops across the country in 2010. The workshops trained approximately 100 pharmacists in diabetes management and care. Sessions held in conjunction with local pharmacy associations in Toronto and Ottawa were sold out.

A customized training session was created from our workshop content and given to 2250 Shoppers Drug Mart pharmacists in the fall. The session focused on helping pharmacists better communicate with patients about diabetes.

In addition, we collaborated with the Canadian Diabetes Association (CDA) to promote their Community Pharmacy Outreach Program (CPOP) to our members and to promote our workshop to their conference delegates. Work continues on other activities including the development of an online forum for diabetes-trained pharmacists and making continued quality improvements to the training programs.

### ***Quit Using and Inhaling Tobacco***

Smoking cessation counselling is one aspect of patient-centred care gathering more attention with recent legislative changes. CPhA collaborated with over nine provincial and regional pharmacy organizations to deliver 14 Quit Using and Inhaling Tobacco (QUIT) workshops across the country, training close to 400 pharmacists.

Through our partnership with online consumer health information provider MediResource, an awareness campaign let Canadians know that pharmacists can be a key partner in quitting smoking. An online pharmacy locator, identifying pharmacies with a QUIT-trained pharmacist on staff, was also developed as an added benefit to participants. An online QUIT forum offers ongoing support for QUIT graduates.

In 2010, enrolment in the QUIT program increased by 90%. It was also selected by the Pharmacists Association of Saskatchewan as the online component of their Partnership to Assist with Cessation of Tobacco (PACT) program, mandatory for pharmacists seeking reimbursement for smoking cessation services in that province.

### ***Professional Development and Continuing Education***

In the fall, CPhA and the Canadian Council on Continuing Education in Pharmacy (CCCEP) co-hosted the Continuing Professional Development/Continuing Education (CPD/CE) Policy Summit: Advancing Innovation and Excellence in Pharmacy Practice. Two-day interactive workshops were held in Edmonton, Halifax and Toronto. Participants from many stakeholder groups came together to identify the ideal future of pharmacy CPD/CE and determine how to get there.

### ***CPhA National Conference 2010***

More than 450 delegates gathered at the national conference in Calgary to learn about the latest developments in pharmacy. In addition to a wide range of expert speakers and continuing education opportunities (more than 16 CE units), highlights included an interactive session to develop the Blueprint Opportunity Tree, a first-ever session for new practitioners, presentation of 16 research posters and 19 oral abstracts, and a 75-booth exhibit showcasing the latest resources, therapies and information in pharmacy. Attendees put on their cowboy hats, kicked up their heels and experienced a wild west gun fight at a dude ranch social event.

**As a QUIT-trained pharmacist, I find that I am much more useful to my patients in the sense that I have more confidence to provide my patients with the best information and empowerment. Not only do I find that I can integrate this much better into my practice site, but I can also utilize it on clinic days when we provide smoking cessation assistance for our clients. I still do quite a bit of work with respiratory patients (asthma and COPD) and this unique training has really hit the mark for me. Don't know what I would do without it!**

*~ Kristine Petrasko,  
BScPharm, CRE, Manitoba*

To provide patients with a variety of therapeutic options, *Patient Self-Care* is a concise resource of a convenient size for use in a community practice. For example, recently I used this textbook as a counselling guide for a patient with a fungal infection of the nail. The patient was impressed by how quickly I found the information and by the quality of the information that it provided.

~ Ron Silver,  
BScPharm, community pharmacist,  
Winnipeg, MB

## now is the time for **PATIENT-CENTRED CARE**

### ***Therapeutic and Drug Resources/Publications and e-Products***

CPhA is Canada's leading source for current, evidence-based Canadian therapeutic and drug information. Our innovative print, online and mobile products give pharmacists the up-to-date content needed to provide outstanding patient care in the format they prefer. As always, CPhA members enjoy at least a 20% discount on any product purchase, so you always have the tools you need, when you need them.

### ***Compendium of Pharmaceuticals and Specialties (CPS)***

The 2010 edition of *CPS* marked its 50<sup>th</sup> anniversary as the most authoritative and relied-upon resource for up-to-date information on thousands of prescription medications, vaccines and natural remedies. New additions in 2010 included 146 new products, four new CPhA monographs, 46 new images and updates to all Clin-Info articles. CPhA makes it a priority to maintain the timeliness and accuracy of *CPS* and its online version, e-CPS.

### ***Patient Self-Care (PSC) and the Compendium of Self-Care Products (CSCP)***

Pharmacists are often the first health care professionals patients consult about many ailments that may be treated with nonprescription medications. In 2010, CPhA released the highly anticipated second editions of *PSC* and *CSCP*, helping pharmacists make point-of-care decisions and recommendations to enable patients to make wise decisions and manage their own health.

### ***e-Therapeutics<sup>+</sup>***

CPhA continues to enhance e-Therapeutics<sup>+</sup> (e-T), Canada's authoritative online resource for prescribing and managing drug therapy that combines the resources of e-CPS and *Therapeutic Choices*. e-Therapeutics<sup>+</sup> now includes McMaster Plus, a tool developed by McMaster University that prioritizes recent articles from the best medical journals by quality and relevancy. Including this tool makes e-Therapeutics<sup>+</sup> even more comprehensive and ensures that users have immediate access to the most recent information on the topic.

Use of e-Therapeutics<sup>+</sup> by pharmacists, students, physicians, nurse practitioners and other health care practitioners continues to grow. By 2010, the majority of Canadian pharmacists and pharmacy chains had adopted it, confirming its position as the reference tool of choice in Canada.

In January, CPhA offered e-Therapeutic Highlights (e-T Highlights) to physicians in partnership with McGill University and the College of Family Physicians of Canada (CFPC). Family physicians receive timely, relevant nuggets of clinical



**e-Therapeutics<sup>+</sup> is an essential resource that provides the therapeutic and drug information I need in a user-friendly format. My practice is focused on helping patients manage their drug therapy. The recommendations in e-Therapeutics<sup>+</sup> are evidence-based, current and reliable. I can tell at a glance when information has been updated, or if important new safety information about a drug has been added. I couldn't work without it!**

~ *Sheila Kemp*,  
Pharmacist Owner, Aikenhead's  
PharmaChoice; 2009 OPA Pharmacist  
of the Year – Bowl of Hygieia Award,  
Renfrew, ON

information selected from the content of e-Therapeutics<sup>+</sup> every week via email. Since its launch, more than 5700 users have participated. CFPC members are eligible to receive continuing medical education credits by answering a short evaluation questionnaire about the use of each highlight.

### ***CPS Essentials***

CPhA continually strives to stay ahead of the curve with innovative ways to deliver outstanding therapeutic and drug content. As health care professions are increasingly adopting smartphones to stay on top of alerts, recalls and approvals, e-prescribe and implement better treatment access in underserved areas, CPhA began developing a new mobile application in 2010.

CPS Essentials is CPhA's first mobile application for iPhone, iPod touch and iPad and will be officially released at the 2011 national conference in Montreal. This 'app' puts productivity tools and drug information right at your fingertips. It includes Health Canada advisories; calculators for body surface area, creatinine and ideal body weight; popular *Canadian Pharmacists Journal (CPJ)* articles, and medical and microorganism abbreviations. It also comes with a free 30-day trial for Drugs and Conditions, comprehensive drug tables from *Therapeutic Choices*. Search more than 160 conditions and 2200 drugs for information on dose, adverse effects, drug interactions and relative cost.

### ***Future Developments***

Work began on the sixth edition of *Therapeutic Choices* (which will also be launched at the national conference in Montreal in May), and a new drug information resource for Ontario midwives. In addition, the Board approved an investment in the translation of *Therapeutic Choices* content, so e-Therapeutics<sup>+</sup> will soon be available in both official languages for the first time.

### ***Canadian Pharmacists Journal***

The *CPJ* is your peer-reviewed forum for patient-centred practice. In 2010, the journal continued to publish high quality original submissions as well as two well received special supplements (*Biologics* and *Menopause*). The journal's accomplishments in knowledge translation were recognized at the Canadian Agency for Drugs and Technology in Health (CADTH) Symposium in Halifax, where *CPJ* presented a poster, and at the Guidelines International Network conference in Chicago, where *CPJ* presented an oral abstract outlining the clinical practice guidelines adaptation process used in our *Diabetes* supplement. *CPJ* was also recognized by Hypertension Canada at its 2010 annual meeting with a Certificate of Excellence for its contributions to increased awareness and improved control of blood pressure in Canada.

In May, *CPJ* went social, launching its own Facebook page. The site informs readers about *CPJ* news and current issues relevant in the world of pharmacy. Visit [www.facebook.com/cpjjournal](http://www.facebook.com/cpjjournal) and join the discussions.

### ***Pharmacy Practice Research***

CPhA continues to support pharmacy practice research in Canada and around the world. Our monthly e-newsletter, *Live Links*, highlights the latest global pharmacy practice research in a format that is easy to read and understand. *Live Links* delivers innovative research news to more than 8000 people.

*The Translator*, a quarterly newsletter summarizing key Canadian research articles with health policy implications, showcases evidence-based health care research and pharmacy best practices. Pfizer Canada is a sponsor of this resource and translates each issue to make it available in both official languages.

Sign up for *Live Links* and *The Translator* at [research@pharmacists.ca](mailto:research@pharmacists.ca).



## now is the time for **RENEWAL**

### *Membership Programs*

Now is a time of change and renewal in pharmacy and we are refreshing our membership program to suit you better. The time is now to take advantage of new opportunities.

### *Membership Initiatives*

With a general trend in eroding membership in voluntary associations plus regulatory changes affecting the practice and business models of pharmacy, CPhA has experienced declining membership in recent years. In 2010, the Membership Task Force (MTF) initiated market research with member and non-member pharmacists across Canada. With the help of Environics Research Group, CPhA surveyed a wide cross section of pharmacists. The survey questionnaire was exhaustive, examining perceptions, needs and wants, professional interests and values, likelihood of respondents' joining CPhA, and barriers to membership.

Respondents provided valuable insight that subsequently informed more than 20 recommendations. The survey overwhelmingly concluded that pharmacists are looking for support on a variety of professional issues and workplace challenges, especially pertaining to expanded scope of practice, education and advocacy. A few highlights from the survey results include:

- The top ranking need identified by all pharmacists was for a unified, recognizable voice for the profession and participation in national debates about various issues that affect pharmacy.
- Pharmacists, regardless of age, place of work or position, are excited about the prospect of taking on an expanded scope of practice, but many are concerned that they do not currently have the necessary skills to do so with confidence.
- The most valuable potential CPhA function identified in the survey would be to provide a variety of CE opportunities.

Results of the survey were illuminating. We are taking the results to heart and look forward to implementing enhanced and relevant membership initiatives that address the real professional needs of all pharmacists.

### ***Enhancing Communications***

The membership survey revealed that awareness of CPhA's activities and priorities amongst pharmacists was low in some areas. To strengthen its communications with members, the health care sector, government and the public, CPhA initiated an audit of its communications materials in 2010.

CPhA also created the *Communiqué*, a bi-monthly email to members from their constituent representative on the CPhA Board of Directors. Designed to engage members at the Board level, the *Communiqué* reports CPhA policy decisions related to important issues facing the profession and updates members on key Board activities.

*ClikInfo*, CPhA's monthly newsletter, keeps members updated about the Association's advocacy activities, upcoming events, new products and special offers.

### ***Student Membership***

Students are the future of the profession and are the foundation for a vibrant professional association. CPhA offers pharmacy students the support they need throughout their training and as they move into their careers in pharmacy. Once again, undergraduate and graduate students in Canadian schools of pharmacy were offered a complimentary CPhA membership, which includes significant discounts on publications and practice tools needed for their coursework, as well as access to *CPJ* online.

Various collaborations strengthened the relationship between CPhA and CAPSI in 2010. Beginning with our inaugural exhibit at CAPSI's Professional Development Week in January, we worked to provide meaningful support to students throughout the year. Lunch & Learn sessions were held at each faculty, educating students about the important role that CPhA plays in the pharmacy profession and how CPhA is a leading force of change. The successful launch of *Pharmacy-jobs.ca* in October provided students with a tool to navigate job opportunities and move forward in their careers.

**CPhA's presence at this year's Professional Development Week Conference in Saskatoon was significant, especially through their continued participation in the CAPSI National Student Literary Challenge. In addition, through the CPhA *ClikInfo* email blasts, students have been able to keep up-to-date with changes affecting students from both CPhA and CAPSI. The continual support from CPhA has been integral to the success of our Association and we hope to further this relationship with future endeavors.**

~ Polly Kwok,  
CAPSI President

~ Jillian Grocholsky,  
CAPSI President-Elect

### **CPhA Awards 2010**

Our Centennial Awards recognize a student from each faculty of pharmacy who demonstrates leadership and a passion for their future profession. Ten Centennial Award winners joined CPhA at the 2010 National Conference for several days of team building and networking activities prior to attending educational sessions.

CPhA also celebrates the exceptional contributions of individual members who make a difference to the profession of pharmacy. The Pharmacist of the Year Award recognizes a pharmacist who demonstrates leadership and exemplifies the evolution of profession toward an expanded role in health care. Congratulations to 2010's Pharmacist of the Year, Dr. Derek Jorgenson, whose outstanding work in primary care and involvement in national and provincial professional organizations deserves this recognition.

**My CPhA membership provides me with access to tools to support my education and insight into my future profession. It's important to me that CPhA is leading practice change and advocating for an expanded role so that when I do enter practice, I will be able to apply all I've learned and to do all I'm capable of to provide high quality patient care!**

*~ Jenny Seguin,  
Pharmacy Student, University of Waterloo,  
Waterloo ON*



## the bottom **LINE**

Overall, the Association was very successful in 2010, generating a surplus of \$1,695,582 and ending the year with a cash balance of \$6,073,092. Our investment portfolio is moving in the right direction again with an overall net increase of \$150,345 and our unrestricted net assets increased from a negative \$1,007,447 to a positive \$779,374.

Publishing revenues increased to \$12,688,007 in 2010. This increase was mainly the result of strong growth of our e-publications. E-publications had a strong year with an overall increase over 2009 mainly due to the continued strength and acceptance of our e-Therapeutics<sup>+</sup>, e-CPS and content licensing products. Print revenue increased due to the successful release of the *Patient Self-Care*, 2nd edition and the *Compendium of Self-Care Products*, 2nd edition. Both of these products had strong sales in 2010, surpassing expectations for the year. These revenue increases were achieved while maintaining our publication related expenses below 2009 levels.

Revenue from Membership Programs relates to activities in the Professional and Membership Affairs department. These revenues increased from 2009. This increase was due to the increased funding revenue for our key projects such as Diabetes and Smoking Cessation Strategies. Blueprint for Pharmacy fundraising enabled progress on several projects in 2010 and we look forward to a successful fundraising campaign in 2011 to support important Blueprint developments going forward. These revenue increases are for the most part offset by equivalent project expenses. Membership dues held relatively flat, with only a small decline in 2010. There are a number of initiatives underway that will be completed in 2011 with of objective of growing membership numbers.

The Association's surplus was greater than budget. The key reasons for this were strong print sales that were much higher than budgeted largely due to the success of our new products, and increasing e-Sales with our e-Therapeutics<sup>+</sup> product exceeding expectations. We were able to exceed our sales targets while at the same time lowering our expenses. A significant portion of our decrease in expenses was the result of an accounting change however the remaining decrease was due to strategically managing our print costs as well as realizing other efficiencies.

## Summary Financial Statements of Canadian Pharmacists Association

Year ended December 31, 2010

### REPORT OF THE INDEPENDENT AUDITORS' ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of Canadian Pharmacists Association

The accompanying summary financial statements of Canadian Pharmacists Association, which comprise the summary statement of financial position as at December 31, 2010 and the summary statements of operations for the year then ended, and related notes, are derived from the audited financial statements prepared in accordance with Canadian generally accepted accounting principles, of Canadian Pharmacists Association as at and for the year ended December 31, 2010. We expressed an unmodified audit opinion on those financial statements in our report dated April 12, 2011.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles applied in the preparation of the audited financial statements of Canadian Pharmacists Association. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Canadian Pharmacists Association.

#### *Management's Responsibility for the Summary Financial Statements*

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in Note 1.

#### *Auditors' Responsibility*

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

#### *Opinion*

In our opinion, the summary financial statements derived from the audited financial statements of Canadian Pharmacists Association as at and for the year ended December 31, 2010 are a fair summary of those financial statements, in accordance with the basis described in Note 1.

KPMG LLP

Chartered Accountants, Licensed Public Accountants

April 12, 2011

Ottawa, Canada

CANADIAN PHARMACISTS ASSOCIATION  
**Summary Statement of Financial Position**

December 31, 2010, with comparative figures for 2009

	2010	2009
<b>Assets</b>		
Current assets:		
Cash	\$ 6,073,092	\$ 4,646,707
Accounts receivable	1,550,901	460,835
Inventory	1,295,805	1,129,857
Prepaid expenses	331,548	343,382
	9,251,346	6,580,781
Investments	2,142,435	1,992,090
Capital assets	2,441,992	2,433,696
	\$13,835,773	\$11,006,567
<b>Liabilities and Net Assets</b>		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 1,223,167	\$ 759,509
Deferred revenue	7,425,991	6,855,560
Current portion of obligation under capital leases	25,427	14,345
	8,674,585	7,629,414
Obligation under capital leases	44,562	31,599
Net assets (deficiency):		
Unrestricted	779,374	(1,007,447)
Internally restricted	1,965,249	1,965,249
Investment in capital assets	2,372,003	2,387,752
	5,116,626	3,345,554
	\$13,835,773	\$11,006,567

See accompanying notes to summary financial statements.

CANADIAN PHARMACISTS ASSOCIATION

**Summary Statement of Operations and Changes in Net Assets**

Year ended December 31, 2010, with comparative figures for 2009

	Budget	2010	2009
	(unaudited)		
Revenue:			
Digital Publishing Solutions	\$11,882,223	\$12,688,007	\$11,472,671
Membership Programs	3,601,660	3,115,095	2,241,031
Corporate Services	337,845	385,917	220,166
	15,821,728	16,189,019	13,933,868
Expenses:			
Digital Publishing Solutions	6,971,940	6,596,420	6,677,563
Membership Programs	4,361,739	3,820,747	2,380,452
Corporate Services	4,177,957	4,076,270	3,508,105
	15,511,636	14,493,437	12,566,120
Excess of revenue over expenses	310,092	1,695,582	1,367,748
Net assets, beginning of year	—	3,345,554	1,739,219
Cumulative adjustment for unrealized gains on investments in the year	—	75,490	238,587
Net assets, end of year		\$ 5,116,626	\$ 3,345,554

See accompanying notes to summary financial statements.

## Notes to Summary Financial Statements

Year ended December 31, 2010, with comparative figures for 2009

Canadian Pharmacists Association (the "Association") was incorporated under the Canada Corporations Act on September 16, 1924. The Association serves its members by establishing the pharmacist as the health professional whose practice, based on unique knowledge and skills, ensures optimal drug use to improve patient outcome through pharmaceutical care. The Association is a non-profit organization, under subsection 149(1)(l) of the Income Tax Act and, as such, is not subject to income taxes.

### 1. Summary financial statements:

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian generally accepted accounting principles, as at and for the year then ended December 31, 2010.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

- (a) whether information in the summarized financial statements is in agreement with the related information in the complete audited financial statements; and
- (b) whether, in all material respects, the summarized financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statement of changes in net assets and the statement of cash flows do not provide additional useful information and as such has not included them as part of the summary financial statements.

The complete audited financial statements of Canadian Pharmacists Association are available upon request by contacting the Association.

# 2010 YEAR IN REVIEW

## JANUARY

- *CPJ Biologics* supplement
- College of Family Physicians of Canada members receive e-Therapeutic Highlights

## FEBRUARY

- 50th anniversary of the CPS
- First Diabetes workshop took place in Regina

## MARCH

- Pharmacist Awareness Week, March 1-6
- First meeting of Blueprint for Pharmacy Steering Committee

## APRIL

- Announcement of major drug reforms in Ontario

## MAY

- CPhA national conference in Calgary
- Launch of *CPJ's* Facebook page

## JUNE

- Graduating pharmacy students given gift of CPhA membership and access to e-CPS
- First *Communiqué* sent to members

## JULY

- Canadian Pharmacy Services Initiative meeting of pharmacy stakeholders

## AUGUST

- Launch of second editions of *Patient Self-Care* and *Compendium of Self-Care Products*
- Launch of ADAPT continuing education pilot program

## SEPTEMBER

- Membership Needs Assessment survey complete
- Collaboration with the Pharmacists Association of Saskatchewan to provide QUIT workshops
- DIS benefits analysis with Infoway

## OCTOBER

- Launch of Pharmacy-Jobs.ca
- Presentation and submission to the Senate on the role of pharmacists in pandemic preparedness

## NOVEMBER

- *CPJ Menopause* supplement
- Launch of Blueprint for Pharmacy fundraising campaign

## DECEMBER

- Survey results and recommendations released on drug shortages

## CPhA BOARD OF DIRECTORS



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Jody Shkrobot  
President-Elect



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Lois Cantin  
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New Brunswick



Leah Phillips  
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Peter Zawadzki  
Ontario



Jeff Poston  
Executive Director

## **CPhA SENIOR DIRECTORS**

(as of December 31, 2010)

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Rick Leach  
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There is a tide in the affairs of men.  
Which, taken at the flood, leads on to fortune;  
Omitted, all the voyage of their life  
Is bound in shallows and in miseries.  
On such a full sea are we now afloat,  
And we must take the current when it serves,  
Or lose our ventures.

~ *Julius Caesar Act 4, scene 3, 218–224*  
*William Shakespeare*

**...the time is now**

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