

DRAFT Report of the Executive Director

May 5th, 2018

A major undertaking of the PEI Pharmacists Association Executive in 2017-18 was the development of a new strategic plan for the Association. The timing for this was excellent as the new member Registered Pharmacy Technician membership category was added at the 2017 AGM held in May. Our Vision is “Improved health, wellness, and quality of life for all Islanders through accessible and sustainable pharmacy care”; our Mission “Empowering members to improve medication use and advance patient care”. We will achieve our strategic goals through advocating for the profession, advancing patient care, ensuring financial stability of the profession, and providing support to members. This new strategic plan will serve as a compass, providing a disciplined approach to the management of the Prince Edward Island Pharmacists Association over the next five years.

An exciting development in 2017-2018 has been the introduction of the new Registered Pharmacy Technician membership category to the PEI Pharmacists Association membership roster. I am very pleased to report that we have welcomed 47 new pharmacy technicians and technician candidates since introducing this membership category through bylaw change at our May 2017 AGM. The Association looks forward to working with our newest members to promote the important contributions of pharmacy technicians in the provision of pharmacy services to pharmacist colleagues, the public, and other stakeholders. Best wishes are extended to those members who are completing the registration this year- good luck on your exams!

The PEI Pharmacists Association is the voice of Island pharmacists and now pharmacy technicians. Efforts to educate the public and other stakeholders about the important role pharmacists and pharmacy technicians play in the provision of front line health is a priority. Social media continues to be an important tool in achieving this. Our twitter account has reached an all-time high of 1236 followers, and we’ve been able to increase our profile through joining in the social conversations regarding health issues.

The Pharmacy Services Agreement between the PEI Pharmacists Association and the Province of PEI expired in April, 2016. Discussions were put on hold in the Fall, thus the current agreement remains in effect. In order to provide the level of care and the range of services that pharmacists can provide, there needs to be a sustainable business model to support them. The Association continues to work to advocate for fair reimbursement to support safe dispensing as well as reimbursement of pharmacists' professional services.

In the first year of offering a universal influenza vaccination program, pharmacists have proven to be the provider of choice for this important public health intervention. We have provided approximately **27,669** influenza vaccines to PEI Residents in the 2017-2018 flu season!

The PEI Pharmacists Association continues to benefit from collaboration with the Canadian Pharmacists Association (CPhA) and the other provincial pharmacists associations. As executive director, I am involved in numerous advisory and working groups, coordinated through CPhA. These include: Third

Party Payers, Pay for Performance, Advocacy, Communications, Pharmacist Awareness Month/Week, Member Affinity Programs, Continuing Professional Development, and more. I also had the opportunity to participate in the National Pharmacists Lobby Day on Parliament Hill, meeting with several MPs to discuss issues of importance to the profession.

Provincially, I have represented the PEI Pharmacist Association perspective on the Provincial Diabetes Strategy, the Provincial Opioid Strategy, the PEI Tobacco Reduction Alliance, the Provincial Cannabis Engagement Session and more. I had also been invited to participate in the Atlantic Region Antimicrobial Stewardship meeting in Halifax as well as the National Canadian Deprescribing Network Summit in Montreal. Attendance at both of these National events was made possible through funding provide by the host organizations and it was greatly appreciated to be afforded the opportunity to bring the PEI perspective to the larger national conversation.

Member benefits and affinity programs continue to be a priority of the Association. New benefits are being added all the time, and members are encouraged to take advantage of these value-add initiatives. Please let us know if there is a particular benefit you would like investigated for inclusion in our member-benefit package.

The Association is always looking to increase member engagement in the work of the Association. There are numerous opportunities available to share your talents, while getting involved in your profession. Please contact the Association office to express interest!

Respectfully submitted,

Erin MacKenzie