

NEW SUBSCRIPTIONS/CHANGE OF ADDRESS

Tel: (416) 764-3858; Fax: (416) 764-3937;
bebe.jardine@rci.rogers.com

Please note that we must receive written notification of any changes of address. Please include daytime phone number as well.

QUESTIONS ON CE PROGRAM

Tel: (416) 764-3879; Fax: (416) 764-3937;
mayra.ramos@rci.rogers.com

Please allow 6-8 weeks for notification of score.

Couriered packages should be sent to:
Pharmacy Practice Circulation, One Mount Pleasant Rd., 7th floor, Toronto, Ont., M4Y 2Y5

EDITORIAL STAFF

EDITOR

Ruth Hanley, (416) 764-3926
ruth.hanley@pharmacygroup.rogers.com

MANAGING EDITOR

Rosalind Stefanac, (416) 764-3927
rosalind.stefanac@pharmacygroup.rogers.com

CONSULTING CLINICAL EDITOR

Lu-Ann Murdoch, B.Sc. Pharm.

PROJECTS MANAGER

Karen Welds, (416) 764-3922
karen.welds@pharmacygroup.rogers.com

ASSISTANT EDITOR

Victoria Fulford, (416) 764-3944
victoria.fulford@pharmacygroup.rogers.com

ART DIRECTOR

Veronica DeVriese

ASSISTANT ART DIRECTOR

Shawn Samson

COLUMNISTS

COUNSELLING MATTERS

Melanie Rantucci, M.Sc. Pharm., Ph.D.
mjrpharm@rogers.com

MEDICATION FORUM

Glen Schoepp, B.S.P.,
gschoepp@shaw.ca
Denis Bélanger, B.Sc. Pharm.,
dbelanger@ottawahospital.on.ca

DRUG TRIALS

Sandra Knowles, B.Sc. Pharm.,
sandra.knowles@sw.ca

NEW DRUGS

Lu-Ann Murdoch, B.Sc. Pharm.

TAKE AS DIRECTED

Rosalind Stefanac
rosalind.stefanac@pharmacygroup.rogers.com

HEALTH TOPICS

Victoria Fulford
victoria.fulford@pharmacygroup.rogers.com

CONTINUING EDUCATION EDITOR

Brenda McBean Cochran, B.S.P., M.Sc.(Phm)

EDITORIAL ADVISORY BOARD

Thomas Brown, Pharm. D.
Sunnybrook & Women's College Health Sciences Centre,
Toronto, ON

Janice Burgess, B.S.P.
Avon Drugs, Regina, SK

Morna Cook, B.Sc.Ph., Cert.Man.
Winnipeg, MB

Beth Gallagher, B.Sc.Pharm.
Grenville Pharmacy, Prescott, ON

Esmail Merani, B.Sc.
Guardian Drugs, North Bay, ON

Beth Mumroe, B.Sc.(Pharm.)
Pugsley's Pharmacy, Amherst, NS

Naz Rayani, Ph.C.
Cadboro Bay Pharmacy, Victoria, BC

Dorothy Smith, Pharm.D.
Consumer Health Information Corp., McLean, Virginia

Editorial

Energy + experience = effectiveness



HAVE YOU EVER HAD THIS HAPPEN: YOU HEAR ABOUT AN IDEA 100 times, and each time think it's a great idea, but then file it away in your mind and promptly forget about it. Then suddenly, the 101st time, it hits you. *Wow! This is a GREAT idea!*

That happened to me at the Ontario Pharmacists' Association annual meeting in May, when I heard two students from the University of Toronto tell attendees about the programs they had developed as part of their rotations at community pharmacies. One was for a Palm Pilot software program that allows the pharmacist to document exactly what he or she advises a patient, whenever and wherever that conversation takes place. The other was a seamless care documentation project that made it easier for hospital and community pharmacists to connect.

As I listened to them, and to the pharmacists who mentored them at these stores, it suddenly hit me. Here is a fantastic opportunity for pharmacists to get some dynamic people to develop new projects, which pharmacists might otherwise never have time to develop on their own...and they can get that help at (almost) no cost.

Students bring energy and up-to-date theoretical knowledge. They'll challenge you to look at your practice in a new way. And patients love them, because they have time to talk about all the patient's conditions.

Here are some more examples of what students have done in the past year:

- One fourth-year student at the University of B.C. redesigned the patient waiting area in a Shoppers Drug Mart pharmacy, to make it easier for pharmacy staff to see patients and to enhance patients' access to in-store education materials.
- Students at Memorial University of Newfoundland (MUN) ran a one-hour medication education group for patients every week on different classes of psychotropics, explaining the benefits of the drugs and how to deal with side effects.
- A student from the University of Saskatchewan took special training in the management of dyslipidemia, then marketed the program and delivered numerous consults to patients in Pharmasave stores, which included point-of-care testing, calculating the client's heart-disease risk, and providing an action plan to reduce the risk.
- A student at Nipawin Hospital in Saskatchewan reviewed literature on primary care, collated clinical practice guidelines, and tested different ways of providing primary care. The student also prepared a report that is helping the pharmacy develop its vision for primary care.

Can you imagine what you could do at your own site if you had students like these working with you? Add them into your staffing equation, then sit back and watch the rewards add up.


RUTH HANLEY

ruth.hanley@pharmacygroup.rogers.com