

# Integrated pharmacy Program

## Wal-Mart Canada Pharmacy



## Connecting with patients to meet healthcare needs

The efforts of **Wal-Mart Canada Pharmacy** to align all its in-store resources to ensure that patients connect with pharmacists for all their healthcare needs has earned the company this year's Commitment to Care & Service Award for Integrated Pharmacy Program.

When customers walk into a Wal-Mart pharmacy, they encounter product displays, take-home brochures and pharmacists who are armed with "cheat sheets" to help them with any product questions they may have.

Each month pharmacists are given special supportive patient information to display geared to a specific topic. These include a did-you-know fact sheet with health and wellness tips, a patient self-assessment form, a pharmacist's health assessment plan, a follow-up form and an appointment reminder card.

For example, a recent fact sheet geared to September's back-to-school season reminded parents about the importance of teaching their children to wash their hands, pointing out to parents that children can contract serious ill-

nesses—such as meningitis and hepatitis A—from a doorknob. It also had tips on dealing with head lice. Another sheet stressed the importance of children getting 90 minutes of physical activity per day and suggested ways to encourage this habit, such as walking, cycling or jogging to school.

The patient self-assessment form is set up in such a way that it helps patients determine if they are working to deal with conditions such as asthma or allergies. If they aren't, the form tells them the Wal-Mart pharmacist will take time to inform them about their condition, how to avoid triggers and manage symptoms.

The pharmacist's health assessment forms provide detailed information about patients and their diseases, with contact information, physician and insurer details, medical history and other details, while the patient management plan provides a strategy of how to deal with a patient's condition or disease state, goals and planned work with the pharmacist.

Finally, the pharmacist's followup form gives the pharmacist a structure to follow

when checking up on patients. It includes questions to ask during a followup phone call and topics to consider, such as adverse effects, administration of medications and positive lifestyle modification. It also ensures another set of followup steps are taken and tells the pharmacist what to do after this initial call.

As part of its integrated pharmacy programming, Wal-Mart has also launched Wal-Mart 2008 Education Days/Clinic Program. The pharmacies feature a healthcare topic each month that aligns with Health Canada's National Awareness months. Five of the months include appointment-based clinics, while four include collaborations with optical professionals. Topics covered include smoking cessation, nutrition management and heart health.

The judges gave high marks to Wal-Mart's integration efforts. "Over-the-counter programs and counselling initiatives help build relationships that both drive sales and improve patient lives," notes one judge.

—Frank Armstrong



Front row (left to right): Amit Harilall, Vijay Akileswaran, Dave Parsons  
Back row (left to right): Doug Thorsley, Louise Hoste, Scott Belfer

2008 Commitment to Care & Service awards

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