

Impact Report 21

Demonstrating
Pharmacy's
Potential

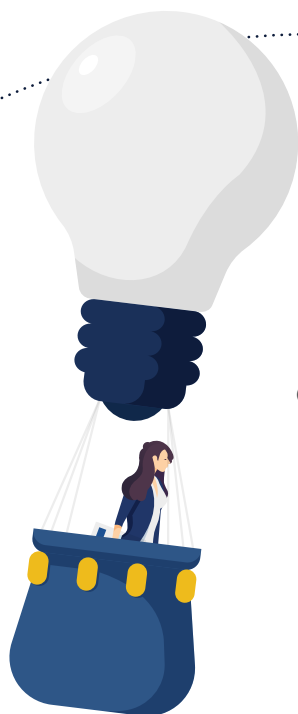


Neighbourhood
Pharmacy
Association of Canada

Association canadienne
des pharmacies
de quartier

Welcome to our Impact Report!

Discover what Neighbourhood Pharmacies has been up to over the past year. Read about our achievements, progress, and challenges as we work to support the community pharmacy sector and deliver value to Canadians.



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Members and
Associate Partners

Fast facts about community pharmacies

Healthcare Partners. Advisors. Lifesavers. Canada's vast network of community pharmacies is at the forefront of protecting and advancing the wellness of Canadians. Pharmacy teams are doing more than ever before, demonstrating their deep capacity to care for patients, communities, and the healthcare system. Neighbourhood Pharmacy is proud to represent and serve such a resilient and vital sector for Canadians.



35,000

There are over 35,000 pharmacy professionals working in Canada's 11,000 community pharmacies.



95%

95 per cent of Canadians live within five kilometres of a community pharmacy.



9.5B

Pharmacies directly generate \$9.5 billion in GDP for the Canadian economy. The total economic footprint of the pharmacy sector (direct, indirect and induced effects) is \$18.7 billion.



185,000

The pharmacy sector employs more than 185,000 Canadians and directly generates \$6.6 billion in labour income.



1.9B

The pharmacy sector generated \$1.9 billion in fiscal benefits to all levels of government in 2020.



750M

Community pharmacies dispense more than 750 million prescriptions in Canada every year.¹

¹ IQVIA, Rx Premium, Moving Annual Total August 2021



Canada's Pharmacies are Community Health Hubs

Pharmacies provide essential public health and primary care services:

- Educating and counselling patients in-person and virtually
- Managing medications and chronic disease
- Serving as stewards of the complex global pharmaceutical supply chain
- Distributing vaccines and delivering immunizations
- Supporting health promotion and screening
- Administering and providing COVID tests

Thank You
Pharmacy
Video



Message from the CEO

All Hands on Deck: Supporting Colossal Pandemic Challenges



Sandra Hanna, RPh
CEO

NEIGHBOURHOOD PHARMACIES

For community pharmacies and their teams, the past twelve months can aptly be described as a difficult voyage in heaving seas and shifting winds.

As a practicing frontline community pharmacist, I appreciate many of us feel fatigued. In this marathon pandemic journey with no precise end date, I believe it's important to reflect on the year past, share much-deserved recognition and spotlight learnings to fortify our actions in the year ahead.

My most vivid recollection of 2021 is the overwhelming sense of togetherness that permeated the healthcare sector. I'm so proud of how we joined forces, especially the collaboration between Neighbourhood Pharmacies and our diverse partners, to deliver an inspired 'all-hands-on-deck' approach to weathering the storm, supporting patients, and helping government navigate uncharted waters.

Admittedly, it has not been smooth sailing. Pharmacy teams routinely field challenging questions from concerned patients amidst ever-changing guidance and supply. We recognize the physical and mental toll this uncertainty has on pharmacy teams in urban, rural, and remote communities.

Demonstrating our unique value and potential to Canada's health system

Pharmacy excels in playing a huge dual role as an essential service and healthcare provider, with a reputation for being dependable, trusted, and caring advisors.

In 2021, we successfully advocated for the deployment of COVID vaccines in pharmacies nationwide, helping bring over 17 million doses to Canadians at the time of this report's publication. The sheer number of doses is extraordinary – a shining example of pharmacy's leadership.

Many of us also experienced pharmacy's powerful impact on an emotional level. Working at my pharmacy in Guelph, Ontario, I felt profoundly moved to personally contribute to the vaccination campaign. When giving patients their shots, I sometimes asked them, "What does this mean for you?" Their answers were heartwarming. They described the reassurance and freedom we were providing by helping them get vaccinated, including the simple ability to offer an elderly relative a much-needed hug.

“Canadians everywhere recognize that pharmacy teams can do much more than fill prescriptions. They increasingly see us as a convenient, reliable access point for health information, navigation, and direct care.”

On a bigger-picture basis, our recent advocacy achievements have evolved our role as community health hubs, encompassing primary care needs in our community. Whereas in the past, pharmacies were often viewed as an adjunct to the healthcare system, our sector's pandemic response proves our deep capabilities. Government relies on pharmacy to mobilize our vast network and ensure the rapid execution of critical public health, vaccination, and testing programs, and we perform to the highest standard.

Our Association continues its strategic advocacy work with federal and provincial governments as we encourage careful consideration of policy directions, including proposed pricing reforms that impact drug affordability. We steadily promote policies that ensure Canadians have reliable access to medicines as part of a more robust, sustainable pharmaceutical supply chain.

Our achievements positively influence policymakers' understanding of community pharmacy's potential to expand health system capacity. Beyond our traditional dispensary role, pharmacy is now highly regarded for its expertise in delivering the frontline insights needed to improve outcomes. Canadians everywhere recognize that pharmacy teams can do much more than fill prescriptions. They increasingly see us as a convenient, reliable access point for health information, navigation, and direct care.

For our success, I thank our members and associate partners, my team, and every government and industry stakeholder we work with for such an incredible effort in another surprising year.

All our efforts over the past year were aligned with our Association's 2018-2021 strategic plan. I'm pleased to report we successfully fulfilled each of our objectives set out in that plan, despite two of the three years being pandemic years. Looking ahead, the remarkable collaboration I've described positions us very well for the future as we launch "[Investing in Access](#)," our strategic plan for 2022-2024.

The year 2021 showcased the direct, critical impact we have on the health and wellbeing of Canadians and the pharmacy sector. We will build upon this invaluable experience to establish a more resilient, sustainable healthcare system.



Sandra Hanna, RPh
CEO

2021 achievements at a glance

In a year filled with adversity, Neighbourhood Pharmacies made incredible progress driving meaningful change for our sector and creating value for our members. Here are highlights of our accomplishments and milestones:



17+ million COVID vaccines

administered to Canadians in community pharmacies, influenced by extensive advocacy led by Neighbourhood Pharmacies to expand pharmacy participation in vaccination campaigns.



1400+ industry leaders and practitioners

built their networks and pharmacy business knowledge through our conferences and webinars.



Elevated awareness about national pharmacare

with outreach campaign influenced by our advocacy. Our campaign's digital ads have over 11 million impressions on social media channels to date, with close to 335,000 emails sent from Canadians to 275 different MPs.



Facilitated distribution and administration of COVID tests through pharmacies

by working with federal and provincial governments, benefitting millions of Canadians – in addition to delivering millions of private tests.



Successfully advocated and secured a 5-year extension to the Section 56 exemption

enabling pharmacy teams to play a greater role in opioid management and harm reduction.



Amplified the voice of community pharmacy

through a revamped website and increased social media advocacy with nearly 6,000 followers combined on LinkedIn and Twitter.



Represented over 70% of pharmacies in Canada

and served as the unique, distinct voice of the pharmacy business.



Conducted robust polling of 9,000 Canadians to fuel nationwide discussion on routine immunizations

revealing 1 in 4 adults missed or is unsure if they missed a routine immunization for themselves or their child, and 7 in 10 Canadians support pharmacy's increased role in providing routine immunizations. These results informed provincial advocacy discussions and propelled the impact and reach of our oneinfour.ca digital campaign.

Advocacy impacts

Neighbourhood Pharmacies moved the needle on critical priorities for Canada's community pharmacy sector in 2021. We advocated strongly for harnessing pharmacy's potential as a health system partner.

Our multipronged advocacy encompasses proactive engagement with federal and provincial policymakers, payers (public and private) and collaboration with stakeholders across the healthcare system. Neighbourhood Pharmacies advances pharmacy business priorities through frequent meetings with government officials, diverse industry associations, members, and associates. We undertake proactive media relations and strategic communications via social networks to complement our campaigns, share our research and amplify our advocacy priorities. Combined, these efforts achieve real progress for our industry.



Shelita Dattani, RPh
Vice President, Pharmacy Affairs
NEIGHBOURHOOD PHARMACIES

“One of our key messages to governments is, ‘Don’t underutilize what pharmacy teams can do.’ Especially in today’s environment, where the healthcare system will be in catch-up mode for quite some time. We are very passionate about evolving pharmacy’s role as a community health hub.”



Advocacy impacts:

Supporting Canada's COVID-19 Response

In 2021, we contributed to securing and expanding pharmacy's role in Canada's overall response to COVID-19 in the key areas of vaccinations and testing.

Building on our sector capacity research and series of [recommendations](#), we successfully advocated for the administration of COVID vaccines in pharmacies nationwide, helping bring over 17 million doses to Canadians – including first, second and booster doses, as well as pediatric doses. Our recommendations were founded on our capacity research, which was leveraged by the entire pharmacy sector as well as other stakeholders.

Through our [research](#), advocacy, engagement and strategic communications, we advanced the [implementation of our recommendations](#) across the country. As part of our public outreach, we partnered with *This is Our Shot Canada*, a national movement to support vaccine efforts and promote vaccine confidence. As thought leaders highlighting the role of pharmacy in

COVID vaccination, we led and moderated a [panel discussion](#) focusing on early lessons learned in COVID vaccination from a pharmacy and public health lens.

We advocated for fees commensurate with the services related to providing COVID vaccinations. Fees in most jurisdictions were generally higher than previous vaccine administration fees for influenza, and often included a top-up for PPE and a premium administration fee for weekends and holidays – all of which we advocated for directly and indirectly.

We were instrumental in implementing the federal small and medium enterprise rapid antigen test program, bringing symptomatic and asymptomatic testing to pharmacies in Ontario, including negotiating fees for assessment and testing of patients and supporting other provinces in their testing programs. We continue working with Health Canada in leading the development and implementation of this testing program.

Impacts

- Supported deployment of over 17 million COVID vaccines in Canada, representing on average 21% of all vaccinations to date. In some jurisdictions, pharmacy's contribution to all COVID vaccinations administered is closer to 50%.
- Facilitated COVID testing and distribution in community pharmacies across Canada.

Learn more

- Neighbourhood Pharmacy Gazette cover story [Scaling Heights](#)
- Neighbourhood Pharmacies report [Vaccine Readiness Revisited: What Went Well](#)

Advocacy impacts:

Increasing Pharmacy Involvement in Routine Immunizations

The pandemic has caused a drastic drop in routine vaccination coverage – for example, against HPV and shingles – among adults and children. We believe increased pharmacy involvement can help resolve the concerning decline.

As the basis for more extensive pan-Canadian advocacy, we launched a digital grassroots advocacy campaign in Ontario, oneinfour.ca, to garner public support and worked with 19 to Zero to poll Canadians on this issue. We learned that seven out of ten people support routine vaccinations being available in pharmacies. We also launched the [Supporting Healthy Communities](#) campaign in B.C., highlighting pharmacies are ready to help in more ways.

Advocating to increase our involvement in routine immunizations is a natural segue given pharmacy's

achievements in administering millions of influenza and COVID vaccines.

Neighbourhood Pharmacies also made submissions and proposals to governments outlining our position on routine immunizations, supported by a grassroots advocacy initiative and customized assets from our [Healthcare Advocates](#) program. Our pan-Canadian advocacy work has always been grounded in urging governments to enable pharmacy operators to have the flexibility to implement immunization services. In particular, focused efforts have included enabling wholesale distribution of vaccines, reducing administrative burden by streamlining processes around documentation and use of information systems, and advancing scope of practice to leverage the knowledge and skills of all pharmacy professionals.

Impacts

- Key jurisdictional successes influenced by our advocacy include wholesale distribution of the influenza vaccine in B.C., reversal of mandatory appointment booking for influenza shots in Alberta, technicians administering influenza vaccines in Ontario, Manitoba pharmacists authorized to administer routine immunizations to children 5+, and the shingles vaccine being publicly funded and distributed through community pharmacy in PEI.
- Results from [public poll](#) representing the opinions of 9,000 Canadians, led by Neighbourhood Pharmacies with 19 to Zero, supported our advocacy push and were leveraged by stakeholders. The poll informed provincial advocacy discussions and propelled the impact and reach of our digital campaigns in [Ontario](#) and [B.C.](#)

Learn more

- Neighbourhood Pharmacy Gazette article [Public supports more shots in pharmacies](#)
- Poll results [Routine Immunizations in Canada Following the COVID-19 Pandemic](#)

Advocacy impacts:

Shaping Pharmaceutical Reform

In 2021, we continued to be a key influencer in ensuring regulatory modernization by the PMPRB remained focused on preventing Canadian patients from experiencing unintended consequences of policy implementation that would affect their access to medicines and quality care.

Neighbourhood Pharmacies' annual [PMPRB Impact Analysis Report](#) projected that proposed regulatory changes would lead to a \$221 million loss to community pharmacy, drastically reducing the sector's ability to provide patients with the medications and services they require.

Throughout several official consultations (in [February](#), [June](#), [August](#)) and continued [engagement](#) and collaboration with our cross-sector partners, we advocated for sufficient time and planning to minimize the impact of pharmaceutical price compression on the financial viability required to provide critical pharmacy services.

As a result, on December 20, 2021, the PMPRB [announced](#) they would not proceed with the proposed changes.

We are confident the government has heard our sector's concerns and will continue to engage the federal government and the PMPRB to ensure pharmacy is consulted on matters relating to pharmaceutical pricing reform moving forward.

Impacts

- Successfully raised concern over policies that would place additional strain on the pharmacy sector at a time when Canadians rely on its services more than ever.
- Proposed PMPRB guidelines withdrawn, and implementation of regulatory reform delayed in recognition of unintended impacts on pharmacy sector.

Learn more

- [Neighbourhood Pharmacies PMPRB Impact Analysis Report](#)
- [Neighbourhood Pharmacies Letter to Prime Minister Trudeau](#)

Advocacy impacts:

Enhancing Access to Medicines for All Canadians

All Canadians deserve access to the medications they need without financial barriers. We believe this is best achieved through federal-provincial-territorial collaboration that builds upon our current public and private plans that work well, rather than a single-payer model that would disrupt the majority of Canadians who already have drug coverage.

Polling data indicates most Canadians are satisfied with their current primary plan and are concerned about the potential impacts of national pharmacare on their existing coverage.

Neighbourhood Pharmacies has worked to unpack the complexity of national pharmacare, educating Canadians and decision-makers on opportunities to provide coverage for the

uninsured and underinsured, including those who need medications to treat rare diseases. In collaboration with industry partners, in advance of the Federal Election, we launched Keep my Plan – a grassroots advocacy campaign that encourages Canadians to express their concerns about the federal government’s proposed single-payer pharmacare plan and the risk it proposes to existing benefits.

We believe building on efforts to close gaps in coverage and ensuring continuity of coverage for those that already have it is critical to meet the needs of Canadians. We support national principles to ensure an equitable approach to this process while maintaining the integrity of provincial and private plans.

Impacts

- Advanced awareness about national pharmacare among Canadians and all levels of government.
- 335,000 emails from Canadian voters to 275 MPs in ridings across the country.
- Our campaign generated almost 60,000 visits to the microsite, and the digital ads were viewed 11 million times across social media channels.

Learn more

- Neighbourhood Pharmacies national pharmacare campaign completetheplan.ca
- Neighbourhood Pharmacy Gazette article [Raising conversation about pharmacare](#)

Advocacy impacts: Opioid Stewardship

Pharmacies have a vital role in providing continuity of care to vulnerable groups and supporting health systems and governments to fight the opioid crisis.

At the outset of the pandemic, Health Canada issued a short-term exemption to the Controlled Drugs and Substances Act (CDSA), enabling pharmacists to play a greater role.

In 2021, Neighbourhood Pharmacies continued to promote the value of pharmacists in this area and argued for a permanent extension of the exemption so pharmacy professionals can care for vulnerable patients. We also supported efforts that pharmacy teams play in harm reduction in their communities via advocating for increased naloxone access in pharmacies.

A breakthrough for pharmacy occurred in July, when Health Canada extended its exemptions to the CDSA for another five years, until September 2026. Additionally, we urged the federal government to modernize the CDSA, permitting practitioner status for pharmacists, which could further expand their role in areas such as initiation of opioid agonist therapy, therapeutic substitution of opioids and controlled substances.

Impacts

- CDSA exemptions extended until September 2026, enabling pharmacists to play a greater role in opioid management and harm reduction.
- Appeared as a key invited stakeholder before the Department of Mental Health, Wellness and Recovery in Manitoba to discuss the role of pharmacy teams in opioid stewardship, harm reduction and mental health support in their communities.

Learn more

- Neighbourhood Pharmacy Gazette article [Opioid Crisis Insights: Safe drug supply critical to save lives](#)

Advocacy impacts:

Expanding Pharmacy's role in Specialty Care

Neighbourhood Pharmacies advocated for

expanding the role of community pharmacies in specialty pharmacy services. Specialty pharmacy teams are critical care partners for patients with complex diseases and medication regimens.

This past year we engaged in virtual town halls and stakeholder meetings, and provided a written response to the federal government's consultation on building a national strategy for high-cost drugs for rare diseases.

While there is still much work to be done to continue the discussion and ensure pharmacy's voice helps shape policy at the federal level, we are pleased to see much of our feedback reflected in Health Canada's What We Heard report.

Impacts

- Pharmacy input incorporated in Health Canada's post-consultation document What We Heard.
- Determined in 2021 that Neighbourhood Pharmacies would press forward as the voice of specialty care in Canada.

Learn more

- Neighbourhood Pharmacies Submission [Building a National Strategy for High-Cost Drugs for Rare Diseases](#)

Events and stakeholder engagement

The Association's events continue to be an integral part of our work, educating, connecting, and inspiring our members and associate partners.

Executive Summit MAY 11-12, 2021



This exclusive event brought together 200 top pharmacy leaders to examine critical trends impacting the economy and healthcare system. Discussions centred on what needs to happen to aid Canada's recovery and advance the pharmacy sector. Networking opportunities included our interactive virtual happy hour.

Pharmacy EXPO OCTOBER 4-8, 2021



More than 260 pharmacy industry and related stakeholders gathered virtually for our Pharmacy EXPO. In addition to a virtual exhibit hall and one-on-one business meetings, the event featured thought-leadership sessions focused on building resilience in a post-pandemic world. We also announced and celebrated our Association's award winners – see next page.

Specialty Pharmacy Summit NOVEMBER 9-10, 2021



Medical advances, health technology assessment, the role of pharmacy and the patient's journey were core topics discussed at Neighbourhood Pharmacies' second annual Specialty Pharmacy Summit. It's the only event in Canada dedicated to specialty pharmacy, and participating pharmacists could also earn a total of seven continuing education units from the Canadian Council on Continuing Education in Pharmacy. The virtual event drew 240 attendees and featured business and clinical streams to allow participants to attend a variety of sessions based on their interests.



Lucy Montana
Events Manager

NEIGHBOURHOOD PHARMACIES

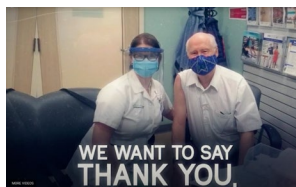
“It was another busy year of Association events, driven by our goal to build relationships and connections for a stronger pharmacy community. All events were held virtually amid the ongoing pandemic, and we're thrilled with the overwhelmingly positive response from our members and associate partners across the country.”

If you'd like to watch our past event sessions or want information about our future events, please [click here](#).

Events and stakeholder engagement

Congratulations to our 2021 award recipients

Len Marks Pharmacy Advancement Award:



ALL PHARMACY TEAMS IN CANADA!

As a tribute to the tremendous dedication of pharmacy teams, especially since the start of the COVID pandemic, we created a [Thank You Pharmacy video](#) highlighting their work.

This award recognizes an individual or team whose passion for the advancement of pharmacy helps lead change in the areas of education, pharmacy practice, advocacy, and collaboration.

Distinguished Associate of the Year Award:



DENIS LANGLOIS, VICE-PRESIDENT, CORPORATE SALES, AURO PHARMA INC.

This award honours a Neighbourhood Pharmacies Associate in good standing, who displays extraordinary commitment to the Association's initiatives and/or committees, while helping advance community pharmacy.

FEEDBACK FROM ATTENDEES:

"The patient stories session was a great experience for me."

"Connecting with retail members and listening to thought-leader sessions is very valuable."

"I'm happy these events are available virtually, and I am able to join."

What are Pharmacy Leaders saying?



See and hear what people are saying about Neighbourhood Pharmacies' industry-leading events!

"What an excellent opportunity to develop and build relationships!"

Events and stakeholder engagement

In the know webinars

Neighbourhood Pharmacies' In the Know webinars remained popular among members, providing a convenient way to keep updated on pharmacy trends. We hosted intriguing discussions and profiled hot-button topics anchored by exceptional presenters. Last April, for instance, we delivered an open-access, cross-jurisdictional panel on vaccine program best practices, with pharmacy as a partner in the national vaccine strategy. The panel attracted over 100 registrants, heightening pharmacy's visibility as an integral immunization partner.

Other webinar themes last year included Vaccine Hesitancy and other COVID-19 Challenges - Lessons from Behavioural Science, Pharmacy's Role in Routine Immunizations and The Post-Pandemic Future of Healthcare. Since launching the webinar series in 2020, we have hosted 28 webinars - including 10 in 2021 - with over 900 attendees and content shared widely among interprofessional colleagues.

Past webinars are available for member viewing on the [Neighbourhood Pharmacies website](#).

Media results: vocal and visible

As part of our multipronged advocacy approach, we proactively engage with local, regional, and national media, taking every opportunity to amplify the interests of pharmacy. In 2021, we strategically issued press releases that contributed our voice to national and regional conversations and drew much-needed attention to pharmacy sector issues, especially around COVID testing and vaccinations.

We participated in interviews demonstrating our thought leadership with a broad range of media outlets, including [CTV](#), [Global News](#), [CityNews](#), [Health Insight](#), the [Globe and Mail](#), and leading industry forums like Canadian Healthcare Network and [Chain Drug Review](#). Harnessing a globally-renowned opportunity, we partnered with [TEDxToronto](#) for their Stories from the Frontlines series, with the article "Diving into Healthcare Access," emphasizing pharmacy's role in delivering person-centric care. As part of Pharmacy Appreciation Month, we spoke with Pharmacy Quality Solutions for their podcast, [PQS Quality Corner Show](#), defining pharmacies as community health hubs.



Jennifer Deschenes
*Director, Communications
and Stakeholder Relations*

NEIGHBOURHOOD PHARMACIES

“Two-way engagement with our stakeholder community is crucial to our success because it strengthens collaboration and amplifies our voice on shared advocacy priorities. We take every opportunity to keep the growing ecosystem of stakeholders active on issues that matter to us through our strategic communications and initiatives.”

Events and stakeholder engagement

Social media: community building

Social media leadership is fundamental to Neighbourhood Pharmacies' overall advocacy and community building. As a pandemic year, 2021 focused primarily on virtual events and interactions. Our Association's growing social media leadership and online presence are key avenues for us to connect with pan-Canadian and global networks. This expanded digital outreach extends our reach, promotes interaction with new, diverse stakeholders and heightens our impact and visibility.

Through our social media channels, particularly LinkedIn and Twitter, we pursue opportunities to engage with members, associate partners, sponsors, and elected officials and take advantage of these platforms to explore and attract potential partnerships. With frequent posting on Twitter and LinkedIn, we drove increased traffic to the Association's content and positions on priority pharmacy topics, publicizing the exceptional work of our members, associate partners, and pharmacy teams.

Social media is an essential part of Neighbourhood Pharmacies' strategic public relations and advocacy in 2022, and we will steadily implement new ways to advance our thought leadership in this space.

SOCIAL MEDIA ENGAGEMENT IN 2021



4,468

Twitter Profile Visits

400

Tweets

(average of 33 each month)



644

New LinkedIn Followers

329

LinkedIn Posts

(average of 27 each month)

Neighbourhood Pharmacies website refresh

In 2021, we redesigned and relaunched our neighbourhoodpharmacies.ca website with a fresh look and improved user experience. The new site makes it easy to explore the most popular and impactful elements of the Association's work, including our advocacy positions, research reports, events, and quarterly magazine. We activated the website at a critical time, with interest in pharmacy-related issues increasing significantly due to the pandemic. We had an impressive 26,016 website visitors in 2021, and 14,609 were new users. Also, 15.6% were return users compared to 10.9% return users in 2020, indicating improved assets, relevant resources, and valuable information published on our site.

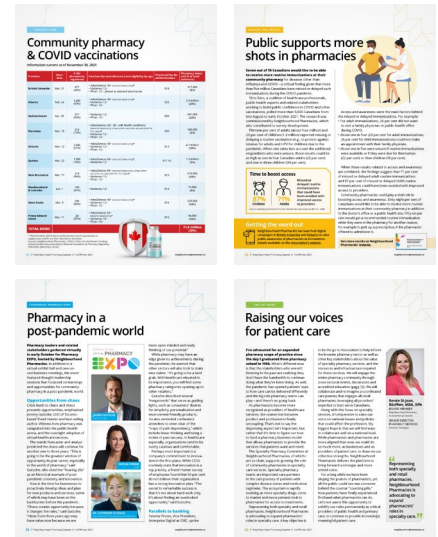


Events and stakeholder engagement

Neighbourhood Pharmacy Gazette: our thought leadership magazine

Our digital magazine, the *Neighbourhood Pharmacy Gazette*, is a cornerstone of our thought leadership strategy. In 2021, we published four issues and grew readership to nearly 1,300 subscribers. Designed for the pharmacy sector and broader stakeholder community, the Gazette showcases dynamic content on the most critical topics in pharmacy today, highlighting our Association's research, insights, and advocacy and how you can become involved.

[Click here to subscribe for free!](#)



TAKE CARE

Our **Winter** issue features articles about the deeper meaning of wellness, where we stand on healthcare issues, how COVID is marking a new path for pharmacy, and Canada's maze for vaccine distribution.



OFF TO THE RACES

Topics in our **Spring** issue include the role of community pharmacy in COVID vaccinations, vaccine hesitancy, health funding, pharmacare and a special feature on cannabis.



OUR DOOR IS OPEN

The **Summer/Fall** issue explores pharmacy's evolving role as a community health hub and how we move the needle in public health.



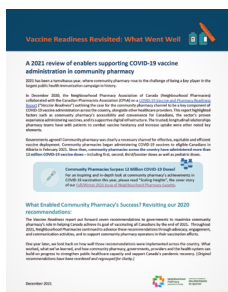
SCALING HEIGHTS

The **Fall/Winter** issue summarizes themes from our recent conferences, showcases award winners, and examines community pharmacy's achievements in COVID vaccinations.

Events and stakeholder engagement

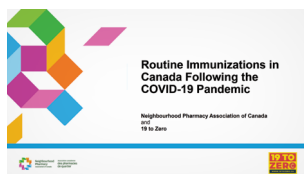
Using our Research to Advance Healthcare

Vaccine Readiness Revisited: What Went Well



Published in December 2021, our “[Vaccine Readiness Revisited](#)” report examines a series of recommendations put forth by Neighbourhood Pharmacies to governments in December 2020 to enable community pharmacies to administer COVID vaccines. One year later, we evaluated how those recommendations were implemented across the country: what worked, what we learned, and where we go from here. The response from government is clear: community pharmacy is an essential channel for effective, equitable, efficient vaccine deployment. Pharmacies across the country are a huge part of the vaccination campaign.

National Poll Results of Routine Immunizations



Amid pandemic restrictions and a societal focus on COVID, unintended consequences emerged for child and adult routine immunizations. A poll of more than 9,000 Canadians [led by Neighbourhood Pharmacies](#) in collaboration with 19 to Zero found that as many as one in four adults missed or is unsure if they missed routine vaccinations for themselves or their child. The poll findings reinforce

that Canadians value convenience, flexibility, and accessibility in their routine immunization sites and desire more options to receive these immunizations at pharmacies. Our research on this issue has been leveraged nationwide by media, stakeholders, and the pharmacy sector.

Neighbourhood Pharmacies resources & benefits

In 2021, we expanded our resources and benefits to serve members’ urgent information needs in an ever-shifting landscape, including:

- Daily media monitoring to ensure members and partners stay informed of press coverage in our industry (renamed Neighbourhood News in 2022).
- Pharmacy Trends bulletin issued biweekly (updated in 2022 to Advocacy in Action newsletter and livestream).
- [COVID-19 Vaccine Deployment Summary](#) of weekly pan-Canadian trends and tracking for vaccine distribution.
- [Provincial Drug Program Pharmacy Services and Reimbursement Report](#), an overview of the services pharmacy offers and a reference to make interprovincial comparisons of services and reimbursement.

New at the association

Strategic plan 2022-2024

In January 2022, we launched “Investing in Access,” our new Strategic Plan. Our Strategic Plan begins with our **Vision** and **Mission**, and is founded on our **Values**:



Based on our core values, our Success Factors represent four areas of focus for Neighbourhood Pharmacies to achieve our Vision and Mission. These four factors are **Proactive Advocacy**, **Strategic Collaboration and Partnerships**, **Outcomes-Focused Thought Leadership**, and **Viable Sustainability**.

Each year of the strategic plan will be supported by a detailed operational plan defining the critical path towards achieving strategic initiatives, including milestones, metrics and key performance indicators, staff accountabilities, and resources. This approach will ensure a transparent and accountable process with staff, members, partners, and stakeholders.



New at the association

Board updates

As of December 31, 2021, there were thirteen members on our Board of Directors: eight women and five men. Please [click here](#) to view our Board membership. There were three new Board appointments:

BOARD CHAIR



**Rita Winn,
BScPhm, RPh**

Director

LOVELL DRUGS LIMITED

BOARD MEMBER



**Renée St-Jean,
BScPhm, MBA, RPh**

Senior Director, Pharmacy Services

AMERISOURCE BERGEN
INNOMAR STRATEGIES

BOARD MEMBER



**Adesh A. Vora,
Pharm.D.**




President and CEO








SRX HEALTH SOLUTIONS

With over three decades of experience as a pharmacy leader, Rita Winn became Neighbourhood Pharmacies' new Board Chair in 2021. We welcomed Renée St-Jean and Adesh Vora to the Neighbourhood Pharmacies Board of Directors in 2021.

2021 Performance scorecard

This table examines our progress related to the priorities we defined for 2021 in last year's report.

-  Achieved/Made significant progress
-  Made partial progress
-  Made minimal or no progress

Priorities	Goals	Progress
Create capacity in public health	Promote expanding pharmacists' scope of practice to ensure community pharmacies can leverage their accessibility and infrastructure to support the primary care and public health systems.	 Achieved See pages 8-9 and 12
Create capacity in primary care	Advocate for the enhanced role of pharmacies in point-of-care testing, which would also serve to strengthen the primary care system.	 Achieved See pages 8, 12 and 13
National pharmacare	Urge the federal government to implement a national pharmacare program, working with provincial governments to provide drug coverage to Canadians who need it most, while ensuring continuity of coverage for those who already have it.	 Achieved See page 11
Pharmaceutical supply	Emphasize that any changes in government policy affecting drug pricing and supply should include a dialogue with pharmacies.	 Achieved See page 10
Cannabis	Urge the federal government to amend the Cannabis Regulations so that pharmacists and pharmacies are authorized to distribute and dispense medical cannabis.	 Made partial progress Advocated for pharmacy's role in medical cannabis as key growth area for our members and partners.
Pharmacist scope of practice	Promote our advocacy message that every Canadian should have equitable, universal access to the full range of services pharmacists are trained to provide, and that pharmacy services are funded to account for the time, resources, and materials required to deliver quality care.	 Achieved See pages 8-9 and 12
Pharmaceutical price compression	Advise government that policies leading to price reductions of medications should always include consultation with the pharmacy sector and an evaluation of the impact to pharmacies and patient care.	 Achieved See page 10

2022 Priorities

Proactive advocacy

We will work with key stakeholders and decision-makers to influence pharmacy business decisions. We will advocate for the sustainability and growth of the community pharmacy sector as a partner in improving healthcare delivery.

Strategic collaboration and partnerships

We will leverage the strength of our membership to support and advance our advocacy. By strategically finding common ground between our members and other stakeholders, we will amplify and strengthen our advocacy and advance mutual initiatives.

Outcomes-focused thought leadership

Neighbourhood Pharmacies will focus thought leadership activities around its key pillars and share insights and best practices on pharmacy-related issues. We will continue to drive value while being nimble, by delivering on key initiatives to help member organizations grow their business. We will help identify trends and insights to support evidence-informed advocacy.

Viable sustainability

We will ensure the viability and financial sustainability of the Association while maintaining optimal use of resources.





Neighbourhood
Pharmacy
Association of Canada

Association canadienne
des pharmacies
de quartier

About Neighbourhood Pharmacies

Neighbourhood Pharmacies is a national, not-for-profit trade association that delivers insights and solutions as a knowledgeable, experienced stakeholder and sought-after thought leader in public health, primary care, and policy development.

With a distinct, pan-Canadian perspective on the frontlines of healthcare and a high-performing leadership role in community health, we are the voice of the pharmacy business in Canada, representing our member organizations as a trusted partner to government within and across jurisdictions.

We're here to help

**Neighbourhood Pharmacy
Association of Canada**

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Find out how the
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Neighbourhood Pharmacies Members and Partners

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