



Neighbourhood
Pharmacy
Association of Canada

Association canadienne
des pharmacies
de quartier

NEIGHBOURHOOD PHARMACIES 2024 MID-YEAR REPORT



Message from the CEO



Halfway through the final year of our 2022-2024 Strategic Plan, “Investing in Access,” I am very proud to report that, with the support of our Members and Partners, we are on track to hit all targets under the plan’s four Strategic Pillars:

- Proactive advocacy
- Strategic collaboration and partnerships
- Outcomes-focused thought leadership
- Viable sustainability

This mid-year report summarizes our achievements and ongoing initiatives for each of these pillars.

I’d like to highlight here our growing momentum in advocacy. Guided by the principle of “Protect and Pursue,” our work revolves around the ongoing viability and future success of community pharmacy—while bringing forward solutions that address the needs of all stakeholders. We have increased our presence at provincial and national tables, and successfully delayed, mitigated or rerouted policies with unintended negative consequences on community pharmacy.

None of this is possible without the commitment and contributions of our Members and Partners. Our new governance model, implemented at the start of this year, enables a level of engagement that is more inclusive and more responsive. Our membership is growing among both Members and Partners. When we compare ourselves to pharmacy associations internationally, I am proud to say we stand apart not only because we represent all pharmacy business models, but also because we are privileged to have a structure that allows us to garner insights from partner organizations that supply and support the business of pharmacy.

As our current Strategic Plan comes to completion, we are actively working on our 2025-2027 Plan. We are already excited by its potential. It will continue to formalize our commitment to inclusivity to further capture and capitalize on the diverse perspectives of our Members and Partners—and in so doing, we will present a truly united voice to policy makers and other influential bodies. The best is yet to come.

Sandra Hanna, RPh.
Chief Executive Officer

WHAT WE DO.

We are solution-focused partners working for a strong and sustainable pharmacy sector serving the best interests of patients.

WHAT WE ASPIRE TO BE.

Trusted thought leaders in healthcare successfully partnering to shape a healthier tomorrow.

WHO WE ARE.

Inclusive
Innovative
Accessible
Accountable

HOW WE SUCCEED.



PROACTIVE ADVOCACY

Neighbourhood Pharmacies will be at the forefront of change, working 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.

HIGHLIGHTS FROM OUR PROACTIVE ADVOCACY

1. As a result of our significant efforts in 2023, we saw the stabilization and lowered risks to pharmacy of ongoing issues such as price compression and drug shortages. We ratified our core advocacy mandate of protecting pharmacy funding from erosion while pursuing new models of sustainable service funding and focused new efforts on mitigating rising regulator oversight of pharmacy business practices.
2. We prioritized the inclusion of patient voices in our advocacy efforts; successfully engaging with multiple new patient advocacy groups and increasing our bank of patient speakers, stories and quotes.
3. We activated simultaneous advocacy strategy elements to support our highest priority issues, including government relations, public relations, robust evidence, stakeholder engagement, knowledge mobilization and visibility activities.

2024 MID-YEAR PERFORMANCE SCORECARD

Achieved/Made significant progress

- ✓ **Minimized the likelihood of a single-payer pharmacare plan** (which was expected to cost the pharmacy sector around \$1 billion annually)
- ✓ **Engaged political leaders on the value of pharmacy-led primary care clinics** and launched national Call to Action to jurisdictions to invest in pharmacy services
- ✓ **Ended reconciliation payments in ON**, while minimizing overall long-term impact of markup changes
- ✓ **Led the way in raising sector awareness** on the risks of the rising influence of Pharmacy Benefits Managers (PBMs) in Canada
- ✓ **Saw positive policy developments in several areas as a result of our 2023 efforts**, including Health Canada's initiation of a new PMPRB guideline development process and its release of a robust new shortage prevention strategy

STRATEGIC COLLABORATIONS 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.

HIGHLIGHTS FROM OUR STRATEGIC COLLABORATIONS AND PARTNERSHIPS

1. Continued to expand and increase our value as the trusted Canadian pharmacy operator representative on the world stage.
2. Increased our stakeholder networks in the patient and payer spaces.
3. Created new opportunities for individual partner engagement and collaboration on advocacy issues (price compression, drug shortages, immunization, medical cannabis) as well as shared assets and analytics.

2024 MID-YEAR PERFORMANCE SCORECARD

Achieved/Made significant progress

- ✓ **Participated in direct government engagements with aligned stakeholders** including OPA (pharmacy sustainability in ON) and the Alliance for Safe Online Pharmacy (USA importation of Canadian drugs)
- ✓ **Collaborated with PANS** to connect with and showcase the leadership of the Nova Scotia government in supporting pharmacy-led primary care clinics
- ✓ **Invited to contribute to international pharmacy policy discussions** led by the World Pharmacy Council on the global problem of pursuing sustainable pharmacy funding
- ✓ **Fostered critical linkages with US National Community Pharmacy Association** around PBMs
- ✓ **Worked both internationally (through FIP) and nationally (Adult Vaccine Alliance)** and engaged many of our pharmacy partners in collective advocacy focused on increasing the pharmacy role in immunization
- ✓ **Established/renewed relationships with four new patient advocacy groups/stakeholders** and expanded our direct engagement with multiple individual payer organizations

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.

HIGHLIGHTS FROM OUR THOUGHT LEADERSHIP EFFORTS

1. Advanced our visibility as a voice of influence through strengthened external communications to members, governments and stakeholders.
2. Increased the positioning of the Neighbourhood Pharmacy Gazette (NPG) as a key knowledge mobilization and translation tool for the sector.
3. Added new analytics to our catalogue of evidence-based resources, while continuing to develop current suite of high-value assets.

2024 MID-YEAR PERFORMANCE SCORECARD

Achieved/Made significant progress

- ✓ **Developed two new evidence based analytical reports on pharmacare impacts** (national and jurisdictional) and markup changes (ON) to support our advocacy positions
- ✓ **Introduced new issue-based email communication** (Pharmacare Watch) while improving the content and uptake of our bimonthly Advocacy in Action and daily Neighbourhood News channels
- ✓ **Reinvigorated our social media strategy** resulting in a 28% engagement increase
- ✓ **Increased our visibility through invited appearances and presentations** at more than 13 pharmacy events
- ✓ **Increased our public media presence with five news releases and advisories** and more than 10 earned opportunities including interviews, original articles and reprints
- ✓ **Increased our NPG subscribers by 19%**
- ✓ **Hosted eight timely virtual events** for members and the public reaching over 2600 individuals
- ✓ **Published and released:**
 - Spring and Summer NPGs
 - Volume 3 Pharmacy Market Insights
 - Spring Horizons
 - Q1 and Q2 issues of "From the Desk of the CEO"

VIABLE SUSTAINABILITY

Neighbourhood Pharmacies will ensure the viable and financial sustainability of the Association for years to come while maintaining optimal use of resources.

HOW WE ARE CONTINUING TO GROW AND EXPAND

1. Implementing a new governance model to ensure we remain a strong and effective Association for our Members, Partners, and stakeholders.
2. Enhancing and evolving our Member and Partner engagement through communications, assets, committees and events.
3. Evaluating new business development opportunities to expand and grow the association.

2024 MID-YEAR PERFORMANCE SCORECARD

Achieved/Made significant progress

- ✓ **Increased pharmacy sector representation** with 2 new Members in 2024.
- ✓ **Multiple new Partners engaged**, including 9 new Associate Partners and 2 new Premium Partner.
- ✓ **EXPO "Meet-the-Sector" and "Meet the Industry" programs successfully executed with over 1000 meetings organized**, in addition to an 18% increase in attendance at Pharmacy EXPO with 15 new companies participating

In progress:

- ✓ **Specialty Pharmacy Summit planned** for November 28-29, 2024
- ✓ **Assessing new business development areas** that align to Association priorities and sector challenges
- ✓ **New sessions planned for EXPO 2025** to include policy / advocacy stream, start-up corner and more