



**Board Meeting Minutes**  
**Approved June 18, 2010**

**April 9, 2010**

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**Present:**

Randy Konrad, Chair & District 1 Board Member  
Bev Harris, District 2 Board Member  
Allan Greene, District 3 Board Member  
Doug Kipp, District 4 Board Member  
Chris Hunter, District 5 Board Member  
Bruce Beley, District 7 Board Member  
Margaret Cleaveley, Board Member  
Michael MacDougall, Board Member  
John Scholtens, Board Member  
Bal Dhillon, Pharmacy Technician Observer (interim)

**Regrets:**

John Hope, Vice-Chair & District 6 Board Member  
Penny Denton, Board Member

**Staff (at various times):**

Marshall Moleschi, Registrar  
Suzanne Solven, Deputy Registrar  
Doreen Leong, Director Registration and Special Projects  
Lori DeCou, Communications Director  
Tom Strumski, Finance  
Anna Stewart, Executive Assistant – Registrars

**Invited Guests:**

Parkash Ragsdale, Director Professional Services, BC Pharmacy Association (morning)  
Marnie Mitchell, Chief Executive Officer, BC Pharmacy Association (afternoon)  
Glenda MacDonald, Director, UBC Division of Continuing Pharmacy Professional Development  
Sheryl Peterson, UBC Division of Continuing Pharmacy Professional Development

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**Vision:** As the medication experts, pharmacists are professionals who apply their full knowledge, skills and abilities to their clinical practice and continue to evolve their scope of practice to provide better healthcare outcomes.

**Mission:** *To ensure British Columbia pharmacists provide safe and effective pharmacy care to help people achieve better health.*

**Our Values:**

- Interactions will be handled ethically with respect and dignity while ensuring confidentiality.
- Integrity, honesty, accountability, transparency and responsiveness in all that we do.
- A culture of collaboration, learning and openness to change.



**1. WELCOME AND CALL TO ORDER**

Chair Konrad called the meeting to order at 9:07am and stated the College's Mission Statement:

*"To ensure British Columbia pharmacists provide safe and effective pharmacy care to help people achieve better health."*

- Board members not at the last Board meeting were introduced by the Chair to Bal Dhillon, the interim Pharmacy Technician observer to the Board.

**2. AGENDA**

**2.1 Consideration of Additions to the Agenda**

Chair Konrad briefly reviewed the Agenda Screening Process with the Board before calling for any additional agenda items.

**DISCUSSION POINTS:**

- The topic of the current situation in Ontario with respect to the government's position on professional allowances was raised as a topic for discussion and was added to the agenda as 5.11.

**2.2 Confirmation of Agenda**

**It was moved, seconded and carried that:**

The agenda be accepted with the noted addition.

**3. APPROVAL OF MINUTES**

**3.1 Approval of Board Minutes January 29, 2010**

**DISCUSSION POINTS:**

- It was raised that item 5.8(d) is a little confusing as written in the draft minutes and in order to provide better clarity it should be re-written as two separate motions.

**It was moved, seconded and carried that:**

The Board approves the January 29<sup>th</sup>, 2010 Board Meeting Minutes with the suggested edit to 5.8(d) as follows:

**It was moved, seconded and carried that:**

The Board 'take from the table' the motion brought forward at the September 24<sup>th</sup>, 2009 Board meeting and tabled at the November 20<sup>th</sup>, 2009 Board Meeting:

*"The Board asks that the College evaluate the benefits and cost of retaining the current lobbyist and provide its finding and recommendations at the next Board meeting".*



**It was moved, seconded that:**

The Board asks that the College evaluate the benefits and cost of retaining the current lobbyist and provide its findings and recommendations at the next Board meeting.

**The motion was DEFEATED**

**4. BOARD GOVERNANCE AND DEVELOPMENT**

**4.1 Board Governance Handbook Updates**

**Report on Action item from the January 29<sup>th</sup>, 2010 Board Meeting**

***January 29<sup>th</sup>, 2010 Board Meeting:***

“The Board Chair appoint a task force to review and revise the Board Governance Policies and report back to the Board with their progress at the April 2010 Board meeting”.

- The Board-approved Task Group met via teleconference on Friday, March 19, 2010 and again on Wednesday March 31, 2010 to continue the work of updating the Board Governance Manual. With the final revisions to the Board Handbook section of the project completed at the January 29, 2010 Board Meeting, the focus was on revisions to Board policies.
- The Task Group anticipates one more meeting to complete this work and will present draft documents for input and approvals at the June 18, 2010 Board Meeting.

**ACTION:**

- In order to give the Board as much time as possible to review the draft document prior to approval at the June Board meeting the final draft will be forwarded to the Board as soon as complete (i.e.; prior to the distribution of the Board briefing package).

**4.2 Financial Health**

**(a) Audit Committee Report.**

The Audit Committee met on Friday, March 19, 2010 and reviewed the following:

- Financial statements to January 31, 2010
- Auditors' pre-audit report
- As requested from the January 29, 2010 Board meeting, reviewed a draft contingency risk management plan which addresses the potential loss of PharmaNet Profile Request revenue



**DISCUSSION POINTS:**

- The Audit Committee reported that nothing of significance was raised during the pre-audit meeting and everything was on track for the completion of the College's audited financial statements for fiscal 2009/2010 which ended on February 28, 2010.
- With respect to the draft contingency risk management plan the Audit Committee reported that they had reviewed 4 options and were satisfied, at this time, that there were options available that could be implemented if necessary.
- A Board member enquired about the College's building envelop project and was informed that although 2 – 3 months overdue the project is on budget.

**It was moved, seconded and carried that:**

The Board accepts, as information, the Audit Committee Report.

**(b) Fee Structure Philosophies.**

**Report on Action item from the January 29<sup>th</sup>, 2010 Board Meeting**

***January 29<sup>th</sup>, 2010 Board Meeting:***

"The Board advises the administration to put together a briefing note outlining the parameters and philosophies regarding the College fee structure of registrants for Board review at the April 2010 Board meeting".

- The College's registrant fee structure is categorized into four main areas – pre-registration, initial registrant registration, registration renewal and registration/authorization for an enhanced scope of practice.
- **Pre-registration:**  
At the time of initiating a file/record with the College, candidates pre-register and incur a pre-registration fee. Candidates are tracked and registration requirements are documented as they are completed. Pre-registration is valid for up to 3-years.
- **Initial Registrant Registration:**  
Once a candidate completes all registration requirements, they can apply to register with the College as a registrant. This initial registration fee covers a one-year period. The College incurs costs for the College building; this building fund is applied towards a registrant's fee for the first 5-years of their registration.
- **Registration Renewal:**  
Registrants incur an annual registration renewal fee at the time of their registration expiry date. Annual registration fees are reviewed on a regular basis with comparative fees in other PRAs. Currently the College ranks 4<sup>th</sup> lowest on the comparator list.



- **Registration/Authorization for Enhanced Scope of Practice:**  
Additional registration/authorization for an enhanced scope of practice incurs an initial registration fee. Registration/authorization for an enhanced scope of practice is linked with the registrant's annual registration renewal date and the authorization time period is tracked; an associated administrative fee is incurred.
- **Rationale:**
  - The fee structures for non-profit organizations are on a cost recovery basis. This takes into account administrative time, IT development, registrant support, supplies and postage.
  - Annual registrant registration renewal fee increases should reflect cost of living increases.
  - Fee structure is also dependent on the College's strategic plan and thus activities required to be conducted and completed to meet the College's core business functions and key initiatives.
  - Separate fees are incurred for assessments and practical training outside of the regular registration fees.

**DISCUSSION POINTS:**

- A letter from the BC Pharmacy Association, which called for the removal of the \$30 annual Renewal of Certification - Injection Drug fee, was circulated to Board members for consideration.
- A number of additional comments were made regarding College fee philosophies including:
  - Fees should not be set in a way that could act as a disincentive to pharmacists practicing to their full scope of practice
  - The College should have one fee for 'full pharmacist' rather than charging separately for certified practices
  - The College should relook at the rationale behind continuing to charge the \$50 building fee to registrants during their first 5-years with the College

**It was moved, seconded and carried that:**

The Board eliminates the annual Renewal of Certification – Injection Drug fee of \$30 effective immediately.

**It was moved and seconded:**

That a Re-certification – Injection Drug fee (every 5 years) of \$150.00 be implemented.

**The motion was DEFEATED**

**It was moved and seconded:**

That the \$50 building fee be removed.

**The motion was WITHDRAWN**

**It was moved, seconded and carried that:**

The administration come back to the Board at the June Board meeting with a revised draft of College fees and philosophies that reflect comments made by Board members at this meeting.



#### **4.3 Board Committees**

- As a number of committee members' terms expire at the end of March 2010 the Board was advised that they will be presented with a recommended updated list of College committee members for their approval at the April 2010 Board meeting.
- The process for establishing the recommended College committee member list was as follows:
  - A 'call-out for volunteers' was sent to all registrants via ReadLinks and e-blast. The College received approximately 30 applicants with half being recommended for membership on one of the committees
  - Each of the expiring committee members were contacted and given the opportunity to put their name forward for consideration to continue on their respective committee(s)
  - Drawing from those committee members who expressed an interest to continue and the new list of interested volunteers, the recommended committee membership lists were compiled. The following criteria was used:
    - Compliance with the committee's Terms of Reference
    - Previous committee or related experience
    - Limit of 2 College committees per registrant
    - Consideration that overall make up of committee appropriately reflects pharmacy practice in BC (i.e. membership with varying practice experience: length, type, location)

#### **DISCUSSION POINTS:**

- The registrar informed the Board that there are still several 'open' positions for public members on a number of committees and the administration is actively recruiting to fill these positions.

#### **ACTION:**

- It was noted that the terms of reference for a number of committee's calls for an annual report of the committee's activities to the Board and the administration will recommend a schedule for these committee reports and present it to the Board for approval at a subsequent meeting.

#### **It was moved, seconded and carried that:**

The Board approves the Committee membership lists as presented.

#### **4.4 Per Diem/Expense Policy**

##### **Report on Action item from the January 29<sup>th</sup>, 2010 Board Meeting**

##### ***January 29<sup>th</sup>, 2010 Board Meeting:***

"The Board directs the administration to come back to the Board at the April 2010 Board meeting with a draft honorarium policy for Board and Committee members".



- The administration presented the following recommended Remuneration Guidelines – Board and Committee (Required) for discussion:
  - Honoraria will be paid on an hourly basis at \$43.75 per hour (as per the board approved \$350/8-hour day) for the following required college business:
    - Pre-reading for Board or required committee work
    - Teleconference or in-person attendance at meetings
  - If travel arrangements require you to leave your normal employment during working hours, the honoraria may be paid for that day. Air travel time will be taken into consideration when determining honoraria amount. Extra travel time for automobile travel when faster air travel is available will be the traveler's responsibility.

**DISCUSSION POINTS:**

- There was a significant amount of discussion regarding the topic of whether or not Board and/or Required Committee members should be compensated for their meeting preparation time.
- It was pointed out by the administration that there are times (such as inquiry or discipline meetings) where a significant amount of pre-reading is required in order for the actual meeting to be as productive as possible.

**It was moved, seconded and carried that:**

The Board approves the following Board and Required Committee's Honoraria Policy:

- Board and Required Committee's Honoraria Policy:
  - Honoraria will be paid on an hourly basis at \$50.00 per hour or \$400.00 for a full 8-hour day for the following required College business:
    - Scheduled Board or Required Committee meetings whether in-person or by teleconference.
    - Board or Required Committee members will be paid the hourly rate for their meeting preparation time (note: acceptable billable hours for a particular meeting will be determined by Board/Committee consensus at that meeting)
    - The honoraria will not be paid for the following:
      - Travel time (except for those outside of the Greater Vancouver Regional District)
      - Attending conferences, training sessions, etc

**4.5 Western Provinces Partnership**

- The agreement of November 2007 with Alberta College of Pharmacists (ACP) has worked very well to-date. Given that the 3 Western Provincial Governments have recently signed a Western Economic Partnership the 3 Western Colleges of Pharmacists would like to amend the current agreement of 2007, to include the Saskatchewan College of Pharmacists (SCP). It is expected that adding Saskatchewan will bring additional economies of scale, synergistic resources deployment and consistency across Provinces.



**NO DISCUSSION**

**It was moved, seconded and carried that:**

The Board approves the Partnership Resolution between ACP, CPBC and SCP for signature by Chairs and Registrars in May 2010.

**5. STRATEGIC AND POLICY MATTERS**

**Goal 1**

*The enhanced and expanded care and services that pharmacists and regulated pharmacy technicians deliver are safe and effective and aligned with the health care needs of the public.*

**Objective 1**

*Develop a model for pharmacy technician regulation, seek government approval on bylaws and integrate into College processes and programs.*

**5.1 Pharmacy Technician Regulation**

**(a) The Registrar provided an update on the action plan in the Board's briefing package.**

**Report on Action item from the January 29<sup>th</sup>, 2010 Board Meeting**

***January 29<sup>th</sup>, 2010 Board Meeting:***

"Board member Chris Hunter, Chair of the Pharmacy Technician Task Group advised the Board that he would meet with the Task Group and report back to the Board with an update on the initiative at the April 2010 Board meeting".

- Board member Chris Hunter and Chair of the Pharmacy Technician Task Group provided the Board with the following update:
  - The Pharmacy Technician Task Group met on Friday, March 26, 2010.
  - The process and criteria has been established regarding the official recruitment and appointment of a pharmacy technician observer to the College Board and it is expected that this position will be filled by the June 2010 meeting.
  - The 4 required Bridging Program modules, which will ultimately be offered both in-class and on-line, are all in various stages of development and once a module is ready, it will be made available. The tentative schedule is that the first module will be offered in May 2010 with the others becoming available in subsequent months.
  - The PEBC Pharmacy Technician Evaluating Exam is held twice a year in multiple sites across Canada. Eighty-three pharmacy technicians from BC wrote the exam in Vancouver on October 2009. The next PEBC Evaluating Exam is scheduled for April 18, 2010 and will be held in Vancouver, Victoria and





**Board Meeting Minutes**  
**Approved June 18, 2010**

**April 9, 2010**

Kamloops and Prince George, in BC and 199 candidates have applied to sit the exam.

- The PEBC Pharmacy Technician Qualifying Examination will be held twice a year in March and August with the next sitting scheduled for August 28 and 29, 2010. Potentially, 43 students who graduated from the accredited training program from Thompson Career College could sit the exam.
- The Pharmacy Technician Task Group is requesting reconfirmation from the Board regarding the desire to establish guidelines regarding technician's receipt of verbal prescriptions.

**DISCUSSION POINTS:**

- Concern was raised over a regulated technician's ability to take a verbal prescription as they would not have the knowledge to perform the cognitive function of determining the appropriateness of the prescription while the physician was on the phone.
  - It was pointed out that these are really two different steps: the actual writing down of the verbal prescription and the cognitive function of determining if the prescription is appropriate for the patient. It is not within the scope of practice of a regulated pharmacy technician to do the cognitive function - this step is restricted to a pharmacist only. All that a regulated pharmacy technician would be able to do is write down the prescription a pharmacist would still be required to ensure that the prescription was appropriate for the patient.

**It was moved, seconded and carried that:**

The Board approves that regulated pharmacy technicians in BC will have full scope of practice, as per NAPRA, which includes the receiving of verbal orders.

**Requested recorded vote:**

Board members Doug Kipp and Bev Harris requested that their 'opposed' votes be recorded.

**Goal 1**

*The enhanced and expanded care and services that pharmacists and regulated pharmacy technicians deliver are safe and effective and aligned with the health care needs of the public.*

**Objective 2**

*Develop a model and support associated legislation for ensuring advanced professional practice in a manner that supports pharmacists in the delivery of consultation, cognitive services, medication management, and dispensing services.*

**5.2 Pharmacists' Advanced Professional Practice**

- (a) **The Registrar provided an update on the action plan in the Board's briefing package.**



**Adapting Prescriptions:**

To assist the College in reaching the following set goals the College has hired a contractor to complete an analysis for a report back to the Board at a future Board meeting:

- Determine that adaptation policy is successful via demonstrating good uptake by the pharmacists of expanded scope and that uptake is done in compliance with the policy
- That data analysis supports removal of current restrictions in policy by demonstrating no untoward negative consequences of current policy

**NO DISCUSSION**

**Administering Injections**

- Worked with community pharmacy chains to review new immunization programs for College approval.
- Received and processed qualified pharmacists' applications and granted authorization to administer injections (495 as of March 16, 2010)

**DISCUSSION POINTS:**

- The BCPhA informed the Board that injection training for pharmacists is ongoing (a session is being held in conjunction with the upcoming BCPhA Conference in Kelowna on May 29<sup>th</sup>) and has now been extended to include training for 4<sup>th</sup> year UBC students.

**(b) Continuity of Care – Hospital Discharge**

- A Board member wanted to clarify whether or not a pharmacist had the ability, under PPP31, to provide continuity of care when transitioning a patient from an institution or hospital into the community.

**ACTION:**

- The administration was directed to refer this topic to both the Hospital Advisory Committee and the Community Pharmacy Committee for their review and consideration and have each of these committees report their findings back to the Board at a subsequent Board meeting.

**Goal 1**

*The enhanced and expanded care and services that pharmacists and regulated pharmacy technicians deliver are safe and effective and aligned with the healthcare needs of the public.*

**Objective 3**

*Identify and support initiatives that ensure that the skills of pharmacists and regulated pharmacy technicians are developed in accordance with the scope of practice.*



**5.3 Stream 1: Quality Assurance – PDAP**

- (a) The Registrar provided an update on the action plan in the Board's briefing package.**

**PDAP Program Evaluation – Program Evaluation Task Group:**

- The Professional Development and Assessment Program's Program Evaluation Task Group (PETG) has met five times since its activation in early 2009; April, June, August, and November 2009 updates of these meeting were provided in previous Board briefing packages.
- The PETG participated in a 2-day workshop on February 4 and 5, 2010 to develop its final recommendations to the QAC regarding the future structure and timelines for the PDAP. Michael Obrecht and Dr. Elizabeth Lindsay, the external program evaluators, attended the meeting and presented their final report and recommendations. Dr. Mike Marshall presented the outcomes of the technical analysis of all the PDAP tools. In addition, the PETG reviewed the following reports:
  - Cycle 2003 and Cycle 2006 PDAP Technical Report (Dr. Mike Marshall)
  - Feedback from External Consultants to Stakeholders Interviewed in April 2009 (Michael Obrecht/Dr. Elizabeth Lindsay)
  - Environmental Scan: A brief study of the theory and practice of quality assurance in the health professions (Michael Obrecht/Dr. Elizabeth Lindsay)
  - Two Qualitative Studies Related to an Evaluation of the Professional Development and Assessment Program (Michael Obrecht/Dr. Elizabeth Lindsay)
  - An Evaluation of the Professional Development and Assessment Program (Draft-Michael Obrecht/Dr. Elizabeth Lindsay)
  - Recommendations on the Professional Development and Assessment Program (Michael Obrecht/Dr. Elizabeth Lindsay)
- Dr. Lindsay led the group through a decision-making exercise using a logic model as a framework to summarize decision points. The PETG used a principle-based approach to formulate its recommendations. The group developed a report to forward to the QAC which incorporated principles, along with the resulting recommendations and a proposed schematic.
- The QAC met on March 4, 2010. The members reviewed and discussed numerous program evaluation summary reports that had been forwarded by the PETG.
- Dr. Adil Virani, chair of the PETG, presented the PETG's report to the QAC. He reviewed the process that the PETG used to develop its recommendations and presented the principles upon which the recommendations were based.
- In order to develop their recommendations to the Board, the QAC began by finalizing the wording of the principles for the renewed program, and considering various options for the structure and timelines. It became evident that additional time would



be required to fully develop and finalize the design for the renewed PDAP. The QAC decided to organize an additional one-day meeting to focus on this important task.

- Therefore, the reporting schedule will be adjusted to permit the final recommendations to be presented at the June 18, 2010 meeting of the Board. This adjustment will allow the time required for the QAC to meet again and to fulfill its commitment to incorporating the program evaluation findings into PDAP going forward. It is not anticipated that this will impact the September launch date for the program.
- The next QAC meeting has been scheduled for May 17<sup>th</sup>, 2010.

**DISCUSSION POINTS:**

- A Board member enquired and was assured that the CE-Plus tool is inclusive of the ongoing PDAP evaluation process.

**ACTION:**

- The QAC Committee will present their final recommendations for the College's PDAP program to the Board at the June 2010 Board meeting. As per the HPA legislation the program will contain both a continuing education and assessment component.

**5.4 Stream 2: Quality Assurance – Professional Conduct Review**

**(a) The Registrar provided an update on the action plan in the Board's briefing package.**

- The board briefing package included a table which indicated that between April 1, 2009 and March 23, 2010 the College had received 112 complaints and that 99% of them had been or were expected to be dealt with within the prescribed timelines of the HPA.

**DISCUSSION POINTS:**

- The administration informed the Board that the College currently has one file before the Health Professions Review Board (HPRB).

**5.5 Steam 3: Quality Assurance – Quality Outcome Specialists**

**(a) The Registrar provided an update on the action plan in the Board's briefing package.**

**NO REPORT**  
**ACTIONS COMPLETE**



**5.6 Stream 4: Quality Assurance – Registration**

- (a) **The Registrar provided an update on the action plan in the Board’s briefing package.**

**NO REPORT**  
**ACTIONS COMPLETE**

**Goal 1**

*The enhanced and expanded care and services that pharmacists and regulated pharmacy technicians deliver are safe and effective and aligned with the healthcare needs of the public.*

**Objective 4**

*Ensure that the College makes an effective transition from the Pharmacists, Pharmacy Operations and Drug Scheduling Act (PPODSA) to the Health Professions Act (HPA) and the Pharmacy Operations and Drug Scheduling Act (PODSA)*

**5.7 Transition to New Legislation**

- (a) **The Registrar provided an update on the action plan in the Board’s briefing package.**

**NO REPORT**  
**NO DISCUSSION**

**(b) Report on Posting of Bylaw Revisions**

- The draft bylaws with revisions to the “in good standing” definition, inclusion of pharmacy technician regulation and other pharmacy practice modifications were approved at the November 20, 2009 Board meeting. Government is reviewing the draft bylaws prior to posting.
- There were no changes made by government that impacted the scope of practice for pharmacy technicians or the continued responsibility of pharmacists for cognitive functions and patient consultation. The changes from government brought clarity to ensure pharmacists understand what they must do and what pharmacy technicians cannot do. Specifically, the sections are:
- HPA Bylaws, section 42(5) – statement that a pharmacist must not delegate nor authorize a pharmacy technician to perform any aspect of practice; but a pharmacy technician can perform what they are permitted to under their own scope of practice
- Community Pharmacy Standards of Practice, section 4(2) and 4(3); Hospital Pharmacy Standards of Practice, section 10(2) and 10(3); Residential Care Facilities and Homes Standards of Practice, section 5(2) and 5(3)
  - Clarifies that pharmacy technicians cannot perform the cognitive functions of dispensing (i.e determine the pharmaceutical and therapeutic suitability of a drug) and lists the specific sections of the standards of practice to which this applies.



**Board Meeting Minutes**  
**Approved June 18, 2010**

**April 9, 2010**

- The original target date of April 9, 2010 for final Board approval of the draft bylaws has been changed due to a delay in feedback from government; the revised schedule for revisions and public posting of the draft bylaws is as follows:
  - March 3, 2010 – Received government’s comments to draft bylaws
  - March 4, 2010 – Incorporate government’s comments into draft bylaws
  - March 5, 2010 – 60-day posting of draft bylaws for public comment (deadline for comment is April 30, 2010)
  - May 3, 2010 – Revisions to draft bylaws based on public posting and comments
  - June 18, 2010 – College Board approves final draft bylaws

**NO DISCUSSION**

**Goal 1**

*The enhanced and expanded care and services that pharmacists and regulated pharmacy technicians deliver are safe and effective and aligned with the healthcare needs of the public.*

**Objective 5**

*Develop a plan to remove non-medicinal nicotine products and complete a review of pharmacy loyalty programs.*

**5.8 Non-medicinal Nicotine Products**

- (a) The Registrar provided an update on the action plan in the Board’s briefing package**

**NO REPORT  
ACTIONS COMPLETE**

- (b) Report on Action item from the June 12<sup>th</sup>, 2009 Board Meeting**

***June 12<sup>th</sup> 2009 Board Meeting:***

*“The Board supports continued work by College staff on the removal of non-medicinal nicotine products from pharmacies”.*

- The registrar met with the Minister of Health Services on March 11, 2010 and one of the topics discussed was the College’s long standing position on tobacco
- Although receptive to our concerns, the Minister informed us that the issue fell to the Ministry for Healthy Living and indicated that he would discuss this with that Ministry in the near future
- The College has requested a meeting with the Minister of Healthy Living and is awaiting confirmation of that date



**Board Meeting Minutes**  
**Approved June 18, 2010**

**April 9, 2010**

- The College is also continuing its work with the coalition of BC Cancer Agency, Heart & Stroke Foundation and BC Lung Association and an update meeting has been set for April 2010.
- The coalition recently received a response letter from the Ministry of Healthy Living on this issue stating that: *“at this time British Columbia is not planning a ban on tobacco sales in pharmacies; however, nothing precludes retailers from taking action on their own”*.

**NO DISCUSSION**

**(c) Pharmacy Loyalty Programs**

- The College has been informed by the Ministry that a Stakeholder Engagement Session is taking place on April 13, 2010 concerning the issue of Loyalty Points being awarded on PharmaCare paid portions of prescriptions
- The College has not been invited to attend as the Ministry has indicated this is an economic issue

**ACTION:**

- A Board member informed the registrar that the government representative who sits on the Pharmacy Technician Task Group had indicated that there might still be an opportunity for the College to attend the Stakeholder Engagement Session on April 13 and the administration was instructed to follow up on this and report back to the Board.

**Goal 2**

*The College sets standards and conditions to ensure that emerging technologies and changes to pharmacy processes contribute to safe and effective pharmacy care.*

**Objective 1**

*Develop a policy framework to monitor and evaluate pharmacy technologies and practice processes (i.e. guidelines, standards of practice).*

**5.9 Technology**

**(a) The Registrar provided an update on the action plan in the Board’s briefing package**

- As per the Board’s decision at the January 29, 2010 meeting, this initiative will be delayed with new project timelines to be reviewed at the June 19, 2010 Strategic Planning Session.

**NO DISCUSSION**



**Goal 3**

*The public, government, healthcare professionals, and registrants understand the role and value of the pharmacist.*

**Objective 1**

*Develop a comprehensive, cost-effective communication strategy by fall 2008*

**5.10 Communication Strategy**

- (a) **The Communications Director provided an update on the action plan in the Board's briefing package.**

**NO REPORT  
ACTIONS COMPLETE**

- (b) **Report on Action item from the November 20<sup>th</sup>, 2009 Board Meeting**

***November 20<sup>th</sup>, 2009 Board Meeting:***

*"The Board accepts the recommendation to allocate the remaining \$50K from this fiscal and the \$100K for fiscal 2010/2011 towards a joint media public awareness campaign with the Alberta College of Pharmacists".*

- Following a meeting with the Alberta College of Pharmacists (ACP) on January 20, 2010 a joint public awareness campaign, which leverages the College's \$150K budget (\$50K from 2009/2010 and \$100K from 2010/2011), has been developed which includes the following components:
- 2 x 4 week flights of media, one in the Spring (March 15 – April 11) and the second in the Fall (October 18 – November 14).
- Each advertising flight will utilize a variety of media including: province-wide radio (approximately 32 stations throughout BC will rotate 2 different spots), magazine advertisements (Readers Digest, Canadian Living and Today's Parent) and online advertising through Canwest and Ad Network.
- The over-riding theme of all the messaging is: "Get to Know Your Pharmacist. The more they know you, the more they can help." with the tagline "Your pharmacist . . . a key player on your health team".
- The College will continue to work with ACP to develop and implement mechanisms to monitor and evaluate the effectiveness of the campaign against the College's strategic goal of ensuring "the public understands the role and value of the pharmacist".

**NO DISCUSSION**





## **5.11 Professional Allowances**

### **DISCUSSION POINTS:**

- Board members discussed the potential impact on pharmacy practice of the Ontario government's recent measures to reduce the amount of professional allowances received by pharmacies in that province.
- The BCPhA informed the Board that they are continuing their negotiations with the BC government and will keep the Board updated on this matter.

## **6. CONSENT ITEMS**

### **6.1 Approval of April 9<sup>th</sup>, 2010 Board Highlights**

- The Communications Director presented the Board with the Board Highlights headlines, which were agreed to as presented.

### **ACTION:**

- The draft Board Highlights are to be forwarded on Monday April 12<sup>th</sup>, 2010 to the Board Chair for approval prior to distribution to all registrants and posting on the College website.

## **7. EVALUATION FORM**

- Board meeting evaluation forms were distributed to Board members with any completed forms collected by the Board Chair.

## **8. IN-CAMERA SESSION**

- No motions came out of the Board's in-camera session.

## **9. ADJOURNMENT**

- The Board meeting adjourned at: 3:15pm.