

## **RxA CEO says “points” well taken regarding incentives and inducements**

After my commentary on “points and perks” in last week’s issue of *RxPress Now!*, I’m glad to say I heard from a number of pharmacists who challenged what I said, and offered some constructive and very professional concerns about points and perks. I think those comments deserve recognition.

I heard the very cogent, compelling argument that while ACP shouldn’t wantonly impose regulations on the business aspect of pharmacy, the reality of “points and perks” is eroding the pharmacy profession’s ability to practice effectively, and is commoditizing the profession.

One member raised the important point that a growing number of patients are filling meds they don’t need, or worse, are going without their meds to wait for “special points days”. Other members raised the issue of commoditization, too, and suggested that points programs, in that way, damage respect for the profession.

The point was also made that pharmacists are being required to police an increased incidence of prescription abuse and compliance issues. And finally, some members who work in high-volume pharmacies expressed a concern about the high pressure, stress-filled, and potentially error-prone environment that special promotion days may foster.

I want you to know that RxA takes these issues very seriously, and that I’m glad we’ve heard from you. In every case, your privacy will be respected, and your opinion will count in the policy considerations of RxA. I must say that these arguments made by pharmacists are very convincing, and leave little doubt that many pharmacists are deeply concerned. I think this discussion is important to the profession. So, what do you think?

Please feel free to continue bringing forward your concerns about this important issue to:  
[barry.cavanaugh@rxa.ca](mailto:barry.cavanaugh@rxa.ca)

Thank you.... Points taken!

- Barry Cavanaugh, CEO, RxA

## **At long last, an easier weekly to swallow?**

RxA is pleased to dispense the first edition of our newly refashioned, weekly publication, *The Capsule*. Given the short half-life of any busy professional’s attention span, the goal of this publication is to keep the news capsule-sized, timely and easy-to-read. And we encourage your voice, your participation in determining its content and direction. If you’ve got a story suggestion or submission to contribute, please feel free to email it to *The Capsule*’s editor, [michele.penz@rxa.ca](mailto:michele.penz@rxa.ca)

## **Last chance to cash in on Early Bird savings for fall PD event**

Register for RxA’s Professional Development Event and save! If you want to benefit from Early Bird registration prices, your deadline is Feb. 13, 2006. For more information on how to register for the fall event, go to the RxA website at: [www.albertapharmacy.ca](http://www.albertapharmacy.ca)

## **Increase your knowledge about antibiotics and antibiotic resistance**

RxA and Do Bugs Need Drugs?, a community program for the wise use of antibiotics, have teamed up to present a series of Canadian Council on Continuing Education in Pharmacy (CCCEP) accredited continuing education events for Alberta pharmacists. If you want to increase your knowledge about antibiotics and antibiotic resistance, and perhaps even become a trainer of the Do Bugs Need Drugs? program, please click on:

<http://www.rxa.ca/home/members.aspx?id=8970>

- **Red Deer** - Holiday Inn Red Deer, Tuesday, March 7, 2006
- **Edmonton** - The Coast Terrace Inn, Tuesday, March 21, 2006
- **Whitecourt** - Green Gables Inn, Saturday, April 22, 2006
- **Lethbridge** - Lethbridge Lodge Hotel, Tuesday, May 9, 2006
- **Medicine Hat** - Medicine Hat Lodge, Wednesday, May 10, 2006
- **Calgary** - Coast Plaza Hotel & Conference Centre, Monday, June 12, 2006

## **RxA offers sweetheart deal to members**

Are you hoping to buy the one you love a little special something but are as broke as a heart in a singles bar? Just in time for Valentine's Day, RxA offers the sweetheart deal of the year through its ultimate cash-back CE Reimbursement Program. No long term commitment is necessary. You need only submit a claim for up to \$300 for the April 1, 2005 to March 31, 2006 fiscal year. Please note that this reimbursement is for money you've already spent. For more information on how to submit a claim, please contact Lori at 780.990.0326 or [lori.bobier@rx.ca](mailto:lori.bobier@rx.ca) Claim forms are available at [www.albertapharmacy.ca/funding/CEReimbursement.aspx](http://www.albertapharmacy.ca/funding/CEReimbursement.aspx) Hearts and flowers sold separately.

## **Apologies extended for fax-blast error**

RxA would like to apologize for any confusion caused by last week's fax-blast attachment error. An invoice for a February fax-blast was accidentally attached instead of the February fax-blast advertisement. We apologize to all RxA members, and especially to RxA member Gail Rowan, for any inconvenience caused by this error.

## **Upcoming Events**

- **Pharmacists Clinical Services Workshop**  
Edmonton, Feb. 10-11, 2006  
Registration form: <http://www.albertapharmacy.ca/downloads/documentloader.aspx?id=1913>
- **RxA Spring Professional Development Event**  
Edmonton, March 4, 2006, Fantasyland Hotel  
Registration form: <http://www.albertapharmacy.ca/downloads/documentloader.aspx?id=1966>