



FOR IMMEDIATE RELEASE

Pharmacist earns national kudos for helping patients stick to therapies

ESPANOLA, ON (November 9, 2006)—An Espanola pharmacist who has developed a series of programs that are helping patients stick to the therapies prescribed by their doctors has received national recognition for her work. Lynn Halliday, a pharmacist with Robinson's Pharmasave, has taken honourable mention in the Adherence Initiative category of the Commitment to Care Awards, a national awards program hosted by *Pharmacy Practice*, Canada's #1 professional journal for pharmacists.

One of Halliday's initiatives is the Medication Awareness Program, which she designed for the community of Elliot Lake. According to Diana Price, clinic manager of the Elliot Lake Clinic Pharmacy, the program has made a big difference in that community in the wake of provincial mental health reforms that have overloaded Northern Ontario healthcare providers.

"Lynn's user-friendly style and the time taken to tailor the needs of each person enrolled in the medication compliance program has made it much easier for them and their family members to understand the importance of their medication as well as its possible side effects," said Prince.

Halliday has also created a heart health education program and a metabolic screening program that helps patients understand the issues they must face to prevent heart disease and stroke.

Remarked one Commitment to Care judge: “I'm always glad to see programs which improve the seamlessness of patient care, be it between community pharmacy and physician or between hospital and pharmacy community.”

The Adherence Initiative category is sponsored by Rx Canada. Awards are also presented in the areas of charitable work, health promotion, patient care, pharmacist/physician teamwork, pharmacy technician initiatives, student leadership and technological innovation. The Commitment to Care Awards, now in their 14th year, honour pharmacists, pharmacy students, pharmacy technicians and physicians across Canada who have provided exemplary service to their patients and to their profession.

The awards are sponsored by: AstraZeneca, Drugstore Pharmacy, McKesson Canada, Novopharm, Pfizer, ratiopharm, Rogers, Rx Canada and Sandoz.

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