

contents

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VOLUME 6 ISSUE 1

FEATURES



For video interviews from these Leaders in Pharmacy go to PharmacyU.ca

28

pharmacy

The third annual Pharmacy U Toronto conference on Jan. 25 at the International Centre will build on the success of the previous two events with an even stronger focus on education.

20

Advocates for change

In every field, there are individuals with vision and drive who help shape the future.

Cover Story

28

200+ members strong

Pharmasave Ontario has grown since 1997 into a family of more than 220 independent community drugstores across the province.

51



20

Tommy Cheung helps to redefine the landscape

The pharmacist and entrepreneur based in Aurora, Ont., is leading the way in healthcare delivery.

57



57

Welcome to the new
pharmacy  .CA



Brenda Adams' 7 ways to win as an independent ▶



Tommy Cheung's leading the way in healthcare delivery ▶

The pharmacy leaders of today, inspiring leaders of tomorrow ▶



5 strategies to optimize your medication review services ▶



Bob Mehr's 6 tips for getting staff to buy in and stay in ▶



5 top reasons to accelerate your learning at Pharmacy U Toronto

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TOMMY CHEUNG, A PHARMACIST AND ENTREPRENEUR BASED IN AURORA, ONT., IS LEADING THE WAY IN HEALTHCARE DELIVERY. SEEING A NEED FOR ENHANCED CARE INTEGRATION AT A COMMUNITY LEVEL, CHEUNG IN 2010 OPENED A MEDICAL CLINIC UTILIZING ELECTRONIC MEDICAL RECORDS (EMR) TO PROVIDE A COMPREHENSIVE RANGE OF PATIENT SERVICES. THE MODEL IS SO SUCCESSFUL HE AND HIS PARTNERS NOW HAVE THREE FULL-SERVICE CLINICS IN AURORA, THORNHILL AND ETOBICOKE, AND SEVERAL SATELLITE OFFICES.

IN THIS TOGETHER

Enhanced Care Clinics
redefine healthcare delivery

BY CLAIRE SOWERBUTT • PHOTOGRAPHY BY BRANDON GRAY



Tommy Cheung works as part of a multi-disciplinary team providing a broad range of healthcare services to patients.

Cheung, who holds a BScPharm, an RPh, and an MBA, credits his diverse background as a key factor in spotting the business opportunity. “I have worked in many different environments, and was trained as a pharmacist,” Cheung says. “However, I only worked as a clinical pharmacist for a short period of time. Then I moved into e-health and information technology. I have also worked for the government and industry – on the marketing side.” Having experienced many different facets of healthcare, he developed a good perspective of the system. “I saw where the gaps were and how difficult it is to work as a pharmacist within a community,” he says.

From the outset, Cheung wanted to create a system that connects everybody. “It’s very frustrating for a pharmacist not to know the diagnosis for which a prescription is written,” he says.

The Enhanced Care Clinics (ECC) model addresses these issues. In addition to the pharmacy, registered as a Family Health Group (FHG), ECC offers physiotherapy, massage therapy, chiropractic care, acupuncture, a chiropodist/foot specialist, orthotics, heart function tests (echocardiogram), lung function tests, on-site blood/lab service, an enhanced care golf clinic, and most recently home healthcare.

“We represent a group of over 20 family physicians and specialists, and another 30 allied health providers,” Cheung says. “We work as a multi-disciplinary team to provide a large variety of services to patients, starting with family practice and extending to walk-in, rehabilitation, home care and of course pharmaceutical care.” ▶

“I saw where the gaps were and how difficult it is to work as a pharmacist



Watch pharmacist Tommy Cheung discuss the power of collaborative care in our video on PharmacyU.ca





TOP TAKEAWAYS

KEEP AN OPEN MIND.

Don't limit the service pharmacists can provide to patients.

SEE THE BIG PICTURE.

Respect the practices of other providers and don't focus solely on pharmacy services.

BE VERY PATIENT.

It takes a long time to build a successful pharmacy practice. It will take much longer to build a collaborative practice with other disciplines.

COMMUNICATE MORE.

Don't worry about being a broken record when conveying new information.

FOCUS ON THE PATIENT.

Don't worry about workflow, profit or buy-in. If you are providing what patients want/need, the rest will come.

within a community.”



The Enhanced Care Clinics provide a valuable service in on-site blood/lab work.



Doug Sommerville is appointed Senior Vice President and General Manager

We are very pleased to announce that Doug Sommerville will assume the role of Senior Vice President and General Manager of Teva Canada Limited, effective January 1, 2014.

Doug has been with Teva Canada since 2005, filling roles that included General Manager of Specialty Products and Vice President of Sales and Marketing.

With more than 25 years in Canadian and U.S. pharmaceutical, healthcare and medical-technology products, Doug is positioned to guide our Canadian generics business—a business that has been a proud partner to pharmacists for almost 50 years—to continued market leadership.

At Teva Canada, we research and manufacture close to 300 generic and over-the-counter products indicated for conditions such as ear infections, diabetes, heart disease and cancer. Our medications fill nearly 200,000 prescriptions in Canada every day.

Thank you for your continued support and for sharing in our commitment to making high-quality medicine accessible to Canadians.

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“Because we use electronic medical records, if a client sees one doctor at the walk-in clinic and then returns to his family doctor, his medical record will be accessible to the family doctor.”

Bringing it all together

As managing director of operations, Cheung oversees the day-to-day running of all the clinics, as well as ongoing business development.

“My job at ECC is to ensure we are providing improved family practice care to patients and their communities,” he says. This includes ensuring all physicians and providers can collaborate effectively (e.g. creating efficient workflow and referral, implementing electronic medical records), developing new services and initiatives for patients (e.g. identifying care gaps in the clinic and community, securing resources from the Ministry of Health, developing new service provider partnerships), and supervising day-to-day operations (staffing, billing, walk-in clinic coverage, specialist and allied health availability).

The focus of the clinics is on creating a better type of family practice. “Because we use electronic medical records, if a client sees one doctor at the walk-in clinic and then returns to his family doctor, his medical record will be accessible to the family doctor, who will be able to see the whole care process of the other doctor,” Cheung explains. This same collaboration using the EMR also occurs between pharmacists and physicians every day. ▶



As managing director of operations, Cheung oversees the day-to-day running of all of the clinics.





“We function like a mini-hospital.”



Enhanced Care Clinic also offers massage therapy, acupuncture, chiropractic, and most recently home healthcare among others.

However, just seeing a doctor isn't enough. “We need to have the other services as well, including a pharmacy,” Cheung says. They have a pharmacist partner who provides dispensing and pharmaceutical services to the clinics, under the Remedy's Rx program. “We also have a visiting cardiologist, a gynecologist, a geriatrician, and an internal medicine specialist who come to our clinics to work with our patients. We all work together to provide our patients with whatever care they need.”

All the healthcare providers that work through the EEC clinics are associates. “We function like a mini-hospital, in that we provide the facility so all providers can work together and help patients.”

Building for the future

As a dynamic business model, the success of the ECC clinics hinges not only on being responsive to patients' needs but also being able to anticipate them. As such, the identification and development of additional care services is very organic, and the electronic records system helps in identifying gaps in care. For example, Cheung knows how many referrals are going out and for what. “By running reports and queries in the EMR, I know what services patients are looking for,” he says.

Needless to say, the clinics, which were nominated for the Organization of Charter Award of York Region in 2012, are very well received in the communities they enter, so look for an Enhanced Care Clinic coming to a town near you. **PB**

***Claire Sowerbutt** is a widely published and respected health and medical writer with hundreds of articles published on the web and in print. Her career as a medical journalist spans nearly two decades. As credentialed medical press she writes for major medical media outlets, as well as government, university and non-profit healthcare organizations.*