

# Bracing for Waves, Smooth Sailing Ahead

*James L. Mann*

As the title of this column indicates, we did indeed brace ourselves over the past few months, in preparation for the continuing education (CE) event of the year for both CSHP and the profession of pharmacy as a whole: the Professional Practice Conference (PPC). As you might well imagine, organizing the PPC program is a phenomenal undertaking. The recruitment of qualified faculty and development of a cohesive program by the Educational Services Committee (Chair: Heather Kertland) have culminated in an unparalleled event in Canadian pharmacy. Preliminary numbers indicate that the 33rd PPC is destined to be one of the most successful ever. At the time of writing, we antici-

pate that attendance will total more than 1000 registrants and more than 70 exhibitors will show their wares. The career night will be a full house (with about 30 hospitals exhibiting), and social events will be available to registrants each night. We will provide a full account of the program in the April 2002 issue of CJHP.

Team CSHP will manage the waves arising from the PPC and all other events that the membership has come to expect. For example, we look forward to welcoming



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## EXECUTIVE DIRECTOR'S REPORT

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you (and at least 300 of your colleagues) to the Society's AGM, August 8 to 11, 2002, at the Westin Bayshore in Vancouver, British Columbia.

### THE CSHP OFFICE

The year 2002 cannot but prove rewarding, as most of our "new" staff have now been on board, working as a team, through a complete annual cycle or at least most of one. This continuity results in consistency, coherency, comprehension, and commitment as we strive to meet member expectations.

### MEMBERSHIP

Ultimately, CSHP's success depends on our ability to serve the membership, and at last count that membership numbered 2139 — that's 2139 reasons for our existence and our quest for excellence! CSHP membership grew this year by 145 (7.3%), and renewals are still coming in. Perhaps what is most gratifying is the significant number of lapsed members who are renewing this year; many are taking advantage of the non-member rate for the PPC, which can be applied to national membership. Here we grow again!

We have recently tallied up members' contributions to our 17 committees, 13 task forces, 4 boards, and 9 branch councils, as well as the 11 representatives to external organizations, 44 award reviewers, and 65 journal reviewers — all in all, more than 430 members who are actively involved in this organization. Their activities represent real commitment and dedication to enhancing hospital pharmacy practice.

We are anticipating important results from the recent membership survey, for which we received more than 600 responses. CSHP thanks all those who took the time to complete the survey.

### PUBLICATIONS

You have probably noticed several changes in our publications recently, all of which are designed to support the members. These changes include publication of the first issue of *Pharma.Scoop*, a new communications vehicle of and by the members, where we will feature your contributions about branch, chapter, and personal accomplishments or unique aspects of practice. Marlo Palko, Manager, Public

Relations and Communications, who orchestrated this effort, would welcome your input.

*CJHP* continues to be one of our most tangible member benefits and will publish 5 times in 2002. In addition, we are now publishing both the AGM and PPC programs as supplements to the Journal. This year's PPC program was distributed in the first week of January so that all members could review the final program and abstracts, as well as other pertinent information, well in advance of the meeting. Advertising continues to be strong for all 7 issues, and the CE inserts in recent issues have proven popular.

*CSHP News and Employment Opportunities* is another excellent publication dedicated to serving both members and hospitals in their attempts to match job opportunities with qualified pharmacists in a very difficult marketplace. This year for the first time we have published an 8-page PPC supplement in the *EOB*, where we announced award winners, the Research and Education Foundation fundraising events (a dinner and the New Orleans night), and satellite symposia, as well as last-minute changes to the PPC program.

### AWARDS

The Awards Program continues to be another of our strongest member benefits, and 19 awards will be presented during this year's PPC. This program recognizes our members' significant contributions to pharmacy practice research, as well as our healthy corporate partnership with the pharmaceutical industry, which contributes more than \$50,000 annually to this national program.

### EXTERNAL RELATIONS

We continue to strengthen our relationship with the Canadian Association of Pharmacy Students and Interns (CAPSI) and the pharmacy students in all 9 faculties. For example, we were invited to participate in the CAPSI annual meeting in St. John's, Newfoundland, in January. We were pleased with the candid discussions about student interests and the suggestions of how CSHP might play an even greater collaborative role in support of this organization in the future.

Council expects to sign another 3-year agreement with the Association des pharmaciens des établissements de santé (APES), which has "parented"



the progress of the Quebec Branch, at its annual meeting in Montreal in April. We are currently exploring opportunities to share ideas through a reciprocal speaker program at each organization's AGM. We currently have a distribution agreement for the English text of APES's *Care Beyond Cure*, a well-recognized resource that has been quite popular and is due in its third edition later this year.

## COUNCIL ACTIVITIES

Council was very busy last August at the AGM, in particular approving 2 Information Papers that have been recently promoted to the membership (and, for the first time, to the media) and contributing significantly to the profession's guideline documents for all areas of practice. Specifically, the "Information Paper on the Role of the Pharmacy Technician" was published in the Winter issue of the Journal and was released to the media under a full communications plan in November. The "Information Paper on Pharmacists Prescribing within a Health Care Facility", published in this issue of the Journal (page 56), was formally released (with media coverage) during the PPC. Both represent "firsts" for the Society and continue to demonstrate how we set the course for hospital pharmacy and the profession as a whole.

## MEDICAL AND MEDICATION ERRORS

The entire health care system has become acutely aware of medical and medication incident issues, and CSHP is well represented and playing a significant

role in virtually all such efforts. Among all health care practitioners, we have the greatest experience with medication errors in particular and a long history of managing them through the formal committee structure within our institutions. We can share with community and independent practitioners our experience with risk management and system review and with taking an educational approach to the problems.

## CONCLUSION

CSHP continues to be a thriving organization that has in the past and will continue in the future to make significant contributions to the profession's advancement of direct patient care. We are blessed with a truly committed membership who volunteer thousands of hours every year to support our colleagues, the Society, and the profession. We are indebted to the efforts of many and as a result are looking forward to a very positive year in 2002.

We welcome your comments and questions at any time but in the meantime wish you smooth sailing in your day, both professionally and personally.

***If you would like more information about these or other issues, please contact the national office or your branch delegate.***

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