

# The Perfect Storm . . . Moving out to Sea

*James L. Mann*

Hello, and welcome to autumn at CSHP. It has been another interesting few months — indeed, there is never a lack of adventure, and we are happy to report accomplishments on many fronts. Most importantly, however, our commitment to members and to the provision of exemplary services is stronger than ever. We are working as a team to connect with you, our members: listening to your concerns, answering your questions, and responding to your needs. Between e-mail messages and phone calls, that means some 2000 points of contact each month!

## CSHP STAFF

Since my last report, we have had an excellent period of staff development and reorganization. This issue of *CJHP* features an introduction to the staff in the national office (page 302), so you can put faces and names to services and responsibilities. Although we continue to face recruitment challenges, the team that has been



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## EXECUTIVE DIRECTOR'S REPORT

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assembled is working hard not only to maintain CSHP services and programs, but also to improve them.

Recently, we came together as a group to develop an internal staff mission, along with specific objectives. This exercise was designed to reinforce the many positive efforts undertaken by CSHP members to identify, recognize, and promote pharmacy's contribution to the health care system. Our current projects are just the tip of the iceberg — as a Society we have unlimited possibilities. We are unbounded in our potential to develop new ways to ensure that CSHP is a vibrant, member-driven organization, clearly focused on its vision to "Set the course, partner with patients, and strive for excellence". Staff are committed, willing, and able participants, eager to contribute, and we have already enjoyed many successes.

### BRANCH AGM UPDATE

In September, Helen Halligan, Marlo Palko, and I had the opportunity to participate in the Ontario Branch's successful annual general meeting (AGM). This year, the meeting was held at the Nottawasaga Inn, a resort north of Toronto. The educational program reflected a tradition of exceptional quality, and the entire conference met with a very positive response from the 110 members who turned out.

President Judy Chong, Ontario Branch Council (including CSHP delegates Cynthia Jackevicius and Vicki Sills, incoming delegate John McBride, and Education Chair Henry Halapy) are to be commended for an excellent, entrepreneurial "out of town" program and the new format.

I also participated in the Alberta Branch's 50th anniversary celebrations in October. We extend our congratulations to all Alberta CSHP members on this milestone! While in Alberta, I joined members of the Executive in scheduled site visits, which give CSHP members the opportunity to chat with their national representatives. Traditionally, these visits are shared by the President Elect and the Executive Director, but Mike Gaucher was unavoidably detained by the potential of a strike vote in his home town of Saskatoon. Instead, President Margaret Gray and I visited the Royal Alexandra, University of Alberta, and Misericordia hospitals in Edmonton. During the visits we met with the approximately 30 recent grads in attendance, and we may even have recruited a new member or two.

The Alberta AGM was well attended, with approximately 80 registrants, despite 3 conflicting pharmacy events. The exceptional program featured 5 formal presentations, including Past President Donna Pipa's description of the Pharmaceutical Information Network (PIN), a leading-edge linkage among health care providers and institutions which provides information about prescription drugs. The PIN is an integral component of the Alberta Health and Wellness Program.

Ray Potvin (who has taken over as President from Jennifer Lowerison, now on an early maternity leave), the Alberta Council (including outgoing delegate Charlene Blair and incoming delegate Val Fong), and the host committee, which provided a strong team effort, all deserve commendation. The program was well executed and very informative.

Sincere thanks to both branches for the warm hospitality extended and the chance to participate.

### COMPUTER CONVERSION AND TELEPHONE SYSTEM

We are thrilled to report that the office computer conversion is now complete. Staff are enjoying new PC work stations and network functionality. Implementation of the new system has enabled an unprecedented improvement in productivity and access to information. Our IMIS database is now working as it should, and we are able to generate a considerable range of reports and statistics that were previously either very time consuming to produce or completely unavailable. Staff have received training on the new system and on writing reports. This training has proven a particular asset to the membership team, as they can now produce reports that give us a much clearer understanding of our renewals and comparative annual statistics.

After a brief interruption, the office phone system is also back in working order. Our voice mail system has been replaced and updated, and our phones have been upgraded. All of these improvements translate directly into member benefits, as we are better able to ensure that your calls and inquiries are answered efficiently and directed appropriately. We thank you for your patience during these growing pains.



## WEB SITE

Work continues on the CSHP Web site, and staff have begun to make content changes. Information about various Society deadlines, contact information, and event updates are being posted regularly. We recognize the importance to Council and members of the Web site as a communication vehicle, and our efforts on this front are designed to reflect that critical priority. Our thanks to the many members who have recognized and supported these changes. We anticipate an accelerated rate of change in the next few months, and — as always — we welcome your feedback.

## MEMBERSHIP RENEWAL

Our membership renewal is almost complete, and we are once again on a secure foundation, with a renewal rate of approximately 90% for virtually all of our membership categories, including Active Members. We are now in a position to resume regular reporting to the membership committee of each branch, as well as to Council. Ongoing support to branches now includes the ability to provide labels and statistical reports on a monthly basis. This provision of accurate and timely information should result in more targeted and effective membership strategies. Provincial membership renewal efforts have been effective and also deserve commendation — it has been a team effort.

## CSHP ANNUAL GENERAL MEETING

In August, we headed to Halifax, Nova Scotia, for a very successful AGM. We enjoyed a significant number of registrants (more than 280 in total), excellent speaker and exhibitor programs, and very entertaining social events, all of which were recognized in the evaluations. The registrations were up approximately 30% over the last AGM held in Halifax in 1994. These numbers, when viewed in the context of recent initiatives, including the Residency Mentorship Program, the Past Presidents' Breakfast, the special recognition of a long-time local member, and a number of specific changes in the program itself (e.g., speaker support in the form of handouts), leave us with a great sense of accomplishment. Congratulations to all involved in the success of this exceptional event. We have summarized some of the AGM highlights elsewhere in the Journal (page 306).

## PUBLICATIONS

Our publications program continues to be the flagship of our member services. New initiatives include

publishing the AGM program as a supplement to *CJHP* and the regular and profitable production of *CJHP News and Employment Opportunities Bulletin* (the *EOB*) under a new masthead, with renewed attention to news items. Our *Official Publications 2001*, including some 16 new guidelines and position statements, was published in June. We are also preparing communications strategies for all of our publications to ensure that we are reaching our intended market. These projects include a formal approach to the public relations and communications planning necessary to best promote our recently approved information papers on the role of the technician (see page 293) and prescriptive authority for pharmacists.

## FINANCIALS

Also among our good news stories is the latest financial update: CSHP's budgetary situation has shifted 180 degrees since August 2000. Council now has surplus flexibility and has redirected funds to new programs. Internally, financial statements have been improved to include cost centre reporting and are now meeting the information needs of Council. We completed a successful audit in July (the report of which was approved at the 2001 AGM). We have appointed new auditors and have met with them to determine expectations and deficiencies. Externally, contracted accounting services have brought our programs up to standard and have significantly improved our internal processes.

## PROFESSIONAL PRACTICE CONFERENCE 2002

Our next major challenge is the Professional Practice Conference (PPC), which will take place February 2–6, 2002. Preliminary notices for this event have gone out, the speaker program has been drafted, and the final program (also to be produced as a *CJHP* supplement) is scheduled for mailing the first week of January. Staff resources have been reorganized to ensure that the program meets the high professional standards that our members have come to expect for this event, the largest pharmacy educational program in Canada. We anticipate another successful educational lineup and an exceptional awards program. Watch for the preliminary program, to be mailed with the November 12th *EOB*. We look forward to seeing you in February.

## OTHER OFFICE INITIATIVES

All of our other services, including the Awards Program, the Board of Fellows, the Residency Board,



and our contracted support to the Ontario Branch have been reviewed and modified as required. In addition, we are undertaking 2 new initiatives: the Research Seminar at the PPC and the membership survey, due to be sent to all current members in November.

We remain active with the seamless care initiatives, in partnership with the Canadian Pharmacists Association, and will continue our participation in the Human Resources Development Canada sectoral study of pharmacy, which will be conducted over the next 2 years. We have participated in medication error initiatives within the profession and the health care system in general. Our members continue to represent CSHP with our numerous external stakeholders and to participate in our own 35 committees and task forces.

We are also working to inform members of new developments by e-mail whenever possible. Recent “e-announcements” have included “Excitement in the Office” and “CSHP Voice Mail — The Next Generation”. If you have not been receiving these communications,

perhaps our contact information is outdated. Please give us a call and let us know if this is the case: your comments and corrections are welcome at anytime. Our Membership Administrator, Laurie Carquez, is available at 613.736.9733 ext. 226, or by e-mail at [laurie@cshp.ca](mailto:laurie@cshp.ca).

We look forward to the many positive ventures that the Society and its membership are embarking on. The next 6 months and beyond promises to be a rewarding time in the life of CSHP. All of us here in the CSHP office are ready for the challenges.

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

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