

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



PHARMACIST AWARENESS MONTH

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

New opportunities for providing better patient care are affecting the pharmacy profession and health care in general. With expanded scopes of practice, regulated pharmacy technicians, drug pricing reform and new payment models, pharmacies are responding to changing industry standards as well as customers' demands.



GOING LIVE IN PRINT AND ONLINE:
MARCH 1, 2017

GET INVOLVED BY:
JANUARY 18, 2017

MATERIALS DUE:
FEBRUARY 22, 2017

Published during Pharmacist Awareness Month and produced in collaboration with leading experts, this special feature will include the following editorial highlights:

FOCUS ON WELLNESS. Pharmacies offer a range of informational materials and products that focus on staying healthy.

EDUCATION. Training at Canadian educational institutions fosters innovation and includes a variety of skills.

PATIENT-CENTERED CARE. We explore core dispensing services, enhanced medication-related services and expanded patient care services offered by pharmacies.

EXPERT GUIDANCE. Beyond being medication experts, pharmacists are trained to provide chronic disease counselling and immunizations advice, help with smoking cessation, and more.

TECHNOLOGY. New apps and technology can help professionals as well as patients and their families track their medications.

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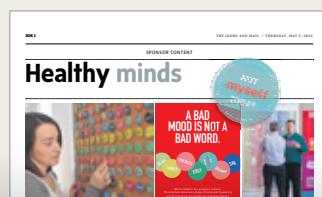
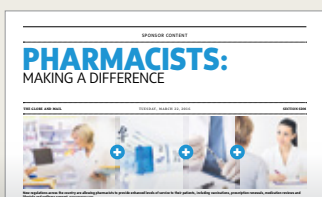
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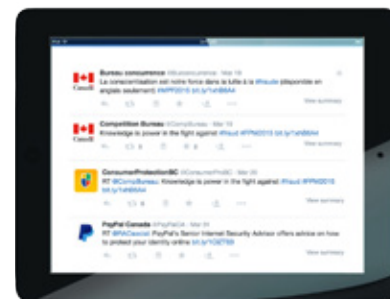
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