

SDCPhA Voice

Newsletter of the San Diego County Pharmacists Association
June-July 2005 - Volume VIII Issue 4- www.sdcpha.com

California Pharmacists Association

Region 8 Trustee Report

Helen K. Park, Pharm.D.

Jason Kim has been appointed by the Board of Trustees to serve out the remainder of the current term as Region 8 Trustee. Jason is currently on the SDCPhA Board and is a graduate of UOP. While in pharmacy school, he served as the President of the school APhA-ASP chapter as well as on various committees for CPhA. I know that he will represent you well in Sacramento. If you have any questions or concerns for Jason, please contact him at jkim@rxrelief.com.

I would like to thank the members of the San Diego Pharmacists Association and the students at UCSD for continually providing support and volunteering their time and talents for the profession and for CPhA. Your efforts have made SDCPhA the success that it is, and I hope that all of you will continue participating in our chapter for many years to come. It has been an honor serving as your representative on the Board of Trustees for the past 18 months, and I hope to continue in those efforts as Speaker-elect. Thank you.

Upcoming SDCPhA Continuing Education Programs

By Jason Lam & S. John Johnson

The Education & Training Committee for the San Diego County Pharmacists Association is proud to announce the latest news about recent and past CE programs.

We held a very successful event on April 14th. Dr. Fred Weissman, PharmD, JD, the Associate Dean of Academic Affairs at USC School of Pharmacy, presented his talk on "Pharmacy Law Update 2005 and Interesting Cases" at Sharp Memorial Hospital. The event was very well attended and we thank Dr. Weissman for his time and effort to educate us.

On May 19th, a program on "Updates on Dermatitis" was presented by Dr. Nancy Anderson, MD from Loma Linda University Health Care. The event was held at Rainwater's on Kettner and over sixty members attended the event. We would like to thank Dr. Anderson for speaking to us. Photos from recent and future events can be found on the SDCPhA website.

We are also proud to announce CE programs on "Medical Reserve Corp: Clinical Volunteer Training" and "Managing Cardiovascular Risk: The Increased Impact of

Diabetes and Dyslipidemia." For more information on CEs – visit www.sdcpha.com. We will continue to update our members via the SDCPhA website and email notifications about upcoming events and CE programs.

If you are not currently receiving email updates from us, be sure to visit www.sdcpha.com, click "education" and find the box at the bottom that says "Join the SDCPhA Education mailing list".

Sincerely,

Jason Lam, PharmD Candidate
Co-Chair, Education and Training Committee

S. John Johnson, PharmD
Co-Chair, Education and Training Committee

Pharmacy Law Update 2005 CE





Dates to Remember

October 2, 2005
SDCPHA/SDSHP Day at the Ballpark
Petco Park
For information, see flyer on opposite page

February 16 - 19, 2006
Outlook 2006
Palm Springs, CA

A current event calendar is available on the San Diego County Pharmacists Association website at www.sdcpha.com.

www.sdcpha.com

www.cpha.com

Your pharmacy resources on the internet!

Attention Pharmacists, Interns and Technicians: San Diego Online Pharmacy Job Board

**Looking for a job, or just want to see
what's available in San Diego?**

Log on to sdcpha.com!

What you can do at the SDCPHA Job Board:

VIEW JOBS

View the newest/freshest jobs available for professionals seeking employment.

PERSONAL JOB ALERT

Create a Job Alert and new jobs that match your search will be emailed to you.

CREATE A JOB SEEKER ACCOUNT

Your "My Career" account will let you store job openings, resumes, cover letters and more. Manage your job search online and with ease. Login to your free account to manage your job search, update your resume, and more.

POST YOUR CV OR RESUME

Post your anonymous resume for free and let employers submit opportunities to you. A great tool whether actively or passively seeking.

Here's how to get your FREE resume posting:

**Go to sdcpha.com and click on CAREERS.
Follow the prompts to post your resume.**

This **FREE** service brought to you by the San Diego County Pharmacists Association

For more information on the SDCPHA Job Board Online, email info@sdcpha.com or call 619.330.4959.

SEE THE NEW PETCO PARK, IN DOWNTOWN SAN DIEGO 10TH ANNUAL SDCPhA/SDSHP DAY AT THE BALLPARK

Sponsored by:
*San Diego County Pharmacists Association and
San Diego Society of Health-Systems Pharmacists*

SAN DIEGO PADRES VS. LOS ANGELES DODGERS

Sunday, October 2, 2005

The San Diego County Pharmacists Association and the San Diego Society of Health-Systems Pharmacists have reserved a limited number of Upper Reserved seats to the San Diego Padres versus L.A. Dodgers baseball game at the new Petco Park, in downtown San Diego. Please join us for a tailgate brunch at the last weekend Padre game of the season. We will be meeting at Tailgate Park (located on Imperial Avenue and 14th Street, about a block away from Petco Park) for brunch from 10:30AM to 12 Noon, where and when game tickets will be distributed. The game begins at 1PM. On the day of the event, we will have our tailgate area prominently displayed with balloons and banners. There are many parking options near Petco Park, and the most important thing is to get downtown early. Other transportation options include contacting 1-800-Commute or www.sdcommute.com for trolley or bus information.

Take this opportunity to renew old acquaintances, meet new friends, and enjoy a good ballgame. Reservations will be on a first-come, first-serve basis, so please fill out the information below and return it with your payment no later than September 3 in order to hold your space. If you have any questions, please contact SDCPhA Immediate-Past President and Event Chairman Randy Moore at phone 858-385-0783 or e-mail randym_68114@yahoo.com.

You are welcome to participate in SDCPhA and SDSHP. SDCPhA meetings are held on the third Tuesday of each month at VASD Hospital in the ICU Conference Room on the 5th floor at 8PM. SDSHP meetings are held on the second Wednesday of each month at VASD Hospital at 6PM. Please attend any and all meetings, serve on a committee, run for elected office, or just be heard.

Sincerely, Randy Moore

Please cut here and return with your payment. Make checks payable to SDCPhA.

Name _____

Address _____

Phone Number _____ Fax Number _____

Email Address _____

Number of CPhA/SDCPhA members & family _____ Number of Non-CPhA/SDCPhA members _____

Please return with payment by 9/3/05 to:
Attn: SDCPhA Day at the Ballpark
P.O. Box 720812
San Diego, CA 92172-0812

Cost (includes ticket and brunch)
\$20 per CPhA or CSHP member, and per family member
\$25 per additional person

Of the many things that have been written in this column, two of them were in the newsprint in past weeks. One concerned Canada's role as America's low-cost pharmacy, and the other was about consumer advertising of prescription medications, by manufacturers, to the general public.

The role of Canada as the provider of inexpensive prescription medications to the American public has come under scrutiny by the Canadian government. Health Minister Ujjal Dosanjh, announced recently that, "Canada cannot be the drugstore for the United States of America. Two hundred eighty million people can't expect us to supply drugs on a continuous, uncontrolled basis."

The Health Minister said he would introduce legislation this fall that would allow for temporary ban of bulk exports when supplies were running low at home. He also said that he was drafting regulations to control individual purchases of Canadian prescriptions made over the Internet. He further stated that Canada would strengthen rules to require "an established doctor/patient relationship for any cross-border drug sales.

The other significant item in the news was that the AMA is considering backing a government moratorium of drug ads.

The AMA is being asked by its members to use its lobbying power to back federal legislation that would limit television and print ads to the general public.

In 1997, the FDA allowed pharmaceutical companies to tailor advertising to the general public. Since then, consumer ad programs by drug manufacturers has quadrupled, from about one billion dollars.

The physicians' group finds that people are requesting medications for disease states that are not appropriate for the condition the patient presents.

One of the drugs, Vioxx, was found to be one of the most heavily advertised medications before it was taken off the market. Studies have shown that millions of Americans didn't need it. Another one, Viagra is being reported with some long term side-effects. Has anyone missed one of these ads?

Many of the ads on television finish with the announcer giving warnings about side effects and untoward actions to the audience, but these are aired usually with less volume and in such a rapid rate that it is difficult for the listener to understand.

An ophthalmologist from Iowa, Dr Bryan Pechous said the money spent on drug ads could be used to lower the high costs of prescriptions or be funneled back into research and development.

Maybe some sanity is actually coming back into the world of pharmacy, medicine, and advertising after all.

Bob Becker

fatbox@cox.net

Congratulations to Jason Kim, Pharm.D. of Rancho Santa Fe Pharmacy and Shelley Chun, Pharm.D. for earning their California Pharmacy Institute for Excellence (CPIE) Medication Therapy Management Credential – Level I. Shelley and Jason are now eligible to enroll in Premier Pharmacists Networks'™ My *Pharmacist Medication Review*SM Network where they will have PPN's professional and technological support to help them provide and be compensated for quality medication therapy management services.

If you are interested in learning more about how to become a PPN Premier Pharmacist™ please contact us at:

Toll Free: (877)779-0139

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Wine Tasting Event

By Jason Kim, CPhA Region 8 Trustee

On June 9th 2005, SDCPhA held a general meeting at Grossmont Hospital. A wine tasting event was held along with hosting special guests CPhA CEO, Lynn Rolston and CPhA President, George Pennebaker. The evening started out in the beautiful patio of the newly built Grossmont Hospital library where various varietals of wine were poured along with an educational session about wines, courtesy of Pascal Wine Imports and certified wine educator Antonia Quast-Leroy. Guests socialized and networked while enjoying the wines and appetizers. The general meeting was then continued inside as Bob Graul, SDCPhA President, formally introduced guests Lynn Rolston

and George Pennebaker. President Pennebaker spoke first and discussed CPhA's new direction along with its plan of action. Other topics brought up by President Pennebaker were CPhA's proactive support and initiation of legislative issues that are pro-pharmacy, along with what to look out for in the CMS launch of Medicare Part D in January 2006. CPhA's CEO, Lynn Rolston then spoke about CPhA's new direction and discussed in more detail about some of the tools that are needed. CEO Rolston also discussed the vital importance of working with potential affiliates (i.e. CSHP) to speak in one voice on agreed-upon issues so that legislators can hear a

more unified voice from pharmacists. She also addressed the importance of communicating and keeping up relations with other potential affiliates (i.e. other cultural pharmacy associations, California Medical Association, etc). CEO Rolston and President Pennebaker are working feverishly to personally get out to all of the CPhA locals and hear the concerns and needs of all pharmacists throughout California. Overall, the general meeting was enjoyable and a success. Thank you to Lynn and George for visiting San Diego's local chapter and for talking with us about these important issues. Thank you to all that helped to put the event together!



Dermatitis CE Dinner



Student Pharmacists, Unified

During this past spring quarter, the students of UCSD's Skaggs School of Pharmacy and Pharmaceutical Sciences were involved in various activities that allowed them to interact with fellow colleagues in different environments. Of these numerous events, the most notable were the APhA Auction Fundraiser and the 2005 Pan-American Regional Symposium (PARS). These events served as opportunities for student pharmacists to build relationships among local and international colleagues.

On March 30, the UCSD Chapter of the APhA-ASD hosted an Auction Fundraiser on the UCSD campus. Invited guests had the opportunity to bid on certain services that the staff and student members of the chapter were willing to volunteer. These lighthearted services varied and ranged from a home-cooked dinner for two to a drive up the coast in a luxurious car. The event was a huge success, raising \$1,900 from generous donations by UCSD staff, UCSD students, and community pharmacists.

The International Pharmaceutical Students' Federation's annual PARS was held this year in Jamaica from May 19-23. This Symposium aimed to unite student pharmacists from North America, Central America, the Caribbean Islands, and South America. The program consisted of a series of lectures on current issues in international pharmacy practice, group poster presentations, and various social activities to



The delegates at the IPSF enjoy the Ocho Rios during the PARS held in Jamaica.

By Christie Tran, UCSD Student Pharmacist, Class of 2008
build fellowship among the delegates from each region. Sanam Ansari and Elizabeth Sarles represented the UCSD Skaggs family, both coming away from the experience with deep appreciation for the Jamaican culture and a better understanding of international pharmacy practice. Sanam describes that she was "impressed by the hospitality of the Jamaican students [because] they truly take pride in what they can do and how they can be of best benefit to the patient." Elizabeth raves that this "amazing" experience will benefit her career as a pharmacist: "All in all, attending international conferences like this...will have a great impact on my success as a pharmacist.

I believe this comes partially from the knowledge gained from interacting with pharmacists from other parts of the world who have different perspectives and different ideas than those that we routinely hear in the United States and also from experiencing other cultures first hand...[thereby] learning how to relate better each time to a variety of...individuals."

Whether these student pharmacists are building community among the different classes within the Skaggs School or building fellowship among international student pharmacists, they are unified in their pursuit to better the field of pharmacy by taking steps early in their academic careers to learn how to work together by communicating effectively.

Pharmacists...The Other White Coat!

The California Pharmacists Association (CPhA) in partnership with the Pharmacy Foundation of California (PFC) launched a radio campaign (*Pharmacists... The Other White Coat!*). The :15 and :30 second ads are designed to promote the capabilities of pharmacists by raising awareness of their roles and qualifications. Both ads began airing in August 2004 in the San Diego and Sacramento markets and have proven very successful and memorable!

To listen to the actual radio ad, log onto www.cpha.com and click on the radio icon.

Due to overwhelming response and success of the *Pharmacists...The Other White Coat!* ad, CPhA has secured incredible advertising rates throughout California to expand the project into markets throughout California.

This ad can be customized for **your Pharmacy or Organization**. This is a fantastic opportunity to promote your business and the role of pharmacists at incredible rates.

To learn more about this opportunity, call Bill Bradley at 916-779-1400 x: 317.

The 30 second ad airs as follows:

"Ever wonder how pharmacists are able to read your doctor's handwriting on your prescriptions? Well, it just so happens that they actually speak the same language and talk directly with your doctor. That's right. With similar medical training, your pharmacist and doctor act as partners in your health...working together to coordinate your prescriptions so you don't experience dangerous drug interactions or side-effects. Yeah, your pharmacist does a lot, even before you pick up your prescription. *Pharmacists...The Other White Coat!*"

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ADDRESS CORRECTION REQUESTED

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San Diego, CA 92172-0812



California Pharmacists Association and the
Pharmacy Foundation of California Present:

2006 **Outlook**



Wyndham Palm
Springs Hotel

Palm Springs
Convention Center

Palm Springs, CA
February 16-19, 2006

Putting Patients
in the Center

Save the Date!