



Maine Pharmacy Association Capsule

November 2006

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"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."-

Theodore
Roosevelt

Upcoming Events:

MPA/PGNE Spring
Convention &
Trade Show

April 13-15, 2007
The Hilton Garden
Hotel

Freeport, ME



Message from the President

A Busy Time for the Association

Larry Lamie, RPh

An awful lot of good things are happening with the Association in recent months. It has been a very busy and rewarding time for all of us on the Executive Board. The Maine Pharmacy Association has become a stakeholder in HealthInfoNet along with the Maine Medical Association, Maine Osteopathic Association and many Maine hospitals in an effort to move forward with e-prescribing. HealthInfoNet's goal is to bring everyone together with a goal of having State wide e-prescribing in three years.

At our inaugural meeting we had Sure-Scripts update our group and were told that 72% of Maine pharmacies' computer systems have already been certified. We also have a group in Franklin County starting e-prescribing this month on a limited basis and will be expanding to 5 Hospitals and 364 physicians next year.

John Murray RPh, MPA board member, proposed that we start a recovery program in which all board members agreed to move forward. John attended a national USAPRN meeting in Utah this spring and is heading the program. We are working with Maine Medical Association's Physician Health Program implementing a recovery program for Pharmacists that will be called MEPRN. We presented our proposal to the Maine Board of Pharmacy and will continue to meet with them as we move forward.

The Environmental Protection Agency was entertaining grant proposals for the safe disposal of unused drugs. The endeavor was spawned from the presence of low levels of fluoxetine in certain fish.

The Maine Pharmacy Association is supporting the Maine Benzodiazepine Study Group's proposal submitted to the EPA. The plan is as follows: Padded addressed envelopes with postage will be located in our pharmacies. There is no cost to the Pharmacies for these mailers. People would bring mailers home and follow instructions for the safe disposal of their unused drugs.

This is a unique opportunity to us to give back to the community and we hope that the EPA approves Maine's proposal.

This has been, and continues to be an exciting time for you state association! Please, become involved. If you have any questions about what we are doing, or you would like some input, contact any one of us on the Executive Board. We are here to be your voice!



From the Coordinator's Desk

Christopher R. Gauthier, RPh

By the time you read this newsletter, it will all be over. November 7th will have come and gone, and we will be surveying the results of a very important election for the fate of pharmacy in Maine. The question will be: How did pharmacy fair? We took a very courageous and bold move in this election. For the first time in the almost one hundred forty year existence of the Maine Pharmacy Association, we actively chose to endorse a candidate. If all went well on November 7th, we are reaping the benefits of that endorsement now. Did you vote? Did you tell all of your friends, family, and patients to vote? This is our power, and I hope that everyone used it. Regardless, by now the Maine people have spoken and we have either a new governor, or four more years with Baldacci. Both prospects present challenges for the Association. If we have a new governor, it will be the role of this Association to effectively voice your views to the new administration. The new governor needs to know where we stand, and also where we have been so that his or her administration will be able to fully grasp the implications of whatever actions it makes with regards to pharmacy. I plan to be on the forefront of that education process. If our candidate was unsuccessful and we do not have a new governor, then my job as Board Coordinator will be to make sure that we retain our seat at the table of the current administration. It will be a challenge that I will relish. As I write this in late October, I look forward to a positive outcome on November 7th. As you read it, you will know the results and the direction that we will need to take next. Only time will answer the question of how well pharmacy fared in Election '06. My job is to work with whatever administration to ensure that when we look back, we can say that we fared just fine.

Patients Benefit from E-prescribing

Electronic prescribing offers many advantages for pharmacists in the areas of efficiency and accuracy, but what about patients? Patients can benefit from e-prescribing in at least 4 ways:

- **Patient Safety:** Electronic prescriptions offer more security and a greater opportunity for authentication than traditional paper prescriptions. They also tend to be more accurate and legible.
- **Time Savings:** There is less chance for the prescription to be misplaced or lost during transmission. By eliminating the paper trail, refills and authorizations also take less time.
- **Cost Savings:** Pharmacists can see immediately whether the patient's insurance will cover the prescription or if there is a generic available.
- **More Pharmacist Attention:** The efficiency of e-prescribing allows pharmacists more time to spend on patient care, rather than administrative tasks.

MPA Fall Conference a Huge Success.

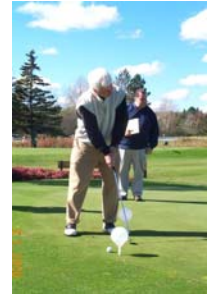
The annual MPA Fall Conference was held October 13th-15th at the Samoset Resort in Rockport, ME. By all accounts, the conference was a tremendous success. Conference attendees received nine hours of continuing education over two days, and we were blessed with beautiful weather for the entire weekend.



The weekend began with the annual golf tournament on Friday the 13th, and despite the bad omen golfers had fantastic weather, and got to see the splendor of the Maine coast during peak foliage. Finally, we were able to get a day without rain, and the players loved it.

Prizes were given for top grossing team, second place grossing team, both men's and ladies' longest drive and closest to the pin, and putting contest.

There was also the chance to win prizes for a hole in one on any par three, with \$25,000 going to a hole in one on the difficult seventh hole.



Although there were no hole in ones to announce, all players still had a wonderful day and look forward to more fun next year.



The educational piece of the Fall Conference began Saturday morning with John Grotton making his best attempt to explain the unexplainable: Mainecare wrap of Medicare Part D for dual eligible recipients.

The conference continued with a variety of presentations, including a very enjoyable description of the legislative process in Maine by Bob

Nutting, a great discussion of the complaint process by Board of Pharmacy member, Paul Chase, and an emotional and candid look at addiction and the Maine Pharmacy Recovery Network by MPA Board Member, John Murray.

By far, the highlight of the conference was our keynote speaker, Doug Farrago. His humorous interpretation of the medical world, and our shared role in it, was just the thing we needed after a great lunch!

The highlight of Saturday evening was our gala banquet and awards ceremony with our special guest, Republican Gubernatorial Candidate Chandler Woodcock.





Brad Hamilton, RPh was awarded the Pharmacists Mutual Distinguished Young Pharmacist for community service. Brad was lucky enough to have his wife, Tammy by his side. The couple is also expecting their first child, so congratulations to both of them.



Christopher Gauthier, RPh was presented the coveted Wyeth Bowl of Hygeia by MPA President, Larry Lamie. Chris was honored for his work and dedication to the association, as well as his work in Augusta on behalf of Maine pharmacists. He was accompanied by his wife, Tricia for the event.

The banquet continued with the traditional scholarship raffle, which netted the MPA Scholarship Fund over thirteen hundred dollars thanks to the generosity of banquet guests.

Banquet guests then danced the night away with music from Elite DJ, Mike Violette.

All in all, conference goers had a fantastic time and are already looking forward to the Spring Convention and Trade Show, April 13th-15th 2007 at the Garden Hilton Hotel in Freeport, ME.

FDA Drug List May Go Electronic

The US Food and Drug Administration has proposed that drug firms register their products electronically. Currently, the FDA keeps its massive list of more than 120,000 approved drug products on paper. **Under the proposed rule, drug companies would be required to submit this data electronically.** The agency said the change would make managing drug information more efficient and effective. It would build an electronic database of drugs that would be readily accessible to groups such as other government agencies, doctors and insurance companies. The proposal is part of a larger effort by the FDA to modernize the management of health information

Home Broadband Continues to Grow

Americans with broadband Internet connections at home has jumped 40%, from 60 million to 84 million, according to the Pew Internet & American Life Project Report. This increase is double the 20% rate of increase that occurred the year before. As of March 2006, 42% of all American adults now have a broadband connection at home. Nearly half of new Internet users subscribe to broadband services. **Broadband users account for 73% of home Internet users who post content online** including blogs, web pages and self-created stories, artwork or videos. Growth in broadband adoption has been very strong in middle-income households, particularly among African Americans and those with lower levels of education

The Rise of Loyalty

From airlines to gas stations, loyalty programs are everywhere. They not only reward faithful customers, but also can reward the retailer with a larger customer base and increased sales. The goal is to give a sense of value to the customer while driving repeat visits. Customers are able to become a member by providing basic information about them. **Retailers can then provide an easy and secure way to reward repeat customers.**

New technology makes loyalty programs easy to implement, track and promote. No more punch cards which could be burdensome, time consuming and prone to fraud. **Loyalty programs can be integrated with existing POS systems** to store payment information which can be used to create target ads, promotions and mailings exclusively for loyalty program participants. Back-end technology tracks and stores data such as customer purchases, frequency and exact time of visits and more in a matter of seconds.

According to Chockstone, Inc., gift cards were the top gift purchase in 2005. More than half of gift card recipients spend more than the gift card amount when they use their card. Converting gift card users to loyalty members can build additional long-term business. **A loyalty program that makes offers to customers for a future visit can have a bounce-back of 3035% on return visits.** For example, a retailer can print a reward or offer on the customer receipt at the time of sale offering something that encourages the customer to return sooner than they might have otherwise. Loyalty programs enable retailers to have one-on-one communication with each customer at the POS. "To maintain prices and margins, retail pharmacy must develop quality and loyalty," said Uwe Reinhardt, Professor of Economics and Public Affairs at Princeton University.

Online News Bytes

- **38% of online customers are first-time buyers**, according to "The 2006 State of Retailing Online" by Shop.org and Forrester Research.
- **Only 13% of e-mails by retailers are ignored or go unopened by recipients**, down from 22% in 2004, according to The Customer Respect Group.
- **Convenience-driven and luxury shoppers spend nearly one-third of online sales, more than \$60 billion**, according to Forrester Research. Luxury shoppers spend an average of \$3,188 online a year

Apothecary Images Offers A Glimpse Into The Past

Apothecary Images Inc. of St. Catharines, Ontario, is pleased to introduce its collection of pharmaceutical and medical antiques, preserved from the 18th and 19th centuries, available in specialty poster images.

The posters illustrate the use of antique medicines, naturopathic remedies, colorful elixirs and medical tools. "They are accurate historical images relating to the science of 'apothecary'", says President, Philip McCarthy.

McCarthy started collecting the antiques 20 years ago with the help of friends and relatives involved in the pharmaceutical and medical professions. As he built up an inventory of rare items, he wanted to share his appreciation for the history of pharmacy and medicine with professionals in these fields.

"After receiving many compliments on my collection, I knew these extremely rare items should be photographed and shared," McCarthy explains, "and I sought out the best photographers to develop a series of high quality images."

The company currently offers a selection of about 100 prints and posters ranging from 11 by 14 inches to any custom size. Colors, tones and contrasts remain crisp; so, the images can be enlarged to any size without compromising their quality. The images can be sold as prints, alone, framed or plaque-mounted.

Current collectors of the prints and posters include the following colleges of pharmacy: Florida A&M, Lebanese American, Massachusetts, McWhorter, Wilkes, Illinois and Wingate, as well as many individual pharmacists, pharmaceutical companies and pharmacy retailers.

Apothecary's high quality images can be given as performance awards and retirement gifts, or for display in boardrooms, offices and pharmacies.

Take a step back in time with Apothecary Images. www.apothecaryimages.com

Consumer Habits in Healthcare and Technology

Forrester Research has released important statistics regarding how consumers use the Internet to research and manage their healthcare. 18% of consumers have visited a hospital web site. 23% would like to consult with a doctor or nurse via e-mail. **28% of households formally track health and medical information.**

In addition, **consumers have performed the following over the past year:**

- Researched a prescription, but bought offline (5%).
- Used a mail-order pharmacy (24%).
- **Purchased prescription drugs online (9%).**

Consumers cited their top reasons for visiting prescription drug web sites:

- Sites provide clear information about a particular medication (55%).
- **Sites are a good source of information about diseases (47%).**
- Sites allow me to compare differences in medications easily (45%).
- Sites present product benefits and risks accurately (45%).
- **I need more information than my doctor/pharmacist provides (36%).**
- Sites help me decide what drugs to talk to my doctor about (35%).

FDA Can't Tackle Drug Safety, Needs More Funding

The Food and Drug Administration lacks both the funding and the authority needed to protect the public against dangerous prescription drugs, according to a recent report by the Institute of Medicine, a nonprofit Washington group that advises the government. **The report calls for a major overhaul of the FDA's Center for Drug Evaluation and Research and reforms in the way the agency tracks dangerous side effects caused by prescription drugs it has approved.** Sponsored by the FDA in the wake of the Vioxx debacle, the report found "an imbalance in the regulatory attention and resources available before and after approval. Few high-quality studies are conducted after approval, and the data are generally quite limited." Citing FDA organizational problems and internal strife, the report recommends increasing the agency's budget, a moratorium on advertising for new drugs, using a triangular icon on new drugs to signal consumers that they might have unknown risks and a safety review of drugs five years after approval.

In addition to the recent report, industry, consumer and patient groups are banding together in a lobbying effort to push for more money for the FDA. Leading this coalition are the last three secretaries of the FDA's parent agency, the Health and Human Services Department, the American Heart Association, the Center for Science in the Public Interest and the Biotechnology Industry Organization. **The FDA's budget has lagged behind the increases given other public health agencies, most notably the National Institutes of Health and Centers for Disease Control and Prevention.** A similar lobbying campaign announced in April counts seven former FDA commissioners among its members. **The FDA, with an annual budget of roughly \$1.8 billion, regulates food, drug, cosmetic, medical device, veterinary and other products that account for an estimated 20 cents of every dollar spent by U.S. consumers**

New Media Prompts New Messaging Strategies

New Media habits are emerging as Americans' lives become increasingly fast-paced and dominated by multi-tasking, according to *Consumer Targeting in a Media-Driven World*. **Online content** appeals to today's consumer because of its digital format, which makes it mobile and manageable. It **empowers people who want to shape information for their individual needs.**

Online, consumers can:

- Choose it: search, record, save and manage.
- Change it: cut, paste, delete, and blend favorite bits.
- Create it: write, film, record and build.
- Share it: send post and collaborate.

On an average day, 94 million American adults use the Internet to read and send e-mail (77%), search for information (63%) and get news (46%), according to the Pew Internet & American Life Project Study. New media is the

future environment that will matter most to retailers as high percentages of consumers use the Internet “to get everything” including health and medical information. People are connecting in digital neighborhoods formed around common interests. **Marketers advise retailers to place their emphasis on connecting, influencing and tactically engaging customers.**

Nearly Half of Online Buyers Use In-Store Pickup

Although only 11% of online retailers offer in-store pickup, 49% of online buyers take advantage of the service, according to a new report from Jupiter Research. In-store pickup drives more spending. According to the report, **online buyers who use in-store pickup spend about 10% more than overall online buyers**. In-store pickup users are more likely to be same-store multi-channel buyers and have higher expectations of cross-channel consistency when it comes to services like returns. In addition, there appears to be a correlation between in-store pickup and loyalty and impulse buying. Compared with online buyers who do not use the service, **those who use in-store pickup tend to be more loyal to stores** with which they have had a good experience. They also are more likely to make impulse purchases and to feel better about their online purchases due to the breadth of information and diversity of products they find online.

Win a set of prints from Apothecary images!

Answer the following trivia question correctly to be in the running for a set of antique pharmacy images, suitable for framing, from Apothecary images!

What year was the Maine Pharmacy Association incorporated?

Send your answer to the MPA office via email at info@mparx.com or call 396-5340 with your guess. All correct answers will be eligible to win. Drawing will be held on December 15th, so get your answers in as quickly as possible. The prints will be mailed to the winner.

Good Luck!

Don't forget to
Renew your MPA
membership!

Memberships
expire 12/31/06!

Go to www.mparx.com to
renew today!

**Medicare Open Enrollment
Begins Nov 15th**

**Take the Rx Enrollment
Check-up Today.**

**Get the Most Out of
Your Medicare.**

Medicare's open enrollment starts November 15. Now is the time to evaluate your current plan — has it met your needs this year? Medicare recommends taking this quick Rx Enrollment Check-up. If you are satisfied with your plan, you do not have to do anything to re-enroll. Take a few minutes now and ask yourself these three questions:

- COST:** Will your premium and costs change in 2007?
- COVERAGE:** Do you need more coverage in 2007? Will the prescription drugs you take be covered by your plan in 2007?
- CUSTOMER SERVICE:** Are you satisfied with your plan's service?

Important Medicare Enrollment Dates:

Mid-October—Prepare. Compare plans on www.medicare.gov

Nov 15—Open Enrollment Begins

Dec 31—Open Enrollment Ends

Jan 1—Coverage Begins

Enroll early to make sure you can get the prescriptions you need on Jan 1st.

Medicare is here to help you — on line, on the phone, or at events in your community. You can also call the plans directly for more information.

*My Health.
My Medicare.*

www.medicare.gov 1-800-MEDICARE
TTY 1-877-486-2048



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