
PHAC – CACDS

Point of Sale (POS) Sharing Initiative

The Nuts, Bolts and What Greases the Wheels

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Objectives

- Outline the role community pharmacy can play in public health and safety and emergency response
- Showcase the benefits of a partnership between private sector and public sector
- Highlight the opportunities for future collaboration



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Canadian Association of Chain Drug Stores

- National association with 21 retail members
 - Traditional chain drug stores
 - Grocery chains with pharmacies
 - Mass merchandisers with pharmacies
- 5,602 stores across Canada (~70% of total)
- Dispense over 78% of Rx's in Canada
- Employ over 97,000 Canadians (including ~70% of Canada's pharmacists)



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Community Chain Pharmacy

- Front-line resource for the public regarding the use of non-prescription drugs and treatment of symptoms
- Frequently the first point of contact with the healthcare system
- Considered one of the most trusted health professionals
- >8,000,000 Canadians visit a pharmacy in Canada daily



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Community Chain Pharmacy

- The most accessible service providers
- Located close to where people live and work and alongside other primary health care providers.
- In small communities without local hospitals and in regions with critical physician shortages, community pharmacies provide front-line services effectively
 - In many communities pharmacists are the only readily available primary care provider



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CACDS and Public Health and Emergency Response

- Emergency response requires a structure, the capacity and a cost-effective system of services operational at the community level
- CACDS member pharmacies are willing to commit all of their resources to support emergency response
- Chain pharmacy can mobilize very quickly
 - Large scale operations
 - Centralized message capacity
 - Sophisticated health information technology systems
 - Province-wide and national reach



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Communication Capacity

- Chain pharmacy has extensive communications and marketing strategies that can play a critical role in reaching the Canadian public with accurate and timely information
- Communication channels include:
 - One-on-one consultations with a pharmacist,
 - Internet updates, web sites, electronic mail alerts
 - Interactive Voice Response (IVR) systems
 - Distribution of print materials such as government brochures, flyers, posters, fact sheets, signage, information bags, etc.



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Supply Chain Capacity

- Most efficient supply chain capability
- Seamless and timely movement of products to ensure essential medical supplies are available and distributed efficiently from supplier to health care provider or consumer within 2 to 24 hours anywhere in Canada
- Able to trace and track, report to government and maintain product integrity (e.g. temperature control)
- Capacity to remain open to the public during emergencies, such as electricity blackouts



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CACDS Members' Track Record

- Walkerton, Ontario
- North Battleford, Saskatchewan
- SARS
- Quebec Ice Storm
- Manitoba Floods
- Nova Scotia Hurricane
- BC Fires
- West Nile Virus
- Flu vaccination/education programs
- Blackout in Ontario



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Syndromic Surveillance

- Data that provide evidence of the occurrence of disease syndromes as a means to monitor community health



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Syndromic Surveillance

Data sources that might be used :

- 911 calls
- Absenteeism in schools
- Nurse Telehealth calls (teletriage)
- Emergency Room visits

Trends in
Chief
Complaints

Sales of over-the-counter drugs

Trends in
Daily/Weekly
Sales



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Syndromic Surveillance Using Over-the-Counter (OTC) Sales Volumes

Might be used for :

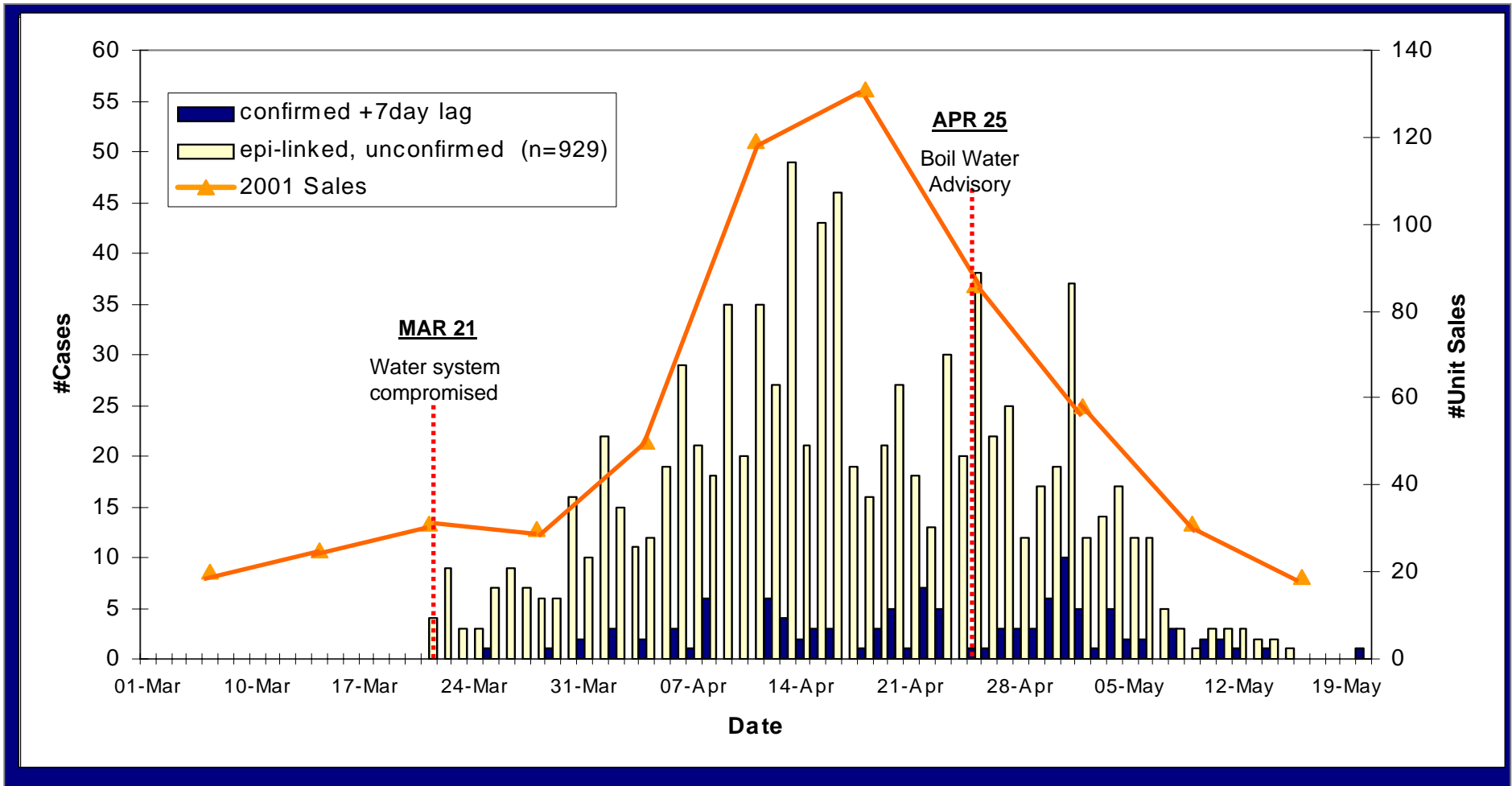
- outbreak detection (infectious diseases)
- day-to-day surveillance of community health trends



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Syndromic Surveillance with OTC: North Battleford



OTC medications related to GI epidemic curve realized in a retrospective investigation of a waterborne outbreak of *Cryptosporidium* in North Battlefords, SASK (Spring 2001).

(Ref: Stirling R, et al. 2001.)

http://www.health.gov.sk.ca/info_center_pub_health_can_epi_report_NB.pdf

Research for Pilot Initiative Alternative Surveillance Alert Project “ASAP”

- Investigate potential of monitoring OTC sales for surveillance of community level gastrointestinal illness
- Initially one major retailer, 5 Ontario and 1 Manitoba Public Health Units
- Collect daily aggregate sales of anti-diarrheals and anti-nauseants
- Trend analysis – aberration detection



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Expansion of Pilot

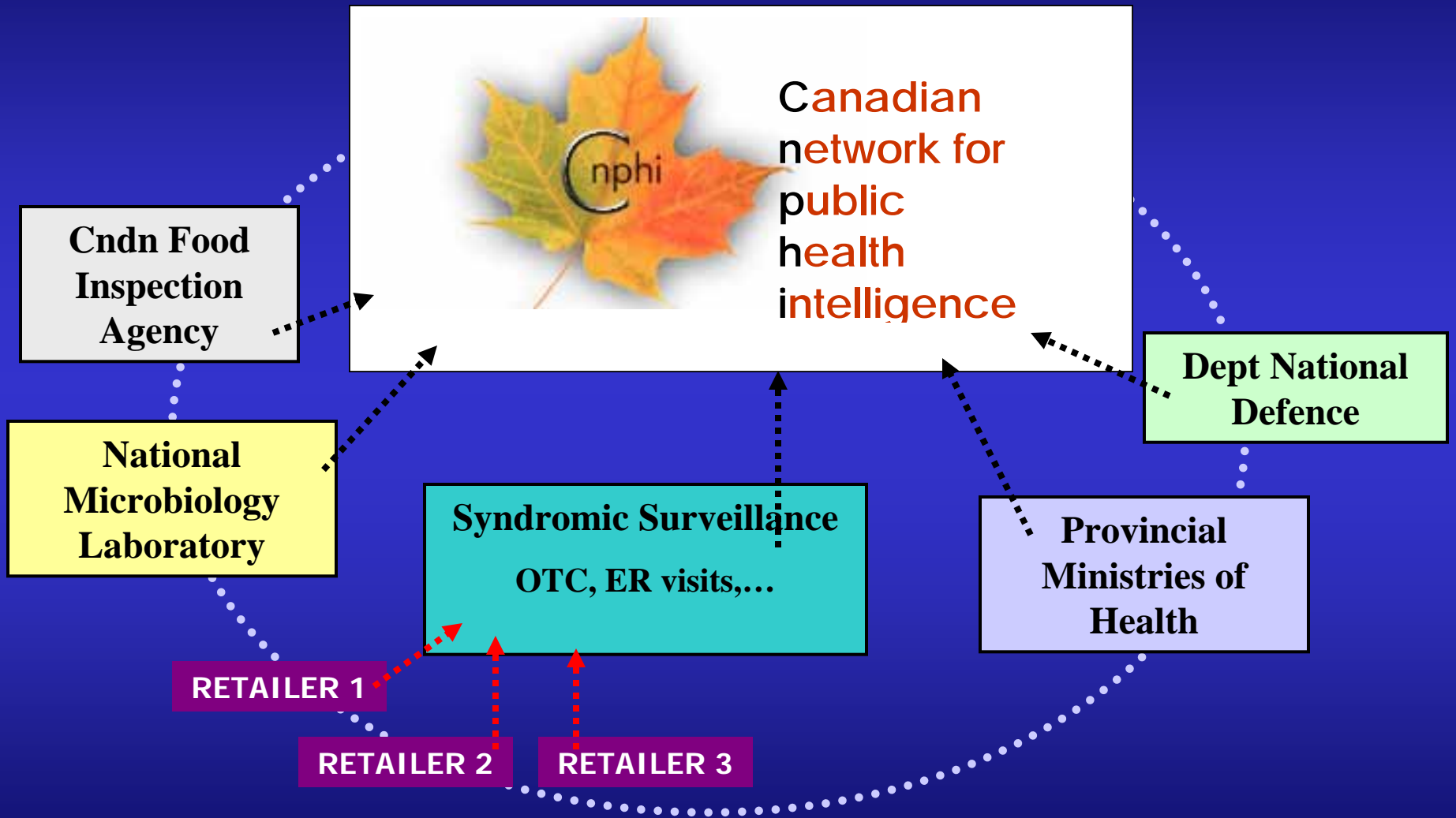
- Pilot expanded by integrating with Canadian Network for Public Health Intelligence (CNPHI)
- Suite of secure web-based applications and resources for registered Public Health Officials
- Integration of real-time laboratory and epidemiological surveillance data
- Dissemination of strategic intelligence and co-ordination of public health response



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Creating an Enhanced National Surveillance System



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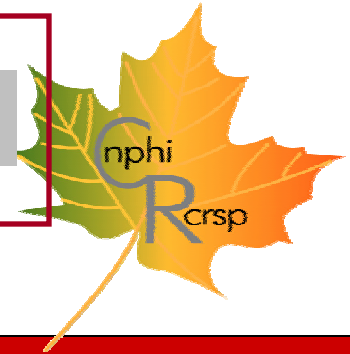
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Syndromic Data

OTC sales

ER visits

Telehealth Calls

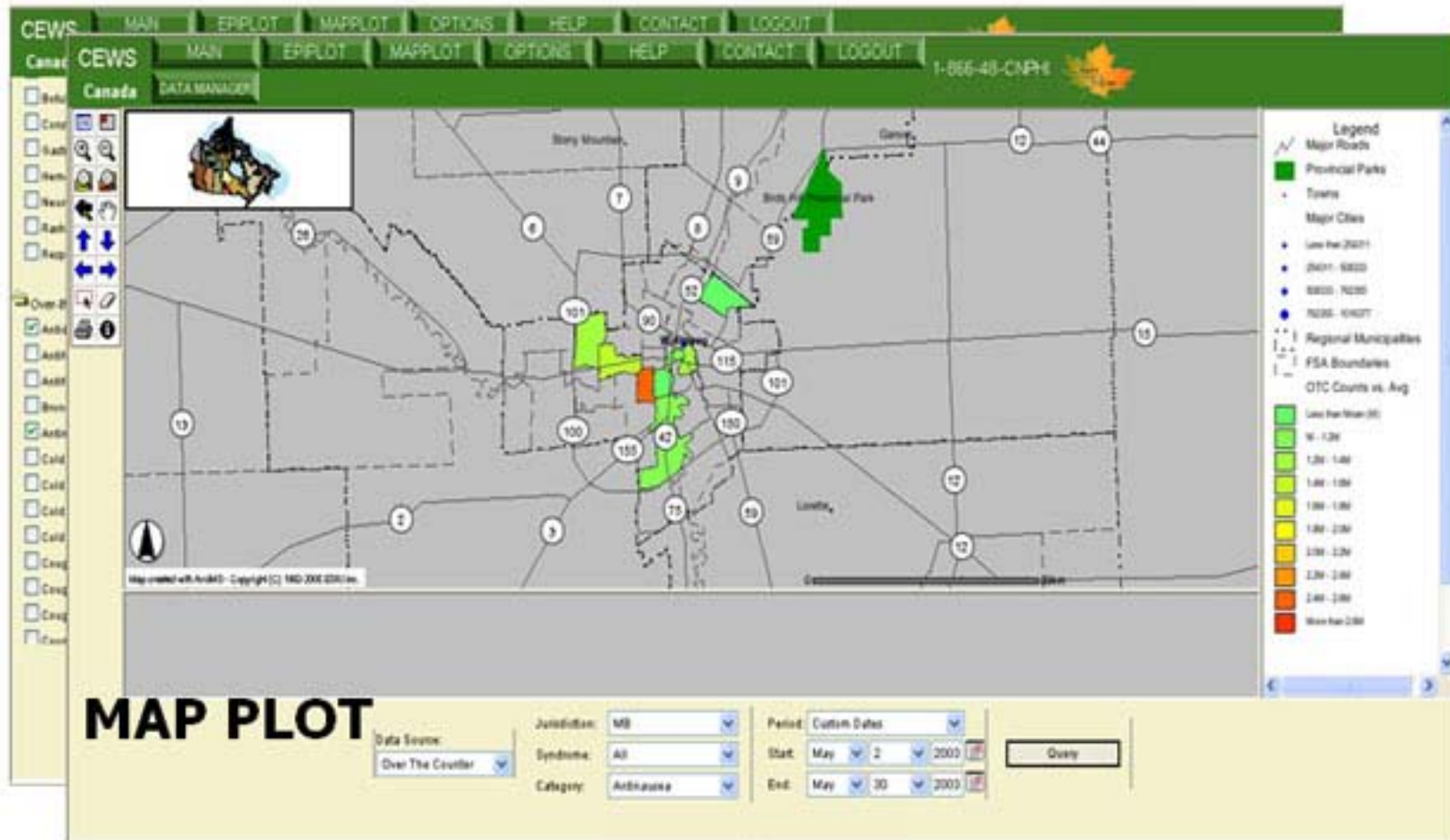


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Canadian Early
Warning System
(CEWS)

Analysis of syndromic data
Trend Charts and Maps

Canadian Early Warning System (CEWS)



Next Stages

- More retailers!
- Automated daily downloads of GI and respiratory products
- Evaluation of web system by Public Health officials
- Other applications?
 - Precursors of methamphetamine?



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Thank You!

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