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## RETAIL NEWS BREAKS

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### Rexall, PharmaSmart in MTM joint venture

October 14th, 2013

MISSISSAUGA, Ontario – Rexall Pharma Plus is partnering with Rochester, N.Y.-based PharmaSmart International Inc. on medication therapy management.

The alliance integrates PharmaSmart interoperable biometric screening technology with Rexall's dispensing system. The integration triggers timely patient interventions and counseling sessions, and increases MTM for hypertensive patients.

Rexall pharmacists are presented alerts within the electronic patient record, which informs the pharmacist of the patient's specific biometric screening status. Icon status is based on average readings and, in the most severe cases, urgent alerts trigger immediate intervention and referral to follow-up care when indicated. Also, the pharmacist has access to an advanced clinical portal allowing an in-depth overview of the patient's biometric history. This data is integrated into standardized medication review sessions, and comprehensive program data is available to assess risk stratification and biometric trending geographically and across the full patient population.

"With chronic diseases like hypertension, drug therapy is complex and medication adherence is historically poor," said Rexall vice president of pharmacy services Tracey Phillips. "This new tool leverages our community pharmacists and advanced health IT to drive improved management of chronic disease. This new technology enables pharmacists to practice to their full scope, make the necessary interventions and provide a more complete level of care to the patient. We worked closely with PharmaSmart and our Propharm division to operationalize the program, ensuring fluid work-flow integration so that it can be scaled and sustained over the long term."

PharmaSmart chief operating officer Ashton Maaraba stated, "Rexall has been an outstanding partner for PharmaSmart throughout this project. This program can help close the systemic gaps in chronic disease management, which place a huge economic burden on the Canadian health care system. Rexall has shown strong industry leadership with this deployment, and we are confident this program will help drive improved medication adherence patient outcomes, and improve the overall health of Canadians nationwide."