

Confluence

Bayshore Specialty Rx Newsletter



Patient education is key to managing chronic diseases



Tammy Ash, Pharmaceutical Programs Manager

When it comes to coping with a chronic illness, a little knowledge can go a long way. Patient education helps people better understand their disease and delay its progression. It can also help reduce the need for stronger, more expensive medications, decrease the burden on Canada's health care system and improve quality of life, explains Tammy Ash, Pharmaceutical Programs Manager for Bayshore Specialty Rx, a subsidiary of Bayshore Home Health.

When the company is awarded a contract with a pharmaceutical or insurance company, Ash develops a patient education program that complements the other services provided to clients. For example, Bayshore currently offers a diabetes education program, provided to patients across Canada at no charge by more than 200 certified diabetes educators, including nurses, pharmacists and dietitians. Physicians enroll their patients who require insulin therapy, and Bayshore connects the patients with the educators.

Topics covered in the diabetes education sessions include skin care, managing blood glucose, kidney health, vision health, exercise and diet. "Teaching people soon after they are diagnosed is important," says Ash. "By showing them how to use insulin properly, we can help them keep their diabetes under control."

If required, a nurse can assess the patient and recommend the type of medication that best suits his or her needs. "We really focus on the patient's best interests," says Ash, adding that the diabetes educators see patients once or twice (three times if needed), then refer them to a diabetes education centre for ongoing consultations. "The calibre of nurses is very high. Diabetes education is their passion – most of them work at diabetes education centres, and may see the patients again at the centres."

Feedback about the program has been very positive, such as this comment from a family member: "The nurse excelled [in] her explanations of the information. She was clear and had a wonderful way of making us feel comfortable. We now feel like we will be able to control and live with my husband's diabetes."

Through another pilot program, provided in partnership with an insurance company, Bayshore is helping patients diagnosed with chronic illnesses such as Crohn's disease and rheumatoid arthritis to learn about their conditions. "We provide a home visit or a session by phone and provide as much info as possible," says Ash. "For the next two months, we follow up every two weeks, assessing their quality of life – Are they coping well? Are they doing well on the therapy?"

(continued on back page)

Bayshore Specialty Rx is a subsidiary of home and community health care provider Bayshore Home Health. We offer a wide range of infusion-related and pharmaceutical support services to clients such as government care programs, pharmaceutical companies and other health care organizations. Our goal is to improve patient care through an integrated approach to home and community infusion services.

Infusion Pharmacy

Our state-of-the-art pharmacy specializes in the preparation, storage and delivery of infusion, injection and specialty medications used in areas such as anti-infection therapy, chemotherapy and TPN (total parenteral nutrition). We also distribute infusion equipment and supplies and provide support services in this area.

Community Care Clinics

Our national network of over 25 community care clinics offer an alternative to the hospital setting for people who require infusion or injection of specialized drugs.

Pharmaceutical Support Services

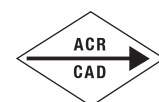
Assist pharmaceutical companies through support services that include specialized nursing, reimbursement programs, home infusions, injection training, clinical trials support and drug warehousing and distribution.

Canadian owned and operated, Bayshore Home Health is the country's largest provider of home and community health care services, with more than 50 home care offices and 8,000 employees.

COMPANY OVERVIEW



Bayshore Home Health, 2155 Dunwin Drive, Unit 10, Mississauga, Ontario L5L 4M1



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Patient Education (continued)



In collaboration with a leading pharmaceutical company, Bayshore is also launching a pilot program for people living with psoriasis, to help them become familiar with their therapy and get the most benefit from it. If the intervention is successful, patients may avoid the need for injection therapy, which is more expensive and disruptive to people's lives.

"We're providing patients with knowledge to determine their next steps of care and delay disease progression. What's great about these programs is that our corporate clients are looking for expert nurses – they want the best of the best, and we're able to provide training that makes this possible," says Tammy Ash, Pharmaceutical Programs Manager for Bayshore Specialty Rx.

Patient education is also a major component of Bayshore's recently launched Optimacura™ suite of clinical programs. "What's different is that we're using technology to support the teaching," explains Holly Quinn, Bayshore's Director of Clinical Programs. "Our clinical managers and some nurses can access e-learning

tools at the bedside and in the home on a laptop or tablet."

Bayshore offers a wealth of chronic disease management tools, both online and offline, and its staff also helps patients access resources from reputable health organizations. Rather than simply providing educational materials, however, Bayshore's nurses assess clients' specific needs and goals and help them take ownership of their health care.

"Chronic disease management is about empowering the patient and family for self-management. You can give people education, but if they're not motivated, that doesn't improve outcomes," says Quinn. "We need to identify a patient's health goals: what do they want, and what are their knowledge needs? Then we identify their learning style – do they like to read? Are they computer-savvy? Then we can establish the care plan and use the education modalities that fit best."

For the past decade, Bayshore has also delivered a wide range of health education programs such as blood-pressure, cholesterol and skin-health clinics. Staff members often collaborate with other health care providers in the community, as well as pharmaceutical clients and organizations such as the Ontario Brain Injury Association and the Canadian Association of Wound Care.

Patient evaluations help staff measure the impact of education programs on client outcomes. "Our mission statement is making a difference in our clients' lives every visit, every time," says Ash. "By providing education on their disease, we're enhancing their quality of life, and delaying the progression of their disease."

For more information, please contact tash@bayshore.ca

Bayshore Specialty Rx awarded CCAC contract

In August 2010, Bayshore Specialty Rx and Canada Care Medical were awarded a joint contract for the provision of infusion equipment, infusion supplies, medication and medical supplies to clients of North Simcoe Muskoka Community Care Access Centre (CCAC), which provides access to health care services for more than 400,000 people who live in parts of Simcoe and Grey counties and the Muskoka District in Ontario.

"Bayshore Specialty Rx was awarded this contract because we're very client- and family-focused; have a high-quality infusion pharmacy, comprehensive logistics system and warehouse operation and practice the ISO 9001 quality management program," says Bill Perks, Director of Pharmacy Operations.

Janet Daglish, Director of Community Partnerships for Bayshore Specialty Rx, adds that Bayshore's staff further sets the company apart. "Our pharmacy staff provide expert consultation and technical support with the goal of improving patient care and health care outcomes."

For more information, please contact bperks@bayshore.ca



Bill Perks was recently promoted to the Director of the Bayshore Specialty Rx Pharmacy. He was previously the Manager of Clinical Practice and Business Development. Bill has 10 years experience in infusion practice and 15 years of hospital pharmacy experience in critical care.

COMMUNITY CARE CLINICS OFFER AN ALTERNATIVE TO HOSPITAL SETTING

Bayshore Specialty Rx operates over 25 community care clinics across the country that offer a comfortable environment and alternative to the traditional hospital setting for individuals who require infusion or injection of specialized drugs.

PLEASE CONTACT US FOR MORE INFORMATION

For more information about any of the services mentioned in this newsletter, please contact Bill Perks at bperks@bayshore.ca (infusion pharmacy services) or Suzanne Nagy at snagy@bayshore.ca (community care clinics and pharmaceutical support services).

Confluence is published by Bayshore Specialty Rx for the information of its pharmaceutical services clients. For more information about this newsletter or to submit story ideas, please contact Mary Mamak at 1-800-668-9490, Ext. 339 or mmamak@bayshore.ca.

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