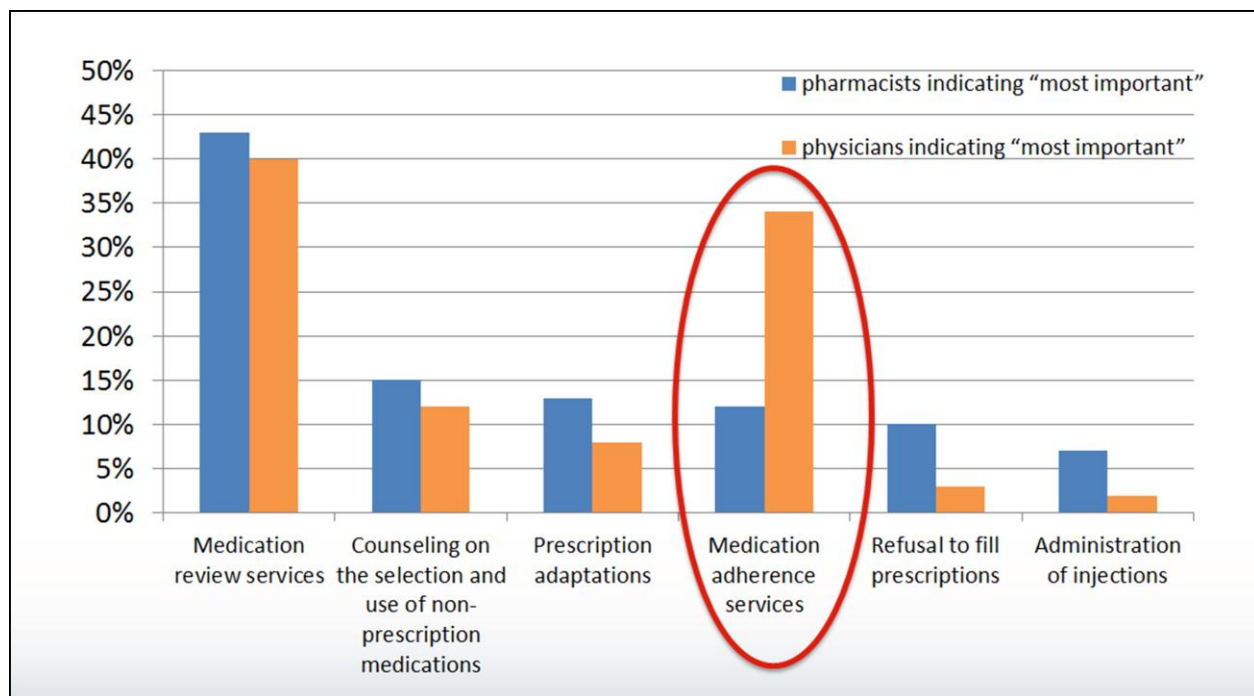




# EmPhAsIS

Empowering Pharmacists in Asthma management through Interactive SMS

## Physicians Want Pharmacists to Provide Medication Adherence Services!



According to research presented at the recent Canadian Pharmacists Association conference in May 2015, among 265 physicians and pharmacists surveyed:

**~35% of physicians believe medication adherence services by pharmacists a most important clinical service, second only after medication reviews.**

Although, surveyed pharmacists did not hold a similar opinion, many pharmacies and pharmacists are embracing the push to bring clinical services into community practice by participating in pharmacy practice research such as the EmPhAsIS study at UBC's Faculty of Pharmaceutical Sciences!

### Interested?

Contact us for more information:

**Dr. Mary De Vera**, Primary Investigator: 604-827-2138 / [mdevera@mail.ubc.ca](mailto:mdevera@mail.ubc.ca)  
**Louise Gastonguay**, Research Coordinator: 604-827-1567 / [louisega@mail.ubc.ca](mailto:louisega@mail.ubc.ca)

Or visit our website at: [emphasis.core.ubc.ca](http://emphasis.core.ubc.ca)