



EmPhAsIS

Empowering Pharmacists in Asthma management through Interactive SMS

... Behind The Scenes Action!



EmPhAsIS Study Updates:

We are pleased to announce the EmPhAsIS trial officially launched on May 5th, 2015! Thank you to all those that have made it happen. We are also ecstatic that 42 pharmacies are now on board with the trial and have enrolled 63 patients at the time of publication!

EmPhAsIS Pharmacies Corner:

Having trouble remembering all the steps of enrolling patients? Check out our mini-webinars to refresh your memory!

[Recruiting and Screening Patients](#)

[Consenting and Enrolling Patients](#)

[Baseline Procedures and Next Steps](#)

[Monthly Follow-up Procedures and WeTel](#)

Notes:

September is one of the months with highest rates of **asthma exacerbation**.

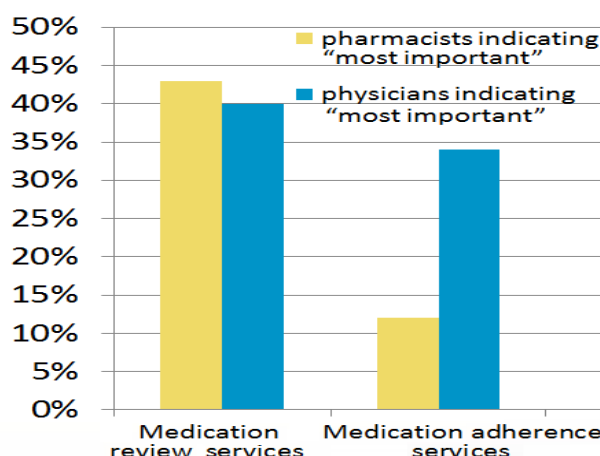
Please note that patient needs to be able to **communicate well in English** to be part of the study.

Also please do not forget to mention to your patients that we will **call them for the baseline questionnaires**.

Featured Research:

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 to be the most important clinical service**, second only after medication reviews.

Recognitions:

We would like to recognize the great work of **David Lo and his team** from **Loblaw Pharmacy #1557** who enrolled **20 participants!** Fantastic!