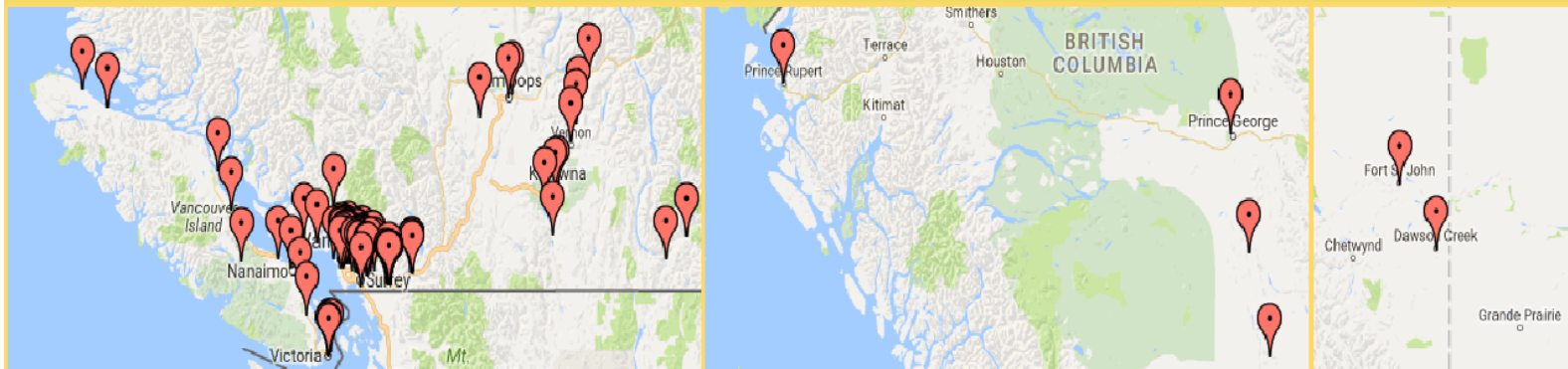




# EmPhAsIS

Empowering Pharmacists in Asthma management through Interactive SMS

... Behind The Scenes Action!



## EmPhAsIS Study Updates:

We still need your help in recruitment! At the time of publication we have **101 pharmacies** and **251 participants** enrolled. Your efforts in recruiting patients make a big difference. Thank you for your determination.

## EmPhAsIS Pharmacies Corner:

Why be involved in pharmacy practice research? We asked some of our most active recruiters:

*"I want to contribute to the development of using technology and innovative ideas to better improve patient outcomes."*

*"I saw it as an opportunity to promote care."*

*"The Emphasis study is exciting as it better fits people's busy schedules, frees up physicians, and gives pharmacists another avenue to utilize their skills."*

## Recruitment tips:

Get your summer rotation students involved! Offer EmPhAsIS as a unique research experience to students that are on rotation at your pharmacy – show them how they can be involved in leading pharmacy research.

## Contest

Each pharmacy enrolling 2 patients in the next month will be entered in a draw to win a **staff lunch** for their team!

Three of our dedicated research assistants graduated from the UBC Pharmacy Program this month. Thank you **Tim Liang**, **Yolanda Lin** and **Michelle Pak** for your hard work and commitment to the EmPhAsIS study! You will be missed.



## Our Study Funders



EmPhAsIS Newsletter 8th Edition – July 2017, for more information visit our site at <http://emphasis.core.ubc.ca>