OCTOBER 2017:
Breast Cancer Awareness Month
and
American Pharmacists Month
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Smith Drug Company Responds To Texas!

Hurricane Harvey made its first landfall on the Texas coast at Rockport Friday August 25th as a Category 4 hurricane, and moved back out over the bay before making a second landfall as a Category 3 hurricane. Harvey's intense winds and prolonged heavy rainfall devastated the Texas coast and coastal areas in Louisiana, causing dangerous flooding and spawning tornadoes. The Smith Drug Operations Team and the SmithPride Committee quickly organized an effort to provide much needed drinking water to the Gulf Coast area. Their goal was to provide 100 cases of water to the affected areas. Smith employees quickly gave from their hearts, donating both cash and supplies to the effort.
Hurricane Harvey was the first major hurricane to make landfall in the United States since Wilma in 2005, ending a record 12-year period with no major hurricanes making landfall in the country. In a four-day period, many areas received more than 40 inches of rain as the system meandered over eastern Texas and adjacent waters, causing catastrophic flooding. With peak accumulations of 51.88 in, Harvey is the wettest tropical cyclone on record in the contiguous United States. The resulting floods inundated hundreds of thousands of homes, displaced more than 30,000 people, and prompted more than 17,000 rescues.

View this list of pharmacy resources from the NCPA to learn how the pharmacy community can help.

- Healthcare Ready’s Rx Open is an interactive map that helps patients and providers find nearby open pharmacies in areas impacted by disaster. The map will be updated daily throughout the federally declared disaster. If your status is not accurate or you want to enroll your pharmacy, please send an email with your name, the name of the pharmacy, and the NCPDP or NPI number for the pharmacy to Healthcare Ready at ContactUs@HealthcareReady.org.

- NVOAD is coordinating volunteer efforts as is the Texas Voluntary Organizations Active in Disaster (TXVOAD).

- Healthcare Ready is helping route and coordinate supply donations. If your pharmacy has a health care supply need OR your pharmacy is able to donate supplies, please email Alerts@HealthcareReady.org. Requests so far include oxygen concentrators, insulin, syringes, and other medical supplies.

- Healthcare Ready is coordinating directly with some organizations to supply trained health care professional volunteers. Email Alerts@HealthcareReady.org if you are a trained health care professional and interested in volunteering, so your information can be shared with organizations that need a pharmacist.

- Information regarding insulin storage and switching between products in an emergency is available from the FDA. This includes patients who need to switch from an insulin pump to injections.

- Access and re-entry to flooded areas will be controlled by emergency managers for some time. For information on requesting access, visit www.healthcareready.org/harvey.

- Medicare Advantage and Part D plans are required to ensure enrollees have access to prescription drugs during an emergency. People who evacuated without their medications should be able to obtain a full-quantity, early refill at any pharmacy. This includes non-network pharmacies if the enrollee cannot reasonably be expected to obtain prescriptions at a network pharmacy. Refer to section Prescription Drug Benefit Manual Chapter 5, Section 50.12 if asked for documentation of this requirement.

- Sending an emergency campaign to your patients: PrescribeWellness is donating a recording service, at no cost, to pharmacies impacted by Hurricane Harvey. All you have to do is reach out to PrescribeWellness through phone (800.960.8147) or email (support@prescribewellness.com), and their support team will work with your pharmacy to set up a voice recording that can go right out to your patients. Help your patients by letting them know if there are pharmacy-specific special hours, emergency medications, and/or vaccinations, and if they need anything, to give you a call.
Emergency preparedness “refill too soon” edit override: Reminder: NCPDP members have approved the most effective method for overriding "refill too soon" type reject during a disaster: using the Submission Clarification Code 13—Payer-Recognized Emergency/Disaster Assistance Request. The pharmacist is indicating that an override is needed based on an emergency/disaster situation recognized by the payer. Access more information from NCPDP on Emergency Preparedness.

Texas health officials have issued guidance for Texas pharmacies that need to dispense emergency refills. Here's the link for more information: http://www.pharmacy.texas.gov/files_pdf/2017_harvey_notification.pdf

The Department of Health and Human Services has declared a public health emergency, and the CMS 1135 waiver program is now available. Certain requirements for Medicare, Medicaid and CHIP are modified to ensure needs are met and providers and suppliers acting in good faith are reimbursed. Find out more details on the CMS website.

Healthcare Ready is standing by to learn of health care needs and gaps. If there are any needs regarding infrastructure, transportation or supplies that arise, please contact them directly alerts@healthcareready.org or 1.866.247.2694.

The Emergency Prescription Assistance Program is on standby should Texas officials request activation. When activated, EPAP functions as a third-party payer to process claims for certain kinds of prescription drugs, specific medical supplies, vaccines and some forms of durable medical equipment (DME) for eligible individuals in a federally identified disaster area. Information for pharmacies, including the database of enrolled pharmacies, is available here.

Visit the Pharmacy Disaster Support Center, an NCPA Foundation program, at www.rxdisaster.com for information about how you can strengthen your business continuity procedures in the event of future disasters.

Support community pharmacies affected by Harvey by donating to the NCPA Foundation’s Disaster Fund. Your contribution helps independent community pharmacy owners restore their businesses when the unthinkable happens. Visit the NCPA Foundation’s website to learn more and donate.
Olivia Newton John is one of the most beloved celebrities. She first experienced breast cancer in 1992 and had a year of treatments. After 25 years, she had every reason to believe she was free of cancer. But sacral pain caused her to have tests and then a biopsy which showed her to have a recurrence of her breast cancer with a metastasis in her sacrum. She then proceeded to have treatments.

Olivia’s story shows several things about breast cancer. There are many types of breast cancer. Certain types have more aggressive characteristics, and any recurrence of the cancer usually occurs rapidly, within 2-5 years. These include triple negative breast cancer, Her2 positive breast cancer and basal-like breast cancer. However, hormone receptor positive breast cancer has a less aggressive course, and recurrences can occur later: 4.3% each year from 5 to 12 years, and even 1.1% at 20-25 years.

This is what happened in Olivia’s case.

Also, breast cancer (and other cancers as well) sometimes recurs in localized areas but without widespread cancer metastases. In those circumstances, breast cancer can recur in the breast area itself, or it can come back in only 1 bone spot or 1 liver nodule or in 1 lung metastasis. In those patients with only 1-5 sites of metastasis, which physicians call oligo-metastatic cancer, aggressive multi-modality therapy with surgery, radiation therapy, hormonal therapy and/or chemotherapy can not only produce a complete remission, but also sometimes result in 5 year control and even cure of the cancer.

Like so many cancer patients, Olivia believes strongly in alternative or complimentary therapies. These therapies can include diets, exercise, meditation, yoga, vitamins, and nutrients. Many of these have been shown to help symptom control and even survival.

Here are my tips about breast cancer based on Olivia Newton John’s experience:

• Breast cancer is the most frequent cancer in women. Since 1 of every 8 women will get breast cancer, be sure you have health insurance and a primary doctor. Discuss with your physician when to start mammography screening and how to prevent breast cancer. If the risk is very high, this might include tamoxifen, raloxifine, letrozole, or even oophorectomy (removal of the ovaries).
• Take all the primary cancer treatments that are recommended for you if you have cancer. Don’t skimp on the medicine: take hormonal therapy for the full duration for which it is prescribed (usually 5 to 10 years depending on the cancer type and medicine).

• Ask your doctor if any alternative or complementary treatments (see the types above) may be helpful.

• Once you complete the treatments, continue to be followed by your oncologist to evaluate any symptoms that occur, even if you also see your primary physician for usual care. If cancer is to recur you want to pick it up as early as possible.

• If you are suspected of having a recurrence, always make sure it is documented by a biopsy. Things that look like cancer can be infection, inflammation, or even just another new cancer that is highly curable.

• Always get a second opinion about the proper treatment of a recurrence, especially if you question what is being proposed for you. Ask your doctor if you have oligo-metastatic cancer, which might be cured by combination therapy. Also ask about whether genomic evaluation of the tumor can be helpful in suggesting a targeted treatment, and whether clinical trials are available and might help improve the outcomes.

For more information about genetics and second opinions, see Dr. Cary Presant’s book *Surviving American Medicine* or visit his website: *survivingamericanmedicine.com*. Cancer is often a preventable and curable disease. But life-long attention to the illness, late term side effects, and second cancers helps guarantee you the longest and most enjoyable life.

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### eos endorsement

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is a proud supporter of

**Breast Cancer Awareness Month!**

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Your digestive system needs certain vitamins to function properly. Find out which vitamins are best and how to get them.

Vitamins A, C, D, and B vitamins are all essential to digestive health.

They’re called “essential” vitamins for a reason: The body needs them to function properly, and the digestive system is no exception.

There are certain vitamins that are more important for digestion than others. You can usually get all the vitamins you need by following a balanced diet, according to the National Institutes of Health (NIH).

Read on to learn which vitamins are the most important for healthy digestion and how to incorporate them into your eating habits.

**B Vitamins**

These vitamins help your body form red blood cells and get energy from the food you eat. B vitamins are water-soluble, meaning you can’t store them away in your fat cells to use later; they need to be a regular part of your diet. Essential B vitamins for the digestive system include:

- **B1.** Also known as thiamine, B1 helps your body change the carbohydrates in your diet into energy for your cells and regulate appetite.
- **B3.** Also known as niacin, this vitamin is important for many digestive tract functions, including the breakdown of carbohydrates, fats, and alcohol. A niacin deficiency can result in a disease known as pellagra.
- **B6.** Also known as pyridoxine, B6 is very important in helping your digestive system process the protein you eat.
- **Biotin.** This B vitamin helps your digestive system produce cholesterol and process proteins, carbohydrates, and fatty acids.
- **B12.** Also known as cobalamin, B12 plays a role in the nervous system, the production of blood cells, and the body's use of folic acid and carbohydrates. A vitamin B12 deficiency can cause anemia.
Vitamin C

Because it’s an antioxidant, many people associate vitamin C with the immune system and preventing colds, but this essential vitamin also aids in digestion by supporting healthy teeth and gums and helping the body absorb iron.

Vitamin D

Vitamin D helps your body absorb calcium and plays a key role in how your nerves, muscles, and immune system function. What’s more, healthy levels of vitamin D are associated with a reduced risk for colon cancer.

There are three ways you can get vitamin D:

- Sun exposure
- Vitamin D-rich foods, such as egg yolks, saltwater fish, liver, and fortified milk and cereal
- Supplements

You may need a vitamin D supplement if you have an inflammatory bowel disease, such as Crohn’s disease, which is often associated with low vitamin D levels.

Vitamin A

Vitamin A is involved primarily in boosting vision, bone, and reproductive health, as well as helping the immune system. Although vitamin A is not directly involved in digestion, some gastrointestinal diseases can leave you vulnerable to a vitamin A deficiency. For instance, vitamin A deficiency is more common among people with Crohn’s disease.

Probiotics 101

Did you know that the bacteria in your body outnumber your body’s cells 10 to 1? It’s true, and most of them reside in your gut. But there really is no need to panic, most bacteria are quite harmless. Having the right bacteria in there has even been linked to numerous health benefits. This includes weight loss, improved digestion, enhanced immune function, better skin and a reduced risk of many diseases. Probiotics are foods or supplements that contain these friendly bacteria, and are supposed to help colonize our guts with health-boosting microorganisms.

The importance of this cannot be overstated.

Taking care of your gut, and the friendly bacteria that reside there, may be one of the single most important things you can do for your health. Probiotics are “live microorganisms that, when administered in adequate amounts, confer a health benefit on the host”. Probiotics are usually bacteria, but there is also a type of yeast that can function as a probiotic.

You can get probiotics from supplements, as well as foods that are prepared by bacterial fermentation. Probiotics should not be confused with prebiotics, which are dietary fibers that help feed the friendly bacteria that are already in the gut. There are actually dozens of different probiotic bacteria that have been shown to have health benefits. The most common groups include Lactobacillus and Bifidobacterium. Then there are many different species within each group, and each species has many strains.

Interestingly, different probiotics seem to work for different health conditions. Therefore, choosing the right type of probiotic is essential. Many probiotic supplements combine different species together in the same supplement. These are known as broad-spectrum probiotics, or multi-probiotics.

The Importance of Microorganisms in The Gut

The complex community of microorganisms in your gut is called the gut flora. Your gut actually contains hundreds of different types of
microorganisms, with some numbers going as high as 1000. This includes bacteria, yeasts and viruses. The great majority is bacteria. Most of the gut flora is found in the colon, or large intestine, the last part of the digestive tract.

The metabolic activities of the gut flora actually resemble those of an organ. For this reason, some scientists refer to the gut flora as the “forgotten organ”. The gut flora actually performs many functions that are important for health. It manufactures vitamins, including vitamin K and some of the B vitamins. It also turns fibers into short-chain fats like butyrate, propionate and acetate, which feed the gut wall and perform many metabolic functions.

They also stimulate the immune system, and regulate the integrity of the gut. This can help prevent unwanted substances from “leaking” into the body and provoking an immune response. The gut flora is actually highly sensitive to modern insults, and studies show that an “unbalanced” gut flora is linked to numerous diseases. This includes obesity, Type 2 diabetes, metabolic syndrome, heart disease, colorectal cancer, Alzheimer’s, depression and many, many more. Probiotics (and prebiotic fibers) can help correct this balance, making sure that our “forgotten organ” is functioning optimally.

**Probiotics and Digestive Health**

Probiotics have been studied most in regard to digestive health. The strongest evidence has to do with antibiotic-associated diarrhea. When people take antibiotics, especially for long periods of time, they often suffer from diarrhea for a long time after the infection has been eradicated. This is because the antibiotics kill many of the natural bacteria in the gut, which shifts the balance and allows the “bad” bacteria to thrive. Probiotics have also been shown to be beneficial against irritable bowel syndrome, a very common digestive disorder. They can help reduce gas, bloating, constipation, diarrhea and other symptoms. Some studies also show that probiotics may be beneficial against inflammatory bowel diseases such as Crohn’s disease and ulcerative colitis. Probiotics may also be useful against Helicobacter pylori infections, the main driver of ulcers and stomach cancer. If you currently have digestive problems that you can’t seem to get rid of, then perhaps a probiotic supplement is something you should consider.

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### Essential Vitamins For Digestive Health

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American Pharmacists Month is a golden opportunity to celebrate the pharmacy profession, recognize your pharmacy staff and reach out to your patients.

American Pharmacists Month is your time to shine. Every practice setting is different—so use the following ideas as a launching pad for creating unique celebrations in your local community. Be creative and receptive to providing a wide range of activities.

The American Pharmacists Month Planning Guide will help you increase community consciousness about the care provided by pharmacists.

Use this guide to plan promotions during American Pharmacists Month in October and throughout the year.

You’re provided with some creative ideas on how you might celebrate during the month. Included are many exciting tips and real-life examples of successful activities for every practice setting.

Share your American Pharmacists Month Celebrations with APhA by sending them to aphm@aphanet.org.

Visit www.pharmacist.com/shop for all your American Pharmacists Month Products.
Pharmacists in Community Settings

Schedule special health events that encourage patients with the message of “talk to your pharmacist today.” Examples include promoting vaccinations, a flu shot clinic or health screening day (e.g., cholesterol, diabetes, osteoporosis screening).

Hold one or more “Medication Check-Ups.” Invite your patients to bring all their medications—prescription and nonprescription—to the pharmacy during a specified time, so pharmacists can examine them for expiration dates, potential drug interactions, and other medication related problems such as adherence issues.

Conduct “OTC tours” geared to the needs of specific groups—parents of young children, older adults, athletes and others. Help each group understand how to select appropriate products for the conditions most likely to affect them. Emphasize the importance of reading product labels, knowing the active ingredients in certain medications and consulting with the pharmacist when questions arise.

Provide Medicare counseling to the seniors in your community. List information about your Medicare events in the local newspaper, or send the information to the local radio station. You can also provide personalized counseling in your area by contacting your local office on aging. For the telephone number, visit www.eldercares.gov on the Web.

Highlight your pharmacy technicians. Get technicians involved by recognizing their contributions to your operation. Post their photos in a place that the public can see them. Give them a “thank you” luncheon complete with a cake and share a few examples with patients on how technicians contribute to pharmacy operations and patient care.

Pharmacists in Long Term Care Settings

Invite residents and their guests to a special American Pharmacists Month party. Try holding an afternoon tea or other fun event. Make the atmosphere festive by decorating the designated areas with streamers and American Pharmacists Month balloons, banners and posters. Provide patient education brochures and small themed giveaways, like magnets, pens, tote bags, etc. Provide information regarding the various services the pharmacy/pharmacists provide to residents.

Visit individual patients in their rooms and give them your full attention. Introduce yourself and answer any questions they may have about pharmacy services or drug therapy.

Schedule informational programs for residents and/or their families. Possible topics include the pharmacist’s role in medication regimen review, the ten most common and/or hazardous drug interactions among older patients and basic medication safety. If possible, use this opportunity to explore launching a long-term monitoring program for residents.

Develop lunch tray tent cards. Explain the goals of the pharmacy and the services that you offer to the residents. If they have questions about their medication, encourage them to ask to speak with a pharmacist.

Don’t be shy! Invite your local newspaper or television reporter to the party. You just might end up with some valuable publicity! Go to www.pharmacist.com/aphm to get news release templates and additional information about using the media to tell your story.

Pharmacists in Hospital Settings

Visit patients in their hospital rooms. Introduce yourself and answer any questions they may have about pharmacy services or drug therapy. Provide patient education brochures and small American Pharmacists Month themed giveaways, like magnets, pens, tote bags, etc. Ask if a small flyer, message or tent card could be placed on meal trays.

Talk to your administrator(s). Explain the goals and the patient education benefits of American Pharmacists Month to help build a sense of teamwork within the health system. Be sure to invite them to participate in the month’s activities.

Create a lobby display. Use it to promote the pharmacy department. Include information about pharmacy services and photos of the pharmacy staff. If your facility is large, consider changing the display weekly to focus on a different pharmacy activity or function.

Schedule an “open house.” Invite all hospital employees to visit the pharmacy. Conduct brief tours that showcase daily pharmacy operations, and describe how medications move from the initial physician order to the patient. Demonstrating how a pharmacy really operates could prove to be a real draw!

Hold a community event. Be sure to publicize your event like a health fair at least four weeks in advance with notices at libraries and grocery stores and announcements in local papers.

Pharmacy Technicians

Help decorate the pharmacy with banners, posters and balloons announcing American Pharmacists Month.

Assist with special health events planned for American Pharmacists Month. Conduct blood pressure screenings and encourage patients to take advantage of other pharmacy-based patient care services.

Co-host a party for the public! Pick one or more days during American Pharmacists Month to offer cake or other treats. Hand out patient education brochures and small promotional items, like magnets, tote bags and pens. Volunteer during the event by welcoming patients and demonstrating the prescription filling process. Show them how your crucial role impacts the services they receive from the pharmacy.

Encourage the pharmacist to replace your usual bags with American Pharmacists Month plastic bags, or put American Pharmacists Month stickers on pharmacy bags and purchases.

Use a special message promoting American Pharmacists Month when you answer your telephones and on your voicemail: “Hello, this is Main Street Pharmacy, where we’re celebrating American Pharmacists Month. How may I assist you?”

For more bright ideas and creative activities on how to make a big splash with American Pharmacists Month, visit pharmacist.com/american-pharmacists-month
One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime, according to the National Breast Cancer Foundation, Inc. During the month of October, celebrate survivors and honor those who are currently fighting breast cancer by recognizing National Breast Cancer Awareness Month. Not only does this annual national health observance offer a way to raise awareness about a national health concern, it also allows you to build relationships with the women in your community.

Here are some ways to promote National Breast Cancer Awareness Month at your community pharmacy:

**Highlight special products and services**
Offering products and services that help to relieve the challenges women face when going through treatment, or living with breast cancer, is a great way to show your support. For example, consider carrying stylish head covers, such as hats and scarves for patients undergoing chemotherapy. Or, offer breast forms for women who have had mastectomies. Patients will be grateful that they can purchase these products from a business they trust.

**Start a support group**
Organize a support group or host an educational session for patients who are going through treatment, as well as their loved ones and caretakers. If you’re looking to start a support group, organizations such as Susan G. Komen and the American Cancer Society can be great resources.

**Educate Your Customers**
Early detection is so important for women who are diagnosed with breast cancer, but many women are unsure of the signs and symptoms. Compile a list of warning signs and risk reduction tips for your female patients. Provide instructions on how to regularly perform breast self-exams, as well. In addition to making this information available to women in your store, post the tips on your blog and share them on your social media sites. Consider partnering with local physicians or clinics to further promote breast cancer screenings and raise awareness about performing self-exams.
Show your support
Besides offering related products and educating patients, there are a lot of simple ways you can promote breast cancer awareness, such as: Encourage your staff members to wear pink throughout the month of October to show their support.

Create a pink ribbon gift section
Donate a percent of the proceeds for each item sold in your pink ribbon gift section to fund breast cancer research.

Participate in an event
Get involved by participating in a community breast cancer awareness event, or make a significant donation to a breast cancer foundation. For example, sign your pharmacy up as a team for the annual Susan G. Komen Race for the Cure in your area.

Pick Up A Free Promotional Toolkit Here!
https://healthfinder.gov/nho/OctoberToolkit.aspx
2017 BREAST CANCER AWARENESS FACTS

- Every 2 minutes, a case of breast cancer is diagnosed.
- Breast cancer is the most common cancer for women in the US.
- Every 13 minutes, a woman dies of breast cancer in the US.
- 1 in 8 Women will be diagnosed with Breast Cancer.
- 2.8 million + breast cancer survivors in the US.

WHAT YOU CAN DO

- Get an annual mammogram.
- Quit smoking. Or don’t start.
- Limit alcohol intake.
- Increase physical activity.

5 Facts About Mammograms & Genetic Testing

1. Women older than 40 are entitled to annual mammograms under the ACA.
2. 5-10% of all breast cancers are due to inherited gene mutations such as BRCA1 or BRCA2.
3. The U.S. Preventive Services Task Force (USPSTF) recommends women between the ages of 50 and 74 get an annual mammogram.
4. USPSTF recommends women with family members with breast, ovarian, tubal or peritoneal cancers get tested for BRCA1 or BRCA2 gene mutations.

An estimated 252,710 women and 2,470 men will be diagnosed by the end of 2017.
A solution for the health of both your community and your pharmacy.

Expand Consultation
Drive Value
Improve Outcomes

A Protocol That Can Make a Difference.
Going the extra mile
Berry has an unblemished reputation for the efficacy of its products and takes extra measures to assure that our vial and other prescription products comply with Consumer Safety Commission Standards.

Even though the CPSC does not require it, Berry initiated a program that requires retesting its existing products with CPSC whenever there is a major change to its manufacturing process. This voluntary program is just one way we insure the quality of manufacturing at Berry.

Quality you can rely on
• Meets all Child-resistant and Senior adult protocols.
• Meets all USP light transmission protocols.
• Access to documentation of all CPSC and USP test results.
• Complete line of Prescription Packaging.

For samples, item numbers and information on how to order Berry Plastics Prescription Packaging Products, call or fax Customer Service at:
Phone: 1-800-767-5377 • Fax: 1-800-827-5377 • www.berryplastics.com
Berry Plastics Corporation • 1005 Lower Brownsville Road, Jackson, TN 38301
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**Friendly & Safe™ Clear Amber Vials w/out Caps**

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SAVE THE DATE

ORLANDO

THE 2018
CE, GIFT & TRADE SHOW
JULY 27TH-29TH, 2018
Renaissance Orlando • Florida