



Canadian Foundation
for Pharmacy

"supporting innovation in pharmacy practice"

FOR IMMEDIATE RELEASE

CFP announces 2012 Innovation Fund Grant Winner

TORONTO, November 30, 2012 – The Canadian Foundation for Pharmacy is pleased to announce the winners of this year's ***Innovation Fund*** grant in support of pharmacy practice research. This year, CFP will grant two awards of \$50,000 each.

Safety Alerts as Drivers for Pharmaceutical Opinion Program: A Pilot Study to Reduce Potential Hospitalizations due to Preventable Drug-Drug Interactions.

Under the guidance of Principal Investigator **Certina Ho**, (R.Ph., B.Sc.Pharm., M.I.St., M.Ed.) (ISMP Canada and School of Pharmacy, University of Waterloo), this project will look to capitalize on the role of pharmacist to prevent medication errors, while generating new revenue streams via newly funded pharmacy services.

Pharmacists: Personalized Medicine Experts in Primary Care

Led by **Lisa McCarthy** (PharmD MSc), (Women's College Hospital (WCH) and Leslie Dan Faculty of Pharmacy, University of Toronto), this multi-phase project will equip primary care pharmacists with the knowledge and skills required to take a lead role as personalized medicine experts in our health system and evaluate the impact on patients' health outcomes.

"We are delighted to fund two projects this year", states CFP President, Linda Prytula. She added that the recommendation of the review committee to fund both finalists was well received by the entire board. "These two projects allow us to support the advancement of practice in both the near and longer term", say Board Past President and Review Committee Chair, Ryan Itterman. "Pharmaceutical Opinion programs are something that pharmacists can do right now, and we all agree that personalized medicine and genetic testing will be the way of the future. We feel this research can help pharmacy define what role it can play in personalized medicine in the future", he concluded.

Since 1945, the Canadian Foundation for Pharmacy has been engaged in activities that promote the advancement of the profession of pharmacy. The mission of the CFP is to be a catalyst for change, developing and supporting evolving pharmacist care to optimize health outcomes. Through its ***Innovation Fund***, the Foundation currently supports projects and research that facilitates this transition, and has invested over \$550,000 since 2004 to this cause.

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