



# Canadian Society of Hospital Pharmacists Soci t  canadienne des pharmaciens d'h pitaux

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## Mission

Committed to the advancement of safe, effective medication use and patient care in hospitals and related healthcare settings.

Engag s   l'avancement de l'utilisation s curitaire et efficace des m dicaments, et des soins aux patients dans les  tablissements de sant .

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The Canadian Journal of Hospital Pharmacy

Le Journal canadien de la pharmacie hospitali re

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Canadian Hospital Pharmacy Residency Board

Conseil canadien de r sidence en pharmacie d'h pital

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Board of Fellows

Conseil des associ s

December 3, 2009

Dr. Suzanne Strasberg  
President  
Ontario Medical Association  
150 Bloor Street West, Suite 900  
Toronto, ON M5S 3C1

Dear Dr. Strasberg:

We are once again writing to you on behalf of Ontario's hospital pharmacists to urge you to end the advertising campaign by the Ontario Medical Association's Section on General and Family Practice (SGFP). Our members are particularly concerned about the manner in which the ads call into question the capabilities of pharmacists who work in hospitals and related healthcare settings and their contribution to patient safety.

We note that some changes to the text of the ads have been made, including the curious removal of pharmacists from some of the sentences. The visuals and headline are needlessly inflammatory and are compromising the very teamwork the ad suggests is so important to patient safety and collaboration. There is a troubling contradiction here between the style and substance of the advertisement.

As you know, every day in Ontario pharmacists work closely with physicians to provide care that is among the safest medical care in the world; patients benefit from that working relationship. Pharmacists have extensive knowledge related to the safe and effective use of pharmaceutical products in medication management and their application to optimal patient care. Their expertise is an important contributor to the safety of patients and to the healthcare team – a fact your members no doubt recognize and value.

We need to build on that collaboration with reasoned and professional discussion of the evolution of Ontario's healthcare system. What we do not need is a continuation of a campaign that needlessly promotes patient anxiety and jeopardizes relations between healthcare providers.

On behalf of all our members, we urge you to end the campaign and instead engage with pharmacists, other health professionals, government and patients in a dialogue that is worthy of the medical profession. We would welcome the opportunity to meet with you and leaders of the SGFP to discuss this further.

Sincerely,



Jason Howorko  
President



Christina Cella  
President, CSHP Ontario Branch

cc: The Honourable Deborah Matthews, Minister of Health and Long-Term Care, Government of Ontario  
Dennis Darby, Chief Executive Officer, Ontario Pharmacists' Association  
Tom Closson, President and Chief Executive Officer, Ontario Hospital Association  
John McBride, Past President, CSHP Ontario Branch