

# Confluence

Bayshore Specialty Rx Newsletter



## Bayshore Specialty Rx is a leader in self-injection training



Zoe Vernham, Senior Project Leader and Business Development Manager for Bayshore Specialty Rx.

Bayshore Specialty Rx has become Canada's leader in self-injection training. In addition to providing top-notch expertise in the preparation, storage and delivery of infusion, injection and specialty medications, its pharmaceutical support services division provides more than 5,000 self-injection training visits each year to clients in their homes across the country.

The training enables people to become active in their own health care. It's well documented in medical literature that education empowers patients to take responsibility for managing their disease, and this leads to better health outcomes and compliance.

"Many clients are on long-term regimens that can only be provided by self-injection, such as the disease-modifying treatments for multiple sclerosis," says

Zoe Vernham, Senior Project Leader and Business Development Manager for Bayshore. "If patients want to manage their own health, they need to be able to self-inject because the medications are given daily, every other day or three times a week. The benefit is not having to make an arrangement with a practitioner or clinic. The health care system couldn't handle that burden."

Specially trained Bayshore nurses visit clients' homes to teach self-injection through a proven approach that improves adherence and persistence. "People learn better in their own environment. Family members are encouraged to participate," says Vernham. "The training also complements nursing in what I see as a holistic practice. One of the main things we do is health education, so it's a very good fit for nurses to go in and teach these patients."

*Training enables people to become active in their own health care.*

Nurses chosen to teach self-injection are patient and comfortable about going to clients' homes and interacting with family members, as well as knowledgeable about the injection products. They are certified to teach self-injection through Bayshore's customized education programs, and are re-certified annually. They also receive training updates throughout the year to stay on top of the

*(continued on back page)*

Bayshore Specialty Rx is a subsidiary of home and community health care provider Bayshore Home Health. We offer a wide range of infusion-related and pharmaceutical support services to clients such as government care programs, pharmaceutical companies and other health care organizations. Our goal is to improve patient care through an integrated approach to home and community infusion services.

### Infusion Pharmacy Services

Our state-of-the-art pharmacy specializes in the preparation, storage and delivery of infusion, injection and specialty medications used in areas such as anti-infection therapy, chemotherapy and TPN (total parenteral nutrition). We also distribute infusion equipment and supplies and provide support services in this area.

### Community Care Clinics

Our national network of 23 community care clinics, including 14 in Ontario, offers an alternative to the hospital setting for people who require infusion or injection of specialized drugs.

### Pharmaceutical Support Services

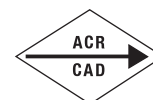
Assist pharmaceutical companies through support services that include specialized nursing, reimbursement programs, home infusions, injection training, clinical trials support and drug warehousing and distribution.

Canadian owned and operated, Bayshore Home Health is the country's largest provider of home and community health care services, with more than 40 home care offices and 8,000 employees.

COMPANY OVERVIEW



Bayshore Home Health, 2155 Dunwin Drive, Unit 10, Mississauga, Ontario L5L 4M1



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# Conquering the fear of self-injection through education



People who must self-inject medication learn the techniques to manage their care at home. For many of them, having a new drug regimen also means overcoming the fear and anxiety that may prevent them from continuing their therapy.

According to studies by Dr. David C. Mohr, at the Behavioral Medicine Research Center at the University of Cali-

fornia, San Francisco, fear of needles and injections is common – 22% of Americans suffer from anxiety that would make self-injection difficult.

To improve adherence and help clients conquer their fears, Bayshore Specialty Rx has created a highly effective anxiety management program for self-injection. It's a behaviour-modification program based on the clinically proven Self-Injection Anxiety Counseling Manual, by Dr. Mohr and his colleagues. It teaches patients to self-inject in about six weeks, and includes behavioural therapy sessions with a nurse.

*Patients learn to self-inject in the comfort of their own home.*

"This allows patients to start therapy in the comfort of their own home," says Zoe Vernham, Senior Project Leader and Business Development Manager at Bayshore. "It's really important because hospital or clinic nurses and physicians may not have the time required to teach clients one-on-one, so people without this program might slip through the cracks and not start treatment in an effective way, or they might drop off from therapy."

For more information, contact [zvernham@bayshore.ca](mailto:zvernham@bayshore.ca)

## COMMUNITY CARE CLINICS OFFER AN ALTERNATIVE TO HOSPITAL SETTING

Bayshore Specialty Rx operates 23 community care clinics across the country, including 14 in Ontario, that offer a comfortable environment and alternative to the traditional hospital setting for individuals who require infusion or injection of specialized drugs.

### WESTERN CANADA

Kelowna / New Westminster / Vancouver  
White Rock / Winnipeg

### ONTARIO

Barrie / Brampton / Chatham / Hamilton  
London / Mississauga / Oshawa / Ottawa  
Richmond Hill / Sarnia / St. Catharines  
Sudbury / Thunder Bay / Windsor

### QUEBEC

Pointe Claire / Sherbrooke

### THE MARITIMES

Halifax / Saint John

## PLEASE CONTACT US FOR MORE INFORMATION

For more information about any of the services mentioned in this newsletter, please contact Sahar Whelan at [swhelan@bayshore.ca](mailto:swhelan@bayshore.ca) (infusion pharmacy services) or Suzanne Nagy at [snagy@bayshore.ca](mailto:snagy@bayshore.ca) (community care clinics and pharmaceutical support services).

Confluence is published by Bayshore Specialty Rx for the information of its pharmaceutical services clients. For more information about this newsletter or to submit story ideas, please contact Mary Mamak at 1-800-668-9490, Ext. 339 or [mmamak@bayshore.ca](mailto:mmamak@bayshore.ca).

## Sticking with it

To help clients continue their self-injection therapy, Bayshore Specialty Rx offers patient support through its call centre, as well as a new adherence program.

Being able to self-inject medication provides people with numerous benefits, including greater independence, the ability to take an active role in managing their own health and a reduced risk of missed injections.

"Our call centre is bilingual in French and English, and it provides a single point of contact for patients to access information," explains Suzanne Nagy, Bayshore's Director of Pharmaceutical Support Services. "If a patient is having trouble with self-injection, such as increased pain or a rise in adverse events, they can contact the call centre and speak directly to a registered nurse. We can send a nurse to their home to assess the issue."

To improve adherence to medication therapy, Bayshore is also running a pilot program (in partnership with a pharmaceutical company) that offers self-injection education followed by multiple visits from nurses with specialized training in self-injection anxiety management.

"We hope that many more of our partners will take the route of providing prescribed visits rather than following up only on an as-needed basis," says Nagy. "That added support is really important for adherence to therapy."

For more information, contact [snagy@bayshore.ca](mailto:snagy@bayshore.ca)

## Training (continued)

latest developments in drug therapy.

Once clients have completed training, they aren't left to manage on their own – Bayshore provides follow-up support. "Eighty to 90 per cent of clients are learning to inject for the first time," says Vernham. "Ten to 20 percent have been injecting for some time, but would like to better manage it. We provide the support they need to continue."

For more information, please contact [zvernham@bayshore.ca](mailto:zvernham@bayshore.ca)

**Bayshore**  
Specialty Rx