Only a handful of professions are privileged to have their own symbols that are easily recognized. Physicians have the Caduceus. Lawyers have the Scales of Justice. Pharmacists have several, including the Rx sign (the Greek rho chi; an abbreviation of the Latin recipere, “to take”), the mortar and pestle, and the highly recognized Bowl of Hygeia.

Who was Hygeia and how did she come to represent pharmacists? In ancient Greece, Hygeia was the goddess of health and her name is the source of the word “hygiene.” She, and her sister, Panacea, were daughters of Asclepios, the god of healing.

From the 5th century BC to the 4th century AD, devotees of Asclepios built large temple complexes around Greece, which may have been the first neighborhood clinics. Throughout the period, and into the era of the Roman Empire, people would visit these temples, called Asclepions, to be healed, using specially prepared ointments and herbal concoctions, or, in other words, the first compounded medications.

However, Asclepios may have been too good at his work to survive. According to the legend, Asclepios was the son of Apollo, who was the son of Zeus, the supreme deity. Asclepios gradually superseded Apollo as the greatest of the healing gods. Sanctuaries and temples devoted to healing the sick were erected all over Greece. His two daughters Hygeia and Panacea aided Asclepios, and when he was struck dead...
by Zeus, who feared that the healing powers of his grandson would make all humans immortal, the care and healing work was handed onto Hygeia, who then became the goddess of health. This symbolism is depicted by the serpent of Asclepios twining around a staff to touch the bowl of Hygeia.

Why is a snake used to represent Asclepios? At the time, harmless snakes were found inside the temples built for Asclepios. These serpents appeared dead but were actually dormant. When picked up and dropped, however, they slithered away. The ancient Greeks thought the serpents were brought back to life by the healing powers of Asclepios, which ultimately caused them to become the symbol of healing. Hygeia is usually depicted with a serpent around her arm and a bowl in her hand because she watched over the temples containing these snakes. We have since separated the serpent and the bowl from Hygeia, and this has become the internationally recognized symbol of pharmacy. Now the bowl represents a medicinal potion, and the snake represents healing. Healing through medicine is precisely why pharmacy has adopted the Bowl of Hygeia symbol. The American Pharmacists Association adopted the Bowl of Hygeia as its symbol to represent the pharmacy profession in 1964.

Pharmacy association head advises R.Ph.s to “step out of your comfort zone”

Because of the business-oriented “moving forward” way in which the profession of pharmacy is now immersed, pharmacists run the risk of paying more attention to profit margins than patient service, says Michael Jackson, BS Pharm., R.Ph., executive vice president of the Florida Pharmacy Association, in Tallahassee. “The business model of pharmacy practice means that the pharmacist has to deal with restricted formularies and rejected claims and is not free to perform the face-to-face tasks with patients that pharmacists used to perform,” he states. He adds that there is fear within the profession of using the limited time a pharmacist has during his or her workday to devote to financial matters of running a business, otherwise “he won’t be in the business for long.”
Ideally, Jackson says, the pharmacist should be compensated, not so much for generating a profit for the store and controlling inventory and expenses, but for drug problems identified and on how many trips to the doctor’s office or the emergency room were avoided because the pharmacist intervened on a patient’s behalf.

How does this apply to the Bowl of Hygeia award? “There’s the kind of person that, if there is a job to be done, you can go to that individual with your ‘help wanted’ sign and get a response,” states Jackson. “And they will give 100% of themselves to whatever project you have going.” While the award itself has a lot of recognition attached to it, not only at the state level but also on the national stage because professional publications run photos of the recipients, pharmacists strive to be recognized because of the sense of personal pride it gives them from being rec-

West Virginia ’03 recipient says “look outside the box”

Pharmacy graduates should explore all their options before they embark on a professional career, says Lora Good, Pharm.D., of Charlestown, West Va., who was that state’s 2003 Bowl of Hygeia recipient. As the mom of a daughter (with another baby on the way), Good has used her pharmacy degrees (B.S. from West Virginia University; Pharm.D. from University of South Carolina) to make her own unique pathway by working as a per diem pharmacist in community pharmacies and hospitals in her area and as a director for the Charlestown chapter of the Queen for a Day program, an organization that raises the self-esteem and self-confidence of children with cancer.

One of the stores at which she works offers a variety of services that many pharmacists can only dream of providing. “We do blood pressure and cholesterol monitoring, she says, “and several years ago we got our certificate [from the American Pharmacists Association – See Operation Immunization] to administer flu vaccines.” She estimates that they vaccinate 500 people each year. The establishment also offers screening for osteoporosis and diabetes education, including training patients on how to use their glucose monitors. She also does a great deal of compounding that goes beyond the usual dermatology fare to include filling pain medication pumps, and pediatric and veterinary medications.

Aside from her pharmacy work, she devotes time to children with cancer through the Queen for a Day program, which is a nationwide organization that gives children with cancer their own special day while they are in the hospital receiving chemotherapy or radiation (www.qfad.org). According to Good, the program hon-

What is Operation Immunization?

A PhA-ASP in collaboration with SNPhA and APhA Academy of Pharmacy Practice and Management (APhA-APPM) developed Operation Immunization in 1997. The goal of Operation Immunization is to increase community awareness of immunization information, advise patients where they can obtain the proper immunizations, promote immunization services in pharmacies, and increase the public’s awareness of the important role both pharmacists and student pharmacists can play in public health. Since the campaign began, over 420,700 patients have been immunized by pharmacists and student pharmacists participating in Operation Immunization.

See “Comfort Zone,” continued on page 6

See “West Va. ’03,” cont’d on page 6
Don’t get blinded by the paycheck, says South Dakota ’04 winner

“P

harmacists are in

an enviable posi-

tion right now,” says Brian

Kaatz, Pharm.D., dean of

the South Dakota State

University College of Phar-

macy and 2004 winner of

the Bowl of Hygeia award.

“The pay is good and the
c

d jobs are plentiful. But it’s
e

t easy to get blinded by all
that. The reality is that the

service pharmacists pro-

dvide are the reason why
they are in business.”

Kaatz goes on to say that

patient care should be the

focus of their work. If that

idea erodes, then the pro-

fession will eventually fol-

low suit.

Kaatz has led a long and

varied career in pharmacy.

After receiving his B.S. at

South Dakota State in

1974 and his Pharm.D.

from the University of

Minnesota, in 1977, he did

a 15-year stint in hospital

work, principally when

clinical pharmacy was in

its infancy. His position as

clinical pharmacist got

him involved in nutrition,

pharmacokinetics, and

infectious disease. Then, a

new opportunity in teach-
ing presented itself and he

became department chair

in clinical pharmacy at

SDU and three years ago

became head of that

school.

At SDU, community

service, while not mandat-
ed for graduation as it is in

some schools, is still a very

important part of the cur-

riculum in terms of life

experience. “Mostly, com-
munity service is done

through our student

organizations, which are

strong. Most of the stu-
dent body will get

involved, as is tradition.”

The Bowl of Hygeia

A most prestigious award

The Bowl of Hygeia

Award is a community

service award and is repre-

sented by a 10-in. by 13-
in.

mahogany plaque,

upon which is mounted a

brass casting of the Bowl

of Hygeia with an en-
graved plate containing

the name of the recipient,

the state/province present-
ing the award, and the
date of the presentation.
The program was initiated

by E. Claiborne Robins,

then president of A. H.

Robins Co., which was

located in Richmond, Va.

A pharmacist, Robins was

very involved in commu-
nity service activities and
desired to foster that same

sort of feeling among

pharmacists around the

nation. In 1958, he devel-

oped the idea for the Bowl

of Hygeia Award for phar-
macists who possess out-

standing records of civic

leadership in their own

communities.

The Bowl of Hygeia

Award was presented for

the first time on February
18, 1958, during the Iowa

Pharmaceutical Associa-
tion’s Annual Convention

in Des Moines. The recipi-

et was Richard M. Hof-

mann of Ottumwa. That

year, Louisiana, Oregon,

and Rhode Island also pre-
sented the Bowl of Hygeia

Award. The following year,

associations in 27 other

states and the District of

Columbia made their ini-
tial presentations of the

award. The award has been

presented annually in
every state, the District of

Columbia, and Puerto Rico

since 1967, when the New

Jersey Pharmaceutical

Association joined the pro-

gram and made its first

presentation to Donald

“Don” Wernik.

In 1961, the Bowl of

Hygeia Award program

was expanded to include

Canada when the Phar-
maceutical Association of

the Province of British

Columbia presented the

award to George T. Cun-
ning of Vancouver. The

award has been presented

Continued on next page

Continued on next page
annually in each of the 10 Canadian provinces since 1967 when Prince Edward Island made its first presentation.

In 1989, American Home Products acquired A. H. Robins, and Wyeth-Ayerst Laboratories became the sponsor of the award. In 2002, to better reflect its heritage, AHP changed its name to Wyeth and Wyeth-Ayerst Laboratories became Wyeth Pharmaceuticals.

“Stay involved,” says ’04 D.C. winner.

The District of Columbia Bowl of Hygeia winner for 2004, Cheryl Ann Robinson of NE Washington D.C., implores pharmacists to stay involved with pharmacy organizations and not use the profession simply as a way to make money. “A lot of pharmacists don’t like pharmacy”, she says, “I like pharmacy because I can help people and make their lives better.”

Cheryl Ann, a 1979 graduate of Ohio Northern University School of Pharmacy, in Ada, Ohio, has had, to this point, a diverse and interesting career. Twelve years at CVS followed by six years at an HMO, she took advantage of an opportunity at McKesson’s Clinical Supply Distribution Center in Rockville, Md., to become the director of pharmacy and participate in its Patient Assistance Program and the Compassionate Use Program (see “What is a compassionate use program?”). Patient Assistance Programs or PAPs work with individual physicians on a case-by-case basis to provide medications to needy patients living with debilitating diseases, such as cancer or AIDS. “In the Patient Assistance Program, we get the product to the client,” states Robinson. “The physician starts the process and will recommend a patient for a medication. If the patient qualifies, the doctor writes the prescription and we mail it to the patient or the physician, depending on the circumstances.” The Patient Assistance Program will couple a patient with a drug manufacturer so that the patient can obtain a drug he needs. “We have worked with patients who have rheumatoid arthritis, multiple sclerosis, cystic fibrosis, and schizophrenia”, states Robinson. She explains that some drugs are difficult to administer. For example, some may involve a self-injection technique that the patient must be trained to perform. “By getting involved,” she says, “the patient will be more adherent to therapy if he knows how to take it properly and what to expect from taking it.”

Robinson enjoys her 9-to-5, Monday-through-Friday, no holidays-or-weekends schedule. Plus, she adds, “It’s not bad being the boss.”

She has been involved with the Washington D.C. Pharmaceutical Association for many years and had served as chairperson for that organization for about five years. Her intent in serving the organization is to encourage as many people as possible to get involved with their profession. “We try and get Howard University pharmacy students involved before they get out into the workforce.”

Robinson feels strongly about staying in the pharmacy groove and has even maintained ties with the Kappa Epsilon Professional Pharmacy Fraternity. “I fully believe that pharmacists should focus on service to the community instead of the money they make as pharmacists.”

As for the Bowl of Hygeia, she admits that it was quite an honor. “When I spoke at the award meeting, I stated my belief that one should stay involved. A lot of students were there and I hope that it made an impression on them.”

As for the award itself, she said, “It let me know that I tried to be as involved as I possibly could.”
ors both girls (the Queens) and boys (Heroes) and showers them with gifts that are individually tailored to their interests. “The girls get to wear a tiara that was donated by a past beauty pageant winner such as Miss or Mrs. West Virginia and the boys get to meet firemen and policemen because it takes courage to fight cancer the same way it takes courage to fight a fire or crime.” She has been working with the group for three years now and throws about 15 parties a year.

Her advice to pharmacy students is to look outside the box in terms of forging a career in pharmacy. “The schools don’t really expose students to all the aspects of pharmacy,” she says. She cites opportunities in communications and publishing that were never mentioned in her training experiences. She laments the fact that many pharmacists get stuck in jobs where they just do the same thing every day – fill prescriptions. The pharmacy she works at started with a dream list of services that the pharmacist thought would best serve the community. Gradually, it expanded on this list as the demand for the services grew and as area physicians accepted them. Her hope is that the local pharmacy school will provide a population of students who will stay and serve the area.

Winning the Bowl of Hygeia award was a great honor, says Good. She adds that it was an important event for her because one is not always recognized for the extra effort that one puts into everyday activities.

Jackson feels strongly that continuing the Bowl of Hygeia award is critical because it shows that pharmacists can commit themselves to address the challenges of today’s professional environment, which is primarily to serve the people. He also stresses that pharmacists must be exposed to the community service aspect of the profession early on. He cites a program at nearby Florida A&M University College of Pharmacy and Pharmaceutical Sciences that actually requires students to do a certain amount of community service before they can graduate. There, undergrads get involved with brown bag events. The mission of the Community Outreach and Service Learning Program is to provide opportunities for students to learn via community service. The program provides a head start for young pharmacists to get involved in community service, with the hope of continuing that service throughout their lives.

Other pharmacy schools have similar programs, such as The Ohio State University College of Pharmacy, University of Texas at Austin, and the University of Washington School of Pharmacy, through which students make drug and herbal presentations to the public, answer questions at health fairs, and help pharmacies redesign their prescription filling process to decrease patient wait times. Hopefully, says Jackson, such work will plant the seed so that pharmacists will continue their involvement in their communities throughout their adult lives.

In South Dakota, regulations are in place for pharmacists to give immunizations. Because the state is mostly rural, the need is great to deliver immunizations to town and other areas that may not have either a pharmacy or a health clinic. Areas in which students get involved are the Sioux Falls

Continued on next page
What is a compassionate use program?

For patients who cannot enroll in a clinical trial but lack effective treatment, “compassionate use” may offer an alternative. Compassionate use—not an official FDA term—is the general term for voluntary programs run by some drug manufacturers that allow patients to get experimental, or investigational, drugs before they’ve been approved by the FDA. There are two basic types of compassionate use programs:

Expanded access program (EAP). EAPs are typically designed to provide widespread access to a drug that has proven efficacy in clinical trials but is still awaiting FDA approval. They are similar to standard clinical trials with a specific treatment plan and certain FDA requirements, but they have less stringent patient eligibility criteria. For example, over 23,000 U.S. cancer patients enrolled in an EAP for gefitinib before it was FDA-approved for non-small cell lung cancer.

Single patient use. This program offers an experimental drug to an individual patient, rather than a group. The FDA approves these uses on a case-by-case basis. Decisions are based on other treatments already available and information about the drug’s efficacy and potential toxicities.

And for patients who need assistance acquiring FDA-approved drugs these programs are available:

Patient Assistance Program (PAP): Programs offered by drug manufacturers to low-income individuals whereby free drugs are donated to individuals who lack prescription drug coverage, fall below income guidelines, and meet other program eligibility requirements. Participation in a PAP typically requires submission and approval of an application by the patient and delivery of the free drugs to a licensed pharmacy or physician.

State Pharmaceutical Assistance Program (SPAP): A state-administered program that provides pharmaceutical benefits to disabled, indigent, low-income elderly, or other financially vulnerable persons. These programs rely on state, local, and private funding rather than federal funding.

Partnership for Prescription Assistance: Launched by the Pharmaceutical Research and Manufacturers of America (PhRMA) association, this program hopes to facilitate easy access to pharmaceutical companies’ existing and emerging PAPs. The program helps qualifying patients who lack prescription coverage get the medicines they need through the public or private program that’s right for them. Its mission is to increase awareness of patient assistance programs and boost enrollment of those who are eligible.

For more information on these programs visit www.pparx.org; www.rxassist.org; and www.rxhope.com.
How are recipients selected?

Each recipient of the award is selected by the pharmacist association in his or her state or province (and the District of Columbia and Puerto Rico) with the primary criterion being an outstanding record of community service and leadership. Selection committees are required to use the following criteria:

1. The recipient must be a pharmacist, licensed within the jurisdiction in which the award is made.
2. The recipient must be living. Awards are not presented posthumously.
3. The recipient may not have previously received the award.
4. The recipient may not be currently serving, nor may he or she have served within the immediate past two years, on the awards committee or as an officer of the association in other than an ex officio capacity.
5. The recipient must have completed an outstanding record of community service, which apart from his or her specific identification as a pharmacist, reflects well on the profession.

In addition to service through their local, state, and national pharmacist associations, award recipients have devoted their time, talent, and resources to a wide variety of interests.

Some of the recipients have represented their respective communities in state legislatures or in statewide offices. Many have served as mayor or a member of their community’s governing body. Still others have filled important positions on planning committees for their local hospital, school, and other organizations. They have provided leadership for fund drives and countless special projects and have participated in the work of youth organizations, civic clubs, churches, and fraternal clubs. It is safe to say that over the years, Bowl of Hygeia Award recipients have been honored for virtually every type of community service.

In most states, the nominations for the award are prepared secretly. A peer or colleague of a deserving pharmacist will nominate that individual on the basis of his or her community service involvement. Leaders involved with the state or province associations select the winner and do not announce the results until the state or province pharmacy association meeting, at which time the Bowl of Hygeia Award is presented.

Usually, the family of the award winner is invited secretly, and attendees of the meeting who are actively involved in community service wait with anticipation to discover the winner of the prestigious award. As a rule, the Bowl of Hygeia Award is the last award to be presented at the state or province pharmacy association meeting, and when the award winner is announced, the family members of the winner come out to see their loved one receive the award.

Every state or province pharmacy association presents the award in a unique manner, and the selection and presentation process mentioned above does not necessarily represent the process used in each location.

Wyeth also sponsors the presentation of a master Bowl of Hygeia Award plaque to each state pharmacy association. This beautiful plaque contains the brass casting of the Bowl of Hygeia, together with the name of all the past winners in the state, their hometown, and the date of the award presentation. Tom Temple, executive vice president and CEO of the Iowa Pharmacy Association, developed the idea of the master plaque in 1992. Jacob W. Miller, now retired but then assistant vice president of professional relations for Wyeth-Ayerst, obtained approval and developed the design of the plaque.

[Image of the Bowl of Hygeia Award]
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