

An Award  
and a  
Professional  
Way of Life

THE BOWL OF

# Hygeia



A Supplement to

**DRUG TOPICS**

O C T O B E R 2 0 0 5

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## It was all Greek to them



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 Asclepius, the god of healing.

From the 5th century BC to the 4th century AD, devotees of Asclepius 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 Asclepiions, to be healed, using specially prepared ointments and herbal concoctions, or, in other words, the first

compounded medications.

However, Asclepius may have been too good at his work to survive. According to the legend, Asclepius was the son of Apollo, who was the son of Zeus, the supreme deity. Asclepius gradually superseded Apollo as the greatest of the healing gods.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 Asclepius, and when he was struck dead

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.

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The Rx Symbol



The Mortar and Pestle



The Bowl of Hygeia

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 Asclepius twining around a staff to touch the bowl of Hygeia.

Why is a snake used to represent Asclepius? At the time, harmless snakes were found inside the temples built for Asclepius. 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 Asclepius, 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 ser-

pent 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”



Michael Jackson

**B**ecause 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%

### 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*.

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 pro-

fessional publications run photos of the recipients, pharmacists strive to be recognized because of the sense of personal pride it gives them from being rec-

*See "Comfort Zone," continued on page 6*

## 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

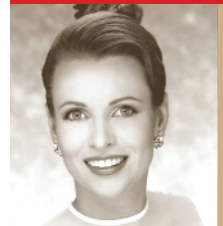
the Queen for a Day program, an organization that raises the self-esteem and self-confidence of children with cancer.

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](http://www.qfad.org)). According to Good, the program hon-

*See "West Va. '03," cont'd on page 6*



Lora Good

## Don't get blinded by the paycheck, says South Dakota '04 winner

**"P**harmacists are in an enviable position right now," says Brian Kaatz, Pharm.D., dean of the South Dakota State University College of Pharmacy and 2004 winner of the Bowl of Hygeia award. "The pay is good and the jobs are plentiful. But it's easy to get blinded by all that. The reality is that the service pharmacists provide 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 follow 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 teaching 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 mandated for graduation as it is in some schools, is still a very important part of the curriculum in terms of life experience. "Mostly, community service is done through our student organizations, which are strong. Most of the student body will get involved, as is tradition."

*See "Don't get blinded," continued on page 6*

### The Bowl of Hygeia

## A most prestigious award

**T**he Bowl of Hygeia Award is a community service award and is represented by a 10-in. by 13-in. mahogany plaque, upon which is mounted a brass casting of the Bowl of Hygeia with an engraved plate containing the name of the recipient, the state/province presenting 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 community service activities and desired to foster that same sort of feeling among

pharmacists around the nation. In 1958, he developed the idea for the Bowl of Hygeia Award for pharmacists who possess outstanding 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 Association's Annual Convention in Des Moines. The recipient was Richard M. Hofmann of Ottumwa. That year, Louisiana, Oregon, and Rhode Island also presented the Bowl of Hygeia Award. The following year, associations in 27 other states and the District of

Columbia made their initial 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 program and made its first presentation to Donald "Don" Wernik.

In 1961, the Bowl of Hygeia Award program was expanded to include Canada when the Pharmaceutical Association of the Province of British Columbia presented the award to George T. Cunningham of Vancouver. The award has been presented

*Continued on next page*

Brian Kaatz



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.” □



Cheryl Ann Robinson

*"Comfort Zone," continued from page 3*

ognized for contributing to the community. This is important because community service can take time away from more leisurely pursuits as well as family life.

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. □

*"West Va. '03," continued from page 3.*

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. □

*"Don't get blinded," continued from page 4*

In South Dakota, regulations are in place for pharmacists to give immuniza-

tions. 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

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Community Health Clinic and the U.S. Department of Health and Human Services' Indian Health Service, which is a federal health program geared toward American Indians and Alaskan Natives. The goal of HIS is to ensure that comprehensive, culturally acceptable personal and public health services are available and accessible to American Indian and Alaska Native people.

"What [students] are learning through these programs can be transferred into their professions," says Kaatz, adding that they are also learning to help not only people who have health insurance but those people who have no insurance.

Kaatz was very grateful to receive the Bowl of Hygeia award. He has been active in non-pharmacy services such as coaching athletic teams in which his own children have been involved and he and his wife, who is a nurse, have provided a home for at least a dozen foster children. He has also provided grief counseling. He says, "The award is high profile in our state. It is a great tradition and recognizes people who contribute to their community as well as to their profession." Hopefully, the 60-some students who graduate from South Dakota State's pharmacy school will follow Kaatz's lead and also devote their own professions to one of community service. □

## 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](http://www.pparx.org); [www.rxassist.org](http://www.rxassist.org); and [www.rxhope.com](http://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. □

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