



Consonus Pharmacy: Setting Clear Priorities During COVID-19

In these challenging times, the mission of our long-term care pharmacy members brings these health care providers many remarkable stories, experiences, and moments. Stories of determination, sacrifice, endurance, resiliency, kindness, and care. Here, we share the story of Consonus Pharmacy.

Consonus Pharmacy commits to a set of priorities that is likely echoed by long-term care pharmacies everywhere. Additionally, they look to connect to patients and health care workers to show their appreciation and support. Below, an email from Neil Marshall, President, Consonus Pharmacy.

The pandemic presents us with a true Black Swan event ... an event that stresses our business far beyond limits previously imagined or planned for. One of our first responses ... set clear priorities that guide our actions. We committed to:

- 1. Prevent the spread of the virus within our workplace and to our customers*
- 2. Maintain drug supply in spite of the distressed pharmaceutical supply chain*
- 3. Execute flawlessly so that our facility customers can remain focused on their work*
- 4. Maintain clinical services so that our pharmacists can continue to function as an important member of the Interdisciplinary Care Team.*

These priorities continue to serve us today as the pandemic marches on. In addition to delivering important pharmaceutical services, we wanted to engage at a different level ... a more human level that addressed the enormous stress that healthcare workers are under, and the troublesome impact COVID has had on the daily lives of the LTC residents that we serve. To that end, our organization rallied to launch a [Positivity Campaign](#) comprised of three initiatives:

#VirtuallyVital: A Facebook site designed to lift the spirits of seniors with inspirational content.

#SendSeniorsLove: A call to the community to deliver cards, letters, and artwork to brighten a senior's day. This effort expanded to include impromptu musical and theatrical performances delivered from safe distances.

#HealthCareHeroes: A rally cry to express gratitude to senior healthcare staff. Included posters, window clings, and stickers to spread the word.

These efforts have reached thousands of seniors and caregivers within our customer base and beyond. They all remain active today. [Learn more here.](#)

Neil Marshall, President
Consonus Pharmacy

Sharing your own story is easy: simply send your story to info@mhainc.com. Want to read more stories? Visit the [MHA Member COVID-19 Reponses](#) page on our website, www.mhainc.com.