

NEWS RELEASE

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FOR IMMEDIATE RELEASE

MISSOURI PHARMACISTS PREVENT FALLS AMONG ELDERLY

JEFFERSON CITY, MO – Fall Prevention and Awareness efforts by Missouri pharmacists kicked off today with 42 events around the state in which pharmacists used their medication expertise to educate seniors about the risks of a fall and the steps they can take to prevent them. Planned in conjunction with the Show Me Falls Free Missouri Coalition efforts, these events are part of 50 held in September and aimed at preventing falls among elderly patients.

Fall Prevention events this month have offered pharmacists a chance to step out from behind the counter and use their medication expertise to decrease the potential risk of falls among elderly patients. Many patients are unaware that one or more of the medications they currently take could be increasing their risk.

“I am extremely proud to see pharmacists in Missouri rise to this challenge. For seniors, receiving a medication evaluation from a pharmacy professional is a huge step toward preventing a fall that could compromise their health, or worse,” noted Paul Perniciaro, MPA Board President and Co-Chair of the Show Me Falls Free Missouri Coalition.

MPA more than doubled their initial goal of 20 events hosted today. Making the number of pharmacist-hosted events significantly higher than those held by any other medical profession.

“I am delighted to see that so many of our members are enthusiastically supporting the work of the coalition. Its important people to realize the role their pharmacist can play in safeguarding their health,” said Ron Fitzwater, CEO.

More information on individual events can be found at www.morx.com/fallsawareness

Established in 1879, the Missouri Pharmacy Association is the professional society representing Missouri pharmacists, united to improve public health and patient care, enhance professional development and advocate for the interest of the profession.

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