

**Better Pharmacare Coalition announces appointment of new Chair  
and expansion of membership .**

**Vancouver, BC, September 17, 2010** --- The Better Pharmacare Coalition (BPC) today announced that its membership has unanimously elected Rennie Hoffman as the new Chair for 2010/2011. Hoffman is currently the Executive Director of the Mood Disorders Association of BC and a retired member of the Vancouver Police Department. Commenting on his new position at the BPC, Hoffman stated: “British Columbia is in the midst of the most significant drug policy reform in 15 years. I’m extremely excited and honoured to be leading the BPC at this particular time as our provincial Government continues its implementation of the Pharmaceutical Task Force recommendations. I will work to ensure Government fulfills its commitment that British Columbian patients are a “paramount priority” as part of the decision making around the reform of the BC PharmaCare drug review process.”

The Better Pharmacare Coalition also announced that Cheryl Koehn, President, Arthritis Consumer Experts, will remain actively involved on the Coalition steering committee as Past Chair.

The Better Pharmacare Coalition also announced today the continued expansion of its membership with the recent addition of BC Coalition of Osteoporosis Physicians as the newest member of the coalition. The British Columbia Coalition of Osteoporosis Physicians is a group of physicians dedicated to the goal of giving patients with osteoporosis access to scientifically-proven treatments to help them manage osteoporosis and related bone diseases, and to have these treatments covered under our provincial PharmaCare program.

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**About the BPC**

The Better Pharmacare Coalition is a joining together of provincial and national health organizations and consumer groups with a mandate to speak on behalf of British Columbia citizens on issues related to the Government of British Columbia's PharmaCare (BC PharmaCare) program. The Coalition was formed in 1997 in response to BC PharmaCare policy development not reflective of the medical literature, best clinical practice and the needs of patients in BC. The Coalition works on behalf of more than two million consumers to ensure appropriate and timely BC PharmaCare program coverage for evidence-based medications.

The Better Pharmacare Coalition members are: Arthritis Consumer Experts, The Arthritis Society, BC & Yukon Division, BC Coalition of Osteoporosis Physicians, BC Lung Association, BC Schizophrenia Society, CARP – A New Vision of Aging, Mood Disorders Association of BC, MS Society of Canada, BC Branch and Parkinson Society British Columbia.

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