

# Pharmacy Benefact

A BULLETIN FOR PHARMACY SERVICE PROVIDERS FROM ALBERTA BLUE CROSS

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## Helping Alberta seniors to prevent falls

November is fall prevention month across Canada. It's a month dedicated to educating seniors and their families about what they can do to prevent and reduce falls. This year, Alberta Blue Cross is pleased to continue our partnership with the *Finding Balance* program and is proud to support its fall prevention month campaign. Pharmacies play an active role in this campaign by informing seniors of this campaign and making sure to distribute *Finding Balance* postcards to senior patients.

The theme for falls prevention month this year is *Stay Independent. Prevent Falls*. Throughout November, *Finding Balance* is highlighting three key messages that were developed based on current research, evidence-based practice and focus testing as part of its fall prevention month awareness campaign.

1. Keep active to improve your strength and balance.
2. Have your vision checked by an eye doctor every year.
3. Review your medications with your doctor or pharmacist.

The campaign kicked off with the lighting of Edmonton's High Level Bridge on November 2 and the Calgary Tower on November 1 in blue and orange. *Finding Balance*, in partnership with UWALK, is also hosting the Seniors Keep Active Challenge again this year. This challenge encourages seniors in Alberta to count and record their active minutes of number of steps they take from November 1 to 30.

*Finding Balance* is a national program developed by the Alberta Injury Prevention Centre to raise awareness of preventing slips, trips and falls among older Canadians using real life strategies that older adults can use to lower their risk of a fall. If you'd like more information about falls prevention month or the *Finding Balance* program, visit their web site at [www.findingbalancealberta.ca](http://www.findingbalancealberta.ca).



### When you have questions:

For assistance with benefit or claim inquiries, please contact an Alberta Blue Cross Pharmacy Services Provider Relations contact centre representative at:

780-498-8370 (Edmonton and area) • 403-294-4041 (Calgary and area) • 1-800-361-9632 (toll free)  
FAX 780-498-8406 (Edmonton and area) • FAX 1-877-305-9911 (toll free)

Alberta Blue Cross offers online access to current Pharmacy Benefacts and supplemental claiming information to assist with the submission of your direct bill drug claims. Visit <https://www.ab.bluecross.ca/providers/pharmacy-home.php>



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