



2014
winner

OVERALL PATIENT CARE

TARA MALTMAN-JUST

Vitality Integrative Medicine
Winnipeg, MB



EMPOWERING PATIENTS FOR OPTIMUM HEALTH



PHOTO: DAVID LIPNOWSKI

YOU ARE NOT A NUMBER, you are not a disease; you are a person whose concerns count. That's the mindset that pharmacist Tara Maltman-Just expects all the patients who use her community pharmacy services to adopt.

In founding Vitality Integrative Medicine, based in Winnipeg, this pharmacist—and double award winner—is putting the notion of patient-centred care into practice by providing a clinical setting where she uses conventional and evidence-based complementary treatments to better serve her patients. By combining the two worlds of medicine, Maltman-Just says she is helping people live better, more balanced lives—and she has the testimonials to prove it. “I’ve been waiting for someone to help me this way for decades. I’ve felt better than I have in 15 years,” wrote one 60-year-old patient. Another noted: “I am excited about this plan, the progress to date and going forward into good health.”

Maltman-Just uses a highly personalized and comprehensive approach to treatment, which includes an initial one-on-one consultation that can last up to two hours and a 20-page “Advanced Integrative Profile” for each patient. She then develops a therapeutic plan that fits the goals and desires of her patients, and makes sure to communicate that treatment regimen with their entire healthcare team so that there’s collaboration all around. “My approach of ‘treating the person, not just the disease’ empowers people to embrace their goals for optimal health and vitality,” she says.

She started her practice after six years of directing clinical programs for several community pharmacies. Although the business is less than two years old, her fee-for-service practice is already thriving professionally and financially. She charges \$225+/hour, gets referrals from physicians across the country and has even garnered interest from patients in other continents. In fact, using all forms of social media, she is able to regularly connect with patients and practitioners worldwide.

Vitality also hosts some 12 public education events annually that

often sell out. Maltman-Just hosts a TV mini-health series via Shaw TV and is regularly asked to comment on health issues for media across the country. She also makes presentations to healthcare practitioners on cutting-edge science that they can incorporate into their practices. She was recently featured as the expert in a five-part TV health series that highlighted how pharmacist interventions can make an impact on patients’ lives.

But Maltman-Just says “putting my patients first is the best promotional tool I could have, as word of mouth is one of my best forms of advertisement.” She also believes that her style of pharmacist-driven, community practice is one pharmacists across Canada could adopt. And through her ongoing pursuit of advanced training she is helping them do just that. She oversees the setup of outreach initiatives in partnership with multiple pharmacies and is also a trainer for several pharmacist-focused programs such as ADAPT and CATALYST.

With perfect scores from several Commitment to Care and Service judges, one said Maltman-Just was “an inspiration to pharmacists across the country—both present and future.” No doubt she’s an inspiration to her patients too.

—Rosalind Stefanac

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