



2014
winner

ADVANCED LEARNING TARA MALTMAN-JUST

Vitality Integrative Medicine
Winnipeg, MB

GROUND- BREAKING CARE MODEL INSPIRES FUTURE PRACTICE



PHOTO: DAVID LIPNOWSKI

TO SAY THAT TARA MALTMAN-JUST is blazing the way for the future of Canadian pharmacy practice is no exaggeration. As founder and executive clinician of Winnipeg-based Vitality Integrative Medicine, this pharmacist is proving that a full-time, service-based private pharmacy practice is not only possible, but profitable. (Her fees range from \$225/hour up to five figures annually for high-level, concierge-style care.)

“Through my advanced training, I have developed a novel pharmacist care model that enables me to treat my patients with the integrity, compassion, personalized and comprehensive care that I believe they deserve,” writes Maltman-Just in her winning submission to the Commitment to Care and Service Awards (CCSA).

She credits her education in patient care and integrative medicine in particular, for enabling her to develop a comprehensive care plan, which includes a 20-page profile that she uses as an intake tool for each patient. Then, after spending one to two hours on the initial consult, she combines conventional and evidence-based complementary treatments to develop a therapeutic plan, always making sure to collaborate with a patient’s other healthcare providers. “Tara’s ability to translate knowledge and her love of learning into tangible practice outcomes distinguishes her from the majority of Canadian healthcare providers,” writes a colleague Dr. Chlysta. “She has found a way to break barriers and work effectively with physicians and patients, serving an unmet need in a population of patients looking for hard-to-come-by excellence in integrative care.”

It’s no surprise then that Maltman-Just’s unique healthcare approach has attracted patients and referrals from physicians across the country, and even abroad. Her successful approach to addressing the unmet needs of patients in Manitoba has also garnered extensive TV, radio and print media attention throughout the province.

With a Masters in Medicine, this lifelong learner was among the first group of Canadian pharmacists to finish the intensive, six-month ADAPT Program. She was also successful in completing the QUIT

Program, CATALYST, as well as a Board Certification and Advanced Fellowship in Anti-Aging and Regenerative and Functional Medicine. She says she looks forward to pursuing a PhD in the future.

Given her impressive credentials, Maltman-Just is a sought-after speaker who presents twice a month on average, and is often booked six months in advance. Her topics range from how to address stress naturally to drug-induced nutrient depletions and fibromyalgia. She is also a regular contributor to multiple professional and public health publications, including the Manitoba Society of Pharmacists Communications magazine.

“I knew years ago, when I first met Tara, that she would be one of those extremely special individuals who would have a huge impact on the profession,” said her nominator Kristine Petrasko, regional pulmonary educator at the Winnipeg Regional Health Authority. “Her dedication to learning will definitely take her—and others—far.”

“This has been some of the most impressive work that I have seen in our pharmacy industry for the last two decades,” noted one CCSA judge, adding that Maltman-Just “will be an example and a role model for our future pharmacists in Canada.”

—Rosalind Stefanac

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