Public Relations Award Presented to Robin Curtis for Community and Patient Outreach Efforts

Robin A. Curtis of Ada will receive the Michigan Pharmacists Association (MPA) Fred W. Arnold Public Relations Award during the Association’s Annual Convention & Exposition, held Feb. 22-24 at the Detroit Marriott at the Renaissance Center.

The Fred W. Arnold Public Relations Award, sponsored by the Michigan Pharmacy Foundation, recognizes an MPA member showing outstanding achievement and dedication to the pharmacy profession through community education and awareness.

Understanding the role of the pharmacist in the opioid epidemic is one of Curtis’ main passions. In 2007, she graduated from Ferris State University with her Doctor in Pharmacy. Since finishing her degree, she has been involved in various aspect of pharmacy practice. She started as a pharmacy manager at the Walgreens Boots Alliance, Inc., then in 2015, began working as a clinical care coordinator for SpartanNash. She has held various clinical responsibilities at both Walgreens and SpartanNash, serving as the district diabetes coordinator and medication therapy management community lead for Walgreens, and the immunization program coordinator and clinical lead and opioid safety and naloxone program coordinator and clinical lead for SpartanNash.

Curtis has been immensely involved in community outreach and providing necessary patient education regarding opioid use and misuse and naloxone. In her role at SpartanNash she developed the “Reducing Opioid Overdose through Prevention, Education and Outreach,” an opioid safety program, that has been implemented at SpartanNash pharmacies throughout Michigan and five other states. In addition, she has worked with the Kent County Health Department to design training on opioid safety for independent pharmacists in Kent County. She has also been involved with the Michigan Society of Community Pharmacists (MSCP) to design clinical practice resources on opioid safety and naloxone use for the MPA website. Beyond that, she has been involved with the Kent County Opioid Overdose Task Force since 2016 and has engaged various stakeholders throughout the community. She has appeared on GRTV’s “Focus on the Issues” program to discuss naloxone use and participated on a WGVU panel to discuss the opioid epidemic. She has dedicated her time and energy to educating the communities of Michigan and the pharmacy professionals that serve them to reduce the impact of the opioid epidemic.

Outside of her work on the opioid epidemic, Curtis has stayed involved with MPA, serving as member of the MSCP Board of Directors and a member of the MSCP Clinical Practice Committee. She is a preceptor of pharmacy residents at SpartanNash and is a member of the American Pharmacists Association. She is certified in point-of-care testing and immunizations and has provided education to her fellow practitioners regarding opioid abuse, vaccinations, Medicare and hypertension. She demonstrates daily her passion for the profession and helping her community work together to resolve the deadly opioid crisis.

Michigan Pharmacists Association, representing the nearly 9,000 pharmacists and 15,000 pharmacy technicians in Michigan, strives to serve members by providing support, advocacy and resources that ultimately improve patient care, safety, health and the practice of pharmacy. For more information, visit www.MichiganPharmacists.org.

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