

FOR IMMEDIATE RELEASE

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**PHARMACY SOCIETY OF WISCONSIN PARTNERS WITH UW-MADISON FOR NEW
RESOURCE TO COMBAT THE OPIOID EPIDEMIC**

PSW is a Founding Partner of the Wisconsin Opioid Overdose Response Center

Madison, WI—The Pharmacy Society of Wisconsin (PSW) is proud to announce its role as a Founding Partner, in collaboration with researchers at the University of Wisconsin–Madison School of Pharmacy, for the launch of the Wisconsin Opioid Overdose Response Center (WOORC). This groundbreaking initiative is aimed at combating the opioid crisis with a special focus on fentanyl, which has been identified in [91%](#) of Wisconsin opioid overdose deaths in recent years. With the opioid epidemic claiming nearly [1,500](#) lives in Wisconsin each year, this center will provide critical tools, education, and resources to pharmacists and pharmacies across the state.

The establishment of WOORC, funded through a \$2 million federal grant, will empower Wisconsin’s more than [800 community pharmacies](#) to implement overdose prevention strategies, such as screening patients for risk factors and providing naloxone alongside opioid prescriptions. This initiative ensures that community pharmacies, one of the most trusted and accessible healthcare resources, can address the opioid crisis effectively, particularly in underserved areas of Wisconsin. As a founding partner of WOORC, PSW is committed to supporting this essential resource [housed at the UW–Madison School of Pharmacy](#).

“We are proud to have PSW as a founding partner in this center,” said Cody Wenthur, UW–Madison School of Pharmacy associate professor and one of the lead researchers of WOORC. “Their longstanding dedication to using connected networks of pharmacists to advance the scope of pharmacy practice and optimize patient care makes them a uniquely powerful resource for addressing the opioid overdose epidemic throughout the state of Wisconsin.”

PSW will play a critical role in supporting WOORC’s educational and communication efforts as the center develops, extending its reach to pharmacy professionals throughout the state. This partnership directly aligns with prior efforts conducted within PSW, which most recently included the development of the [PSW Opioid Abatement Toolkit](#) and a corresponding continuing education webinar, [Pharmacy-Powered Solutions for Optimizing Opioid Settlement Funds](#).

Through collaborative initiatives like WOORC and resources, PSW is empowering pharmacy professionals to be on the front lines of the opioid crisis, driving change and saving lives. Together, we are building a future where Wisconsin leads the nation in innovative, community-based approaches to ending the opioid epidemic.

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About the Pharmacy Society of Wisconsin

The Pharmacy Society of Wisconsin (PSW) is the unified voice of more than 4,000 of Wisconsin’s pharmacy professionals. PSW provides leadership, resources, and education to advance the practice of pharmacy and improve medication use across the state. PSW’s mission is to improve the health and well-being of Wisconsinites by collaborating with healthcare teams and transforming pharmacy practice.