Saturday, October 14, 2017

8:00 – 9:30 am

Gaylord Palms Resort & Convention Center

**Implementation Planner**

Bigger Than Band-Aids: Revenue-Building Opportunities in Wound Care

Gabe Trahan, Senior Director of Store Operations and Marketing, NCPA

Jack Dunn, RPh, Jasper Drug

Les Krenk, RPh, Maui Clinic Pharmacy

**Pharmacist and Pharmacy Technician Learning Objectives:**

Upon completion of this activity, participants will be able to:

1. Outline how to evaluate the wound care niche in your marketplace.
2. Analyze appropriate categories of products that you need to establish a comprehensive wound care section.
3. Discuss potential marketing targets and approaches for promoting and building the wound care market niche.

**Slides and resources to share with your team can be found at** [www.ncpanet.org/convention](http://www.ncpanet.org/convention)

**Disclosures:**

Gabe Trahan is the Senior Director of Store Operations with NCPA. The conflict of interest was resolved by peer review of the slide content.

Jack Dunn declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

Les Krenk declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

NCPA’s education staff declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

**What do you want to walk away with from this session?**

**Notes:**

**Take-Away Points:**

**Questions that I have:**

**Speaker Bios:**

In his role as NCPA's Senior Director of Store Operations and Marketing, **Gabe Trahan** has worked with hundreds of community pharmacies of all sizes to help them improve their images and ultimately boost front-end profits. From conducting in-store and virtual consultations to presenting at educational workshops and writing extensively on front-end retailing, Gabe has established himself as the leading expert in effective and innovative front-end design and merchandising.

Before joining NCPA in 2011, Gabe gained retail and wholesale experience in the drug store industry, working for Burlington Drug Company, a regional wholesaler, as the Director of Retail Services, and before that for City Drug Stores, a 14-store, independently owned chain of pharmacies. During that time, Gabe also worked as an independent consultant.

Gabe is a much sought-after speaker on merchandising and has presented at numerous workshops and seminars for NCPA and other pharmacy organizations and wholesalers. He has conducted hundreds of in-store consultations for community pharmacies as far away as Sitka, Alaska and Puerto Rico and many cities and towns in between, helping the store owners and staff to redesign floor plans, solve inventory issues, and improve merchandising and marketing with original techniques.

Gabe has published many resources for pharmacy owners and front-end staff. He created the [Store Report Card and the Retail Fairy Test](http://www.ncpanet.org/innovation-center/front-end-overhaul/staff-training-videos) to help store owners methodically work through their stores from the outside to the back room, looking for ways to improve sales. He is the author of the Daily Pharmacy Planning Guide, now in its third edition. He has also been quoted in periodicals such as Drug Store News, Pharmacy Times, and Elements magazine. Gabe pens a monthly column in [America’s Pharmacist magazine](http://www.ncpanet.org/newsroom/americas-pharmacist), contributes tips for NCPA’s bimonthly [Profit Makers newsletter](http://www.ncpanet.org/innovation-center/front-end-overhaul/profit-makers), posts daily tips from his Twitter account ([@NCPAGabe](http://twitter.com/ncpagabe)), and publishes new content on the [Front-End Overhaul webpage](http://www.ncpanet.org/innovation-center/front-end-overhaul) weekly.

**Jack Dunn** has been owner of Jasper Drug in Jasper, Georgia since 1979. Since taking over the business from his father, he has expanded the pharmacy services available to patients. Dunn’s patient-focused, comprehensive approach helps improve patient outcomes.

**Les Krenk** graduated from University of Nebraska Lincoln in 1970, moved immediately to Hawaii, over the next 5 years he worked in Retail, Nursing Home, Hospital and independent settings. Les started a federal funded community clinic1978.

In 1980, he bought a MD dispensing practice the following year, he brought on 2 partners in and rapidly expanded over the next 9 years to 13 pharmacies on 4 islands. Les moved to the island of Maui in 1989, opted out of the partnership and kept 1 clinic pharmacy and a small amount of debt.

Les now has 2 retail pharmacies, a diabetes education center, and works as a consultant for 2 surgery centers.

In the late 1990s, Les spent 2.5 years as the president of the Hawaii Pharmacists Association in late and another 2 years on the board of directors. In 2007, he cofounded the Hawaii Community Pharmacists Association 2007.