Monday, October 16, 2017

7:30 – 9:15 am

Gaylord Palms Resort & Convention Center

**Implementation Planner**

The Evolution of the Revolution: Changes, Successes and the Next Big Thing – A CPESN Update

David Pope, PharmD, CDE, Chief of Innovation, Creative Pharmacist

Justin Wilson, PharmD, Valu-Med Pharmacy

Joe Moose, PharD, Moose Pharmacy

Jay Williams, Marketing Communications Lead, CPESN USA

**Pharmacist and Pharmacy Technician Learning Objectives:**

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

1. Discuss the advances in enhanced services networks across the country.
2. Compare the launch of current networks and assess your readiness.
3. Describe tools that other pharmacists have used to prepare for enhanced services.

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

**Disclosures:**

David Pope is receiving an honorarium for this presentation. The conflict of interest was resolved by peer review of the slide content.

Justin Wilson is receiving an honorarium for this presentation. The conflict of interest was resolved by peer review of the slide content.

Joe Moose is receiving an honorarium for this presentation. The conflict of interest was resolved by peer review of the slide content.

Jay Williams is receiving an honorarium for this presentation. The conflict of interest was resolved by peer review of the slide content.

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:**

**David D. Pope**, PharmD, CDE is the Chief of Innovation and Co- Founder of Creative Pharmacist, a rapidly-growing suite of technologies that bridge clinical pharmacy with the retail landscape. Creative Pharmacist’s technology, including the STRAND Intervention platform, is used by clinical pharmacists across the country to combat chronic disease by providing intervention strategies and revolutionizing healthcare communication between providers. Additionally, the STRAND platform is the first technology in the country to produce the Pharmacist eCare Plan, an ONC-backed clinical document designed to bring clinical pharmacist resources more readily into the healthcare landscape. Dr. Pope also consults for a variety of healthcare organizations, including the US Center for Disease Control (CDC), on medical informatics, tobacco cessation strategies, chronic care management, and more. His company, Creative Pharmacist, was recently commended by the White House for leading Zika response efforts through community pharmacists. Dr. Pope is also Chairman of the Board of the Creative Pharmacist Foundation, a charitable arm aimed at improving health disparities across the globe. His business, Creative Pharmacist, was recently named in the University of Georgia Top 100 most rapidly growing businesses in America that are graduate-owned.

**Justin Wilson**, Pharm.D. is the co-owner of Valu-Med Pharmacy in Midwest City, OK, Bestyet Pharmacy in Harrah, OK and Valu-Med Pharmacy in Ft. Gibson, OK. In addition, Dr. Wilson is Adjunct Clinical Professor with the University Of Oklahoma College Of Pharmacy. After graduating in 2002 from the OU College of Pharmacy, Dr. Wilson completed a Community Care Pharmacy Practice residency through the University of Iowa at Osterhaus Pharmacy in Maquoketa, IA. Since starting at Valu-Med, Dr. Wilson has implemented workflow design and utilized technology to help improve dispensing and enhance patient care. This has allowed the pharmacy to expand services in the areas of diabetes management, bio-identical hormone replacement therapy, travel health immunizations, medication therapy management services, refill synchronization, and nutritional supplements. Dr. Wilson is the 4th Vice-President for the National Community Pharmacists Association (NCPA), President of the Oklahoma State Board of Pharmacy and a Past President of the Oklahoma Pharmacists Association (OPHA). He is a 18 year member of NCPA and currently chairs their steering committee for Emerging Models. Dr. Wilson is the past chair of NCPA’s Patient Care Program Development committee, the State Legislative Affairs Committee and the Pharmacy Payment Plans committee. He is a past member of their committees on Management and Innovation/Technology.

**Joe Moose**, PharmD, is a clinical pharmacist and co-owner of Moose Pharmacy and its six locations in North Carolina. Joe received his doctorate of pharmacy from Campbell University in 1990. He serves as a primary preceptor with the UNC Eshelman School of Pharmacy Community Pharmacy Residency Program. He is also a preceptor for students completing introductory and advanced practice experiential education rotations with the UNC Eshelman School of Pharmacy, Campbell University, and Wingate University School of Pharmacy. In his role at Moose Pharmacy, Joe has established collaborative practice agreements with local physicians' offices to integrate community pharmacists into a patient-centered medical home. Under his leadership, Moose Pharmacy has also partnered with the City of Charlotte and Union County to manage employees enrolled in diabetes and other disease management programs. Working with his pharmacy staff, Moose has implemented and enhanced a variety of clinical services in his pharmacy, including MTM. Joe serves as the Lead Community Pharmacy Coordinator for Community Care of North Carolina. In this role, he has built a network of more than 200 high quality community pharmacies that strive to offer enhanced value to payers. He is the recipient of the Next Generation Pharmacist of the Year Award, Next Generation Entrepreneur of the Year Award, 2015 APhA Community Pharmacy Residency Excellence in Precepting Award, and the 2010 NCPA National Preceptor of the Year Award. He has maintained professional affiliations with the National Community Pharmacists Association, the American Pharmacists Association, and the North Carolina Association of Pharmacists.

An enthusiasm for helping businesses improve their go-to-market strategy and a strong belief in community pharmacy collided for **Jay Williams** nearly 20 years ago. Since then, he has been working directly with independent community-based pharmacy owners to help them tell their story. As the Marketing Communications Lead for CPESN USA, Jay continues that journey. Prior to joining CPESN USA, Jay served as the Vice President of Marketing for PrescribeWellness, Vice President of Marketing for Cardinal Health, and Director of Marketing for AmerisourceBergen. In each of these roles, he was responsible for all of the marketing strategy and communications deliverables impacting independent community-based pharmacies. After earning his Bachelor’s degree in marketing from Ohio Northern University, Jay began his career working for a small advertising agency in his hometown of Dublin, Ohio.