Saturday, October 14, 2017

4:45 – 6:00 pm

Gaylord Palms Resort & Convention Center

**Implementation Planner**

Filling the Holes in Whole-Patient Care: Front-End Niches for Wellness, Anti-Aging and More

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

Dawn Butterfield, RPh, West Cocoa Pharmacy and Compounding

John Kim, PharmD, Robinson Drug

**Pharmacist and Pharmacy Technician Learning Objectives:**

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

1. Discuss potential pharmacy front-end niches that provide good options for health care related patient care.
2. Evaluate market attributes to assess niche potential based on patient population.
3. Discuss key counseling issues and areas of concern in the front-end patient care environment.

**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 and Marketing. The conflict of interest was resolved by peer review of the slide content.

Dawn Butterfield 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.

John Kim 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 Bio:**

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.

**Dawn Butterfield** graduated from Auburn in 1989 and has worked in in various aspects of pharmacy for over 30 years - most recently with CVS, then Walmart. She opened her store - West Cocoa Pharmacy and Compounding in Cocoa, Florida 3 years ago with her partner – Doc Scarborogh. Dawn recently has been called THE ROGUE PhARMACIST by Cigna executives as she spends her free time fighting PBMs locally with her city, county and school board.

**Dr. D.H. John Kim** is the owner and pharmacist in charge at Robinson Drug & Compounding Center. His passion for compounding and patient care led him to Robinson Drug in 2012. His interest in compounding grew since his early days of pharmacy school, which led him to complete his pharmacy externship at Professional Compounding Center of America (PCCA) in Houston, TX. To further expand his experience, he worked and managed several compounding pharmacies within New Jersey.

Dr. Kim obtained his Doctor of Pharmacy (Pharm.D.) with High Honors from Ernest Mario School of Pharmacy at Rutgers University in 2006. Afterwards, he completed his Fellowship in Anti-Aging and Regenerative/Functional Medicine from American Academy of Anti-Aging (A4M). His interest includes bio-identical hormone replacement therapy, women's health, autism, vector-borne illness, and nutrition. Recently, his patient care expanded into specialty care service dealing with IBS, multiple sclerosis, hepatitis C, rheumatoid arthritis, and psoriasis.