Saturday, October 14, 2017

1:15 – 2:45 pm

Gaylord Palms Resort & Convention Center

**Implementation Planner**

Get Plugged In – Success with Social Media and Digital Marketing

Azim Nagree, President, Digital Solutions, Digital Pharmacist

Shawn Sams, Louis Morgan Drug

Michael Macione, Director of Sales and Marketing, Hopkinton Drug, Inc.

Dennis Katz, RPh, Hopkinton Drug, Inc.

**Pharmacist and Pharmacy Technician Learning Objectives:**

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

1. Describe the necessary components of a social media business strategy.
2. Discuss best practices and tools for overcoming barriers and launching a social media presence.
3. Discuss common pitfalls in social media for the pharmacy and how they can be avoided.

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

**Disclosures:**

Azim Nagree is the President of Digital Solutions with Digital Pharmacist. The conflict of interest was resolved by peer review of the slide content.

Shawn Sams 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.

Michael Macione 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.

Dennis Katz 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.

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

**Notes:**

**Take-Away Points:**

**Questions that I have:**

**Speaker Bio:**

**Azim Nagree** oversees marketing, sales and customer success at Digital Pharmacist. From 2013 to 2016, prior to joining Digital Pharmacist, he held the position of executive director, client services and operations at Spiceworks, where he built and led a global team of 70. From 2008 to 2013, he also held the position of director of business operations and monetization at Spiceworks. Azim served as senior strategy consultant, Corporate Strategy at Dell from 2004 to 2007 and was an industry associate at Bain & Company from 2000 to 2002. Azim holds a BCom/LLB from Bond University in Australia and an MBA in Strategic Management from Wharton School of Business.

**Dennis Katz** has been the President and Pharmacist in charge of Hopkinton Drug, Inc. since 1980. Dennis graduated from the Massachusetts College of Pharmacy in 1978, and joined the pharmacy, following in the footsteps of his father who opened the pharmacy in 1954.  Since the 1980’s Dennis has focused on pharmacy compounding, he is a passionate advocate for the needs of independent community and compounding pharmacies and their patients.

Dennis is a member of Massachusetts Independent Pharmacists Association, International Academy of Compounding Pharmacists, National Community Pharmacists Association, and Professional Compounding Centers of America.

Dennis has taken on several entrepreneurial ventures including a movie rental store, and ice cream fountain, and now the Hopkinton Card & Gift store. Dennis has always been a creative risk-taker and has found success in his innovative spirit.

**Michael Macione**, has been with Hopkinton Drug since 2009 as the Director of Sales & Marketing. Michael develops the company's sales and marketing strategies, and brings a customer-focused attitude to his position. His goal is to ensure that customers are always completely satisfied with Hopkinton Drug's products and services. During Michael’s tenure with Hopkinton Drug, the company has experienced significant growth and gained national recognition within the medical and veterinary community.  He is proud to be a part of the team that facilitates community outreach programs, providing medical education to the public and raises donations for worthy causes.

Michael attended the University of Connecticut and Southern New Hampshire University where he graduated with a BS in Business. He is a member of Alpha Sigma Lambda and Delta Mu Delta, which recognizes inductees for their high educational achievements.

**Shawn Sams,** Pharm.D. is a pharmacist and Vice President for Louis Morgan Drug #4 in Longview, Texas. He received the Bachelor of Science Degree in Microbiology from Texas A&M University (2002) and the Doctor of Pharmacy Degree from the University of Texas (2006). From 2006 until 2009 Dr. Sams was a pharmacist at CVS. At Louis Morgan Drug #4 he is involved in the implementation and enhancement of clinical activities including immunizations, medication therapy management services, iMedicare consultations, and long-term care contracts. He is currently a preceptor for student pharmacists from the Ben and Maytee Fisch College of Pharmacy at the University of Texas at Tyler. One of his primary goals this year has been to reach more customers through social media, tele manager, the mobile app, text messages and the store website.