Saturday, October 14, 2017

3:00 – 4:30 pm

Gaylord Palms Resort & Convention Center

**Implementation Planner**

Specialty Pharmacy: Talk the Marketing Talk

Sheila Arquette, Executive Director, National Association of Specialty Pharmacy

Kristin Akervik, Sales Director, Sterling Specialty Pharmacy Services

**Pharmacist and Pharmacy Technician Learning Objectives:**

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

1. Outline models for recruiting, training, and compensating pharmacy marketers.
2. Develop a marketing plan highlighting the key differentiators of a specialty pharmacy.
3. Identify major differences in specialty pharmacy workflow and patient care.

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

**Disclosures:**

Sheila Arquette 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.

Kristen Akervik 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:**

**Sheila Arquette** is the Executive Director of the National Association of Specialty Pharmacy. She holds a Bachelor of Science degree in Pharmacy from the State University of New York at Buffalo School of Pharmacy. Sheila has extensive practical and leadership experience in retail pharmacy, hospital pharmacy, long-term care consulting and dispensing, in addition to the managed care, PBM and specialty pharmacy space. She is a regular speaker and participant at national pharmacy conferences, roundtables and industry meetings.

Sheila has served on the NASP membership committee and as the co-chair of the Government Affairs Committee. She was elected to the NASP Board of Directors and received the NASP Distinguished Service Award in September 2016. She also is a long- standing member of AMCP.

Prior joining NASP in February 2017, Sheila was the Director of Pharmacy Services at Independent Health. She continues to serve as a strategic pharmacy projects advisor for Independent Health.

**Kristen Akervik** is the Director of Sales at Sterling Specialty Pharmacy where she leads the sales department with the responsibility for overall growth. For 15 years, Kristen has been on a mission to connect patients with the high-quality healthcare they deserve. Kristen has channeled her passion for people into a successful career in sales leadership in the Managed Care, Pharmaceutical, Homecare and Specialty Pharmacy industries. She offers a broad and unique perspective on the art of successful healthcare sales, marketing, strategic planning and business development. Kristen’s enthusiasm for what she does is evident as she strives to live out the Sterling mission of “Building Healthier Lives Through Caring Relationships