

NCPA 2018 Annual Convention
PRELIMINARY BROCHURE

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YOUR SERVICE MODEL

B O S T O N

OCTOBER 6 - 9

NCPA[®]
NATIONAL COMMUNITY
PHARMACISTS ASSOCIATION



You say you need
real solutions?

THAT'S WHAT YOU'LL FIND AT THE NCPA 2018 ANNUAL
CONVENTION THIS OCTOBER IN BOSTON.

As your role in health care is changing, the NCPA convention is where you can discover ways to transform your pharmacy business. **Come prepared to learn, grow, and seize the moment.**

With more than 30 sessions designed to speed your evolution as a trusted health care provider and successful entrepreneur, the NCPA Annual Convention is the cutting edge, the place to connect with the innovators in community pharmacy and to **discover ideas and solutions** you can take home and put to work in your own enterprise.



1

REASONS TO ATTEND

NCPA's Annual Convention is where you'll find cutting-edge ideas, from enhanced services to business processes.



2

REASONS TO ATTEND

Come home with solutions. Not a to-do list, but action plans, ready to be implemented.

It all comes down to execution.

If you're ready to execute a successful transformation of your pharmacy business, NCPA's Annual Convention is your instruction manual. From enhanced patient services to business technology innovations, **it's where you'll find tools, techniques, and how-to resources** that can help your practice evolve. Threads include:

- Embracing opportunities: Turning ideas into profits
- Energizing your business: Getting stuff done efficiently
- Evolving your service model: The evolution of the CPESN® revolution

Read on for details about all that's here for you at America's preeminent annual learning event for community pharmacy owners and team members. Join us, and get a jump on your evolution.





**Preliminary
Schedule-
at-a-Glance**

THURSDAY, OCTOBER 4

7:30 a.m. – 7:30 p.m.

Ownership Workshop, Day 1
(Sponsored by McKesson)

8 a.m. – 5:15 p.m.

Building New LTC Business, Day 1
(Sponsored by Pharmacists Mutual)

FRIDAY, OCTOBER 5

7:30 a.m. – 6:30 p.m.

Ownership Workshop, Day 2
(Sponsored by McKesson)

8 a.m. – 5:30 p.m.

Building New LTC Business, Day 2
(Sponsored by Pharmacists Mutual)

8 a.m. – 5 p.m.

Front-End Profit Building Seminar
(Sponsored by Good Neighbor Pharmacy)

8 a.m. – 5:30 p.m.

Mental Health First Aid

1 p.m. – 5:15 p.m.

Community Pharmacy-Based Point-of-Care Testing

SATURDAY, OCTOBER 6

7:30 a.m. – 2 p.m.

Ownership Workshop, Day 3
(Sponsored by McKesson)

8 a.m. – 1 p.m.

Selling Your Pharmacy: An Action Plan
(Sponsored by Live Oak Bank)

8 a.m. – 5:15 p.m.

Educational Programming

11:30 a.m. – 12:30 p.m.

Concurrent Product Theater Luncheons

1:30 p.m. – 3:30 p.m.

15th Annual Good Neighbor Pharmacy NCPA Pruitt-Schutte Student Business Plan Competition

6:30 p.m. – 8 p.m.

Opening Night Reception

SUNDAY, OCTOBER 7

7:45 a.m. – 9:15 a.m.

Educational Programming

9:30 a.m. – 11:30 a.m.

OPENING GENERAL SESSION
with John Quiñones

11:45 a.m. – 1 p.m.

Concurrent Product Theater Luncheons

1:30 p.m. – 6 p.m.

Grand Opening of the Trade Show

MONDAY, OCTOBER 8

7:30 a.m. – 9:15 a.m.

Breakfast Symposium

8 a.m. – 9:15 a.m.

All About Your Business Breakfast

9:30 a.m. – 11:30 a.m.

Second General Session

11:30 a.m. – 12:30 p.m.

Concurrent Product Theater Luncheons

12 p.m. – 4 p.m.

Trade Show

4:15 p.m. – 5:45 p.m.

Educational Programming

TUESDAY, OCTOBER 9

8 a.m. – 10 a.m.

NCPA House of Delegates

10 a.m. – 5:30 p.m.

Educational Programming

11:30 a.m. – 2:30 p.m.

Trade Show

7 p.m. – 9 p.m.

Closing Night Reception & Party

Subject to change. Please check final program to confirm dates and times.



The Conference Keynote

OPENING GENERAL SESSION

Sunday, October 7, 2018 | 9:30 a.m.

ABC News Veteran and Host of What Would You Do?

John Quiñones's moving life story, exceptional career, and incomparable insights will make for a powerful kick-off of NCPA's 2018 Annual Convention.

In his keynote, he'll recount his odds-defying journey, convey the life-changing boost his education gave him, and provide thought-provoking insights into human nature and ethical behavior.

A lifetime of "never taking no for an answer" took Quiñones from migrant farm work and poverty to more than 30 years at ABC News and the anchor desk at 20/20 and Primetime. Along the way, he broke through barriers, won the highest accolades, and became a role model for many.

As host and creator of What Would You Do?, the highly-rated hidden camera ethical dilemma newsmagazine, Quiñones has literally become "the face of doing the right thing" to millions. It's a role that he has

enthusiastically embraced off camera, with a popular book and keynote presentations that challenge both business and general audiences to examine the What Would You Do? moments we face every day.

It's an American Dream story that will inspire and motivate you and your team. Don't miss it.

Other headline events:

- The annual 'State of the Association' and 'State of Community Pharmacy' addresses
- Election and installation of NCPA's 2018-2019 President
- The NCPA Convention Expo (see page 11)



Dave Smith
NCPA President
2017 - 2018



B. Douglas Hoey,
NCPA CEO

3

REASONS TO ATTEND

Get a how-to on
lucrative niche
services, from idea
to implementation.

Register now at www.ncpanet.org/convention



Pre-Convention Programming

BONUS: Discounted rates for double dippers! Register for a pre-convention workshop and NCPA's 2018 Annual Convention, and you'll get a discounted rate on your pre-convention workshop. See the registration form on page 5 for details.

Attend one of these pre-convention workshops to sharpen your management skills, discover new (profitable!) niches, and fine-tune your merchandising and marketing acumen.

NEW THIS YEAR: BUILDING NEW LTC BUSINESS, SPONSORED BY PHARMACISTS MUTUAL

Thursday, October 4 - Friday, October 5 (two-day event) (separate fee applies)

Regulatory changes in the skilled nursing space have made it challenging for senior care leaders. With change comes opportunity for your business. Whether you're a pharmacy owner, manager, or team member, this deep dive into the senior care marketplace will equip you to expand your LTC portfolio and pharmacy bottom line.

Walk away with:

- An understanding of what keeps the key decision makers of senior facilities awake at night.
- Strategies on how your pharmacy can provide solutions to meet LTC facility needs.
- A how-to guide on addressing the four major challenges of senior care facilities.
- A take-home plan to go after new accounts and provide additional value to your current homes.

OWNERSHIP WORKSHOP, SPONSORED BY MCKESSON

Thursday, October 4 - Saturday, October 6 (three-day event) (separate fee applies)

Are you a wannabe pharmacy owner? Or a current owner looking to polish your management skills? If so, this workshop is for you. It's an intensive three-day crash course in which you'll learn from the experiences of current successful community pharmacy owners who have been in your shoes and learned valuable lessons along the way. A majority of past Ownership Workshop attendees now own their own pharmacy. Will you be one of them?

Walk away with:

- Expert guidance on key business issues.
- Insights into how the most successful pharmacy owners operate.
- A how-to guide for creating a financial analysis, adhering to legal requirements, and applying for a loan when buying a pharmacy.
- Best practices and "lessons learned" from peers in community pharmacy.
- Store layout and niche ideas that can make or break your profit margins.

➤ **Continued on page 7**

PLEASE CHECK YOUR CATEGORY OF CHOICE.

2018 Pre-Convention Rates

Category	Ownership Workshop 10/4 - 10/6	Building New LTC Business 10/4-10/5	Front-End Profit Building Seminar 10/5	Point-of-Care Testing 10/5	Mental Health First Aid 10/5	Selling Your Pharmacy: An Action Plan 10/6
Member	<input type="checkbox"/> \$650	<input type="checkbox"/> \$650	<input type="checkbox"/> \$350	<input type="checkbox"/> \$350	<input type="checkbox"/> \$100	<input type="checkbox"/> \$350
Non-Member	<input type="checkbox"/> Staff Pharmacist: \$885 <input type="checkbox"/> Owner Manager: \$1,045	<input type="checkbox"/> Staff Pharmacist: \$885 <input type="checkbox"/> Owner Manager: \$1,045	<input type="checkbox"/> \$450	<input type="checkbox"/> \$450	<input type="checkbox"/> \$150	<input type="checkbox"/> \$450

Pre-Convention Rates Bundled with Convention Registration (discounts applied)

Category	Early Bird — 5/14 - 7/31	Regular — 8/1 - 10/5	On-site — 10/6
Ownership Workshop — 10/4 - 10/6			
Member-Owner/ Manager	<input type="checkbox"/> \$1,100 <i>(\$850 convention + \$250 OW discounted rate)</i>	<input type="checkbox"/> \$1,150 <i>(\$900 convention + \$250 OW discounted rate)</i>	<input type="checkbox"/> \$1,250 <i>(\$1,000 convention + \$250 OW discounted rate)</i>
Non-Member Owner/ Manager	<input type="checkbox"/> \$1,495 <i>(\$1,245 convention + \$250 OW discounted rate)</i>	<input type="checkbox"/> \$1,545 <i>(\$1,295 convention + \$250 OW discounted rate)</i>	<input type="checkbox"/> \$1,645 <i>(\$1,395 convention + \$250 OW discounted rate)</i>
Member-Staff Pharmacist	<input type="checkbox"/> \$825 <i>(\$575 convention + \$250 OW discounted rate)</i>	<input type="checkbox"/> \$875 <i>(\$625 convention + \$250 OW discounted rate)</i>	<input type="checkbox"/> \$975 <i>(\$725 convention + \$250 OW discounted rate)</i>
Non-Member Staff Pharmacist	<input type="checkbox"/> \$1,060 <i>(\$810 convention + \$250 OW discounted rate)</i>	<input type="checkbox"/> \$1,110 <i>(\$860 convention + \$250 OW discounted rate)</i>	<input type="checkbox"/> \$1,210 <i>(\$960 convention + \$250 OW discounted rate)</i>
Building New LTC Business — 10/4 - 10/5			
Member-Owner/ Manager	<input type="checkbox"/> \$1,250 <i>(\$850 convention + \$400 LTC discounted rate)</i>	<input type="checkbox"/> \$1,300 <i>(\$900 convention + \$400 LTC discounted rate)</i>	<input type="checkbox"/> \$1,400 <i>(\$1,000 convention + \$400 LTC discounted rate)</i>
Non-Member Owner/ Manager	<input type="checkbox"/> \$1,645 <i>(\$1,245 convention + \$400 LTC discounted rate)</i>	<input type="checkbox"/> \$1,695 <i>(\$1,295 convention + \$400 LTC discounted rate)</i>	<input type="checkbox"/> \$1,795 <i>(\$1,395 convention + \$400 LTC discounted rate)</i>
Member-Staff Pharmacist	<input type="checkbox"/> \$975 <i>(\$575 convention + \$400 LTC discounted rate)</i>	<input type="checkbox"/> \$1,025 <i>(\$625 convention + \$400 LTC discounted rate)</i>	<input type="checkbox"/> \$1,125 <i>(\$725 convention + \$400 LTC discounted rate)</i>
Non-Member Staff Pharmacist	<input type="checkbox"/> \$1,210 <i>(\$810 convention + \$400 LTC discounted rate)</i>	<input type="checkbox"/> \$1,260 <i>(\$860 convention + \$400 LTC discounted rate)</i>	<input type="checkbox"/> \$1,360 <i>(\$960 convention + \$400 LTC discounted rate)</i>
Front-End Profit Building Seminar — 10/5			
Member-Owner/ Manager	<input type="checkbox"/> \$1,000 <i>(\$850 convention + \$150 FEPBS discounted rate)</i>	<input type="checkbox"/> \$1,050 <i>(\$900 convention + \$150 FEPBS discounted rate)</i>	<input type="checkbox"/> \$1,150 <i>(\$1,000 convention + \$150 FEPBS discounted rate)</i>
Non-Member Owner/ Manager	<input type="checkbox"/> \$1,395 <i>(\$1,245 convention + \$150 FEPBS discounted rate)</i>	<input type="checkbox"/> \$1,445 <i>(\$1,295 convention + \$150 FEPBS discounted rate)</i>	<input type="checkbox"/> \$1,545 <i>(\$1,395 convention + \$150 FEPBS discounted rate)</i>
Member-Staff Pharmacist	<input type="checkbox"/> \$725 <i>(\$575 convention + \$150 FEPBS discounted rate)</i>	<input type="checkbox"/> \$775 <i>(\$625 convention + \$150 FEPBS discounted rate)</i>	<input type="checkbox"/> \$875 <i>(\$725 convention + \$150 FEPBS discounted rate)</i>
Non-Member Staff Pharmacist	<input type="checkbox"/> \$960 <i>(\$810 convention + \$150 FEPBS discounted rate)</i>	<input type="checkbox"/> \$1,010 <i>(\$860 convention + \$150 FEPBS discounted rate)</i>	<input type="checkbox"/> \$1,110 <i>(\$960 convention + \$150 FEPBS discounted rate)</i>
Community Pharmacy-Based Point-of-Care Testing — 10/5			
Member-Owner/ Manager	<input type="checkbox"/> \$1,000 <i>(\$850 convention + \$150 POC discounted rate)</i>	<input type="checkbox"/> \$1,050 <i>(\$900 convention + \$150 POC discounted rate)</i>	<input type="checkbox"/> \$1,150 <i>(\$1,000 convention + \$150 POC discounted rate)</i>
Non-Member Owner/ Manager	<input type="checkbox"/> \$1,395 <i>(\$1,245 convention + \$150 POC discounted rate)</i>	<input type="checkbox"/> \$1,445 <i>(\$1,295 convention + \$150 POC discounted rate)</i>	<input type="checkbox"/> \$1,545 <i>(\$1,395 convention + \$150 POC discounted rate)</i>
Member-Staff Pharmacist	<input type="checkbox"/> \$725 <i>(\$575 convention + \$150 POC discounted rate)</i>	<input type="checkbox"/> \$775 <i>(\$625 convention + \$150 POC discounted rate)</i>	<input type="checkbox"/> \$875 <i>(\$725 convention + \$150 POC discounted rate)</i>
Non-Member Staff Pharmacist	<input type="checkbox"/> \$960 <i>(\$810 convention + \$150 POC discounted rate)</i>	<input type="checkbox"/> \$1,010 <i>(\$860 convention + \$150 POC discounted rate)</i>	<input type="checkbox"/> \$1,110 <i>(\$960 convention + \$150 POC discounted rate)</i>
Selling Your Pharmacy: An Action Plan — 10/6			
Member-Owner/ Manager	<input type="checkbox"/> \$1,000 <i>(\$850 convention + \$150 SYP discounted rate)</i>	<input type="checkbox"/> \$1,050 <i>(\$900 convention + \$150 SYP discounted rate)</i>	<input type="checkbox"/> \$1,150 <i>(\$1,000 convention + \$150 SYP discounted rate)</i>
Non-Member Owner/ Manager	<input type="checkbox"/> \$1,395 <i>(\$1,245 convention + \$150 SYP discounted rate)</i>	<input type="checkbox"/> \$1,445 <i>(\$1,295 convention + \$150 SYP discounted rate)</i>	<input type="checkbox"/> \$1,545 <i>(\$1,395 convention + \$150 SYP discounted rate)</i>
Member-Staff Pharmacist	<input type="checkbox"/> \$725 <i>(\$575 convention + \$150 SYP discounted rate)</i>	<input type="checkbox"/> \$775 <i>(\$625 convention + \$150 SYP discounted rate)</i>	<input type="checkbox"/> \$875 <i>(\$725 convention + \$150 SYP discounted rate)</i>
Non-Member Staff Pharmacist	<input type="checkbox"/> \$960 <i>(\$810 convention + \$150 SYP discounted rate)</i>	<input type="checkbox"/> \$1,010 <i>(\$860 convention + \$150 SYP discounted rate)</i>	<input type="checkbox"/> \$1,110 <i>(\$960 convention + \$150 SYP discounted rate)</i>



PRE-CONVENTION REGISTRATION FORM

Hynes Convention Center • Boston
Oct. 4-9, 2018

REGISTRATION DEADLINE
Oct. 1, 2018

ATTENDEE INFORMATION (REQUIRED FIELDS †)

† NCPA MEMBERSHIP NO.

† GRADUATION YEAR, IF STUDENT

† LAST NAME

† FIRST NAME

† NICKNAME FOR BADGE

† COMPANY/ORGANIZATION

† STREET ADDRESS

† CITY

STATE

ZIP

† DAYTIME PHONE

† FAX

† EMAIL

METHOD OF PAYMENT (REQUIRED FIELDS †)

Enclosed check made payable to NCPA for \$ _____
(IN U.S. FUNDS, DRAWN ON A U.S. BANK)

Charge \$ _____ to my credit card
(CARD WILL BE CHARGED IMMEDIATELY)

Visa MasterCard American Express Discover

† CARD NUMBER

† EXPIRATION DATE

† SECURITY CODE

† CARDHOLDER NAME (PLEASE PRINT)

† CARDHOLDER SIGNATURE (REQUIRED)

Cancellation Policy

Cancellations must be submitted in writing and received by October 1, 2018. Cancellations should be addressed to NCPA, 100 Daingerfield Road, Alexandria, Virginia 22314, Attn: NCPA Conventions. Registrants also may send cancellations via email (eva.jones@ncpanet.org). A \$150 (\$100 for convention and \$50 for pre-convention) processing fee will be charged for **each** cancelled registration and refunds will not be issued for cancellations received after October 1, 2018, or on site. Refunds also will not be issued for "no show" registrants. Authorized refunds will be issued thirty (30) days after the close of the NCPA convention.

I consent to be photographed and/or videographed and grant permission for 2018 convention photographs and/or videos to be used by NCPA staff for promotional purposes.

My signature below indicates that I have read, understand, and agree to abide by the liability waiver and all NCPA convention policies.

SIGNATURE

DATE

MAIL TO: NCPA, 100 Daingerfield Road, Alexandria, Virginia 22314, Attn: NCPA Conventions • **FAX:** 703.683.3619

REASONS TO ATTEND

Connect with the movers and shakers in community pharmacy.
You know what they say: If you want to be successful, hang out with successful people.

4

NEW THIS YEAR: MENTAL HEALTH FIRST AID **Friday, October 5 (separate fee applies)**

One in six Americans lives with a mental health condition. Pharmacy teams are more likely to need to respond to a mental health crisis than to a situation requiring basic life support or CPR. In this 8-hour certificate program, your pharmacy team members will learn techniques for helping those who may be experiencing a mental health or substance use-related crisis.

Walk away with:

- Insights into common mental health conditions and how they affect your patients' wellbeing.
- Strategies to respond to persons dealing with mental health concerns, especially in crisis situations.
- Tools to respond to signs of addiction and mental illness, especially in your pharmacy.

FRONT-END PROFIT BUILDING SEMINAR, SPONSORED BY GOOD NEIGHBOR PHARMACY **Friday, October 5 (separate fee applies)**

Here is a chance to learn about the three proven ways to attract new customers and how to be great at all three. In one day you will also learn merchandising and strategic pricing methods that will entice customers to buy more. This one-of-a-kind and unbiased program is designed for store owners, managers and anyone with a passion for making their store great.

Walk away with:

- Curb appeal that says we are alive and doing well, come on in.
- A clear understanding of how to rejuvenate a store interior while staying on a budget.
- Pricing strategies to become competitive with OTC sales while maintaining profit margins and increasing inventory turns.
- New niche ideas! Explore opportunities from Specialty Teas to Wound Care.
- End-caps that will become a profit center.

- Transformation plans for specific sections of your store.
- How to be a better buyer.

NEW THIS YEAR: COMMUNITY PHARMACY-BASED POINT-OF-CARE TESTING CERTIFICATE COURSE

Friday, October 5 (separate fee applies)

It's predicted to exceed immunizations as a driver of pharmacy revenue, according to research from Deloitte. It's point-of-care testing, or POCT, and it's a natural niche for innovative pharmacies. In this program, you and your team will get nuts-and-bolts details on how to establish a successful community pharmacy-based POCT program.

Walk away with:

- Clinical knowledge of how to assess, administer POCT, and refer as needed.
- Resources on establishing a profitable POCT program.
- Practical tools to establish collaborative relationships with prescribers in the community.
- Certificate in providing POCT in the pharmacy.

SELLING YOUR PHARMACY: AN ACTION PLAN, SPONSORED BY LIVE OAK BANK

Saturday, October 6 (separate fee applies)

Don't do succession by the seat of your pants. Successful pharmacy owners need an exit strategy. From valuing your enterprise to tax strategies, this program will explain your transition options and help you plan for your pharmacy's future.

Walk away with:

- Tools to manage risk and maximize financial and legal resources when planning your business succession.
- Answers to your questions from a panel of financial planners, accountants, lawyers, and retirement experts.
- An understanding of your transition options, including how to preserve your pharmacy's legacy.
- Resources on making the most of your investment to fund your retirement or next venture.

5

REASONS TO ATTEND

Build your network:
Contacts. Resources.
Partners.



Along with the latest developments on critical industry-related issues like DIR fees, CPESN®, GER, and specialty medications, the NCPA 2018 Annual Convention offers extraordinary learning opportunities for you and your team. Below is a partial list. Stay tuned as additional sessions are added between now and the start of the convention. You can find the latest at www.ncpanet.org/convention.

SATURDAY, OCTOBER 6

Contracting with Third Party Payers: What You Never Knew You Didn't Know

Walk away with:

- Tips on understanding and reviewing contract provisions.
- Tips to manage Generic Effective Rate, or GER, in third party contracts.
- Insight into the impact of GER on financial opportunities and accounting.

How You Can Let Go to Grow: Staff Roles in a Changing Market

Walk away with:

- Workflow tools to help you assign roles for star ratings, inventory, and staff specialists.
- Real-life examples from peers on successful delegation.
- An action plan and training for your staff.

Communicating This Way Can Improve Your Star Ratings

Walk away with:

- Secrets to approaching patients differently to yield dramatically healthier patient behaviors.
- Practical strategies to improve adherence and lower total cost of care.
- Staff training tools to engage patients.

Tax Strategies for a New Tax Environment

Walk away with:

- An understanding of the implications of the new federal tax code.
- Guidance on how the new “pass through” income regulations will affect your tax bill.
- Tips on new deduction and capital improvement regulations.

6

REASONS TO ATTEND

Get special convention-only deals on products and services from our expo vendors.

Opioids: The Patient, the Process, the Big Picture

Walk away with:

- Guidance on talking to patients about risks and benefits.
- Workflow best practices for managing opioid prescriptions in the pharmacy.
- Tips on naloxone dispensing, drug disposal, and other initiatives that impact your pharmacy.

Appointment with Profits: Building a Profitable Functional Medicine Niche

Walk away with:

- Resources to improve your expertise in functional medicine.
- Marketing ideas to reach out to current patients with a new program.
- Best practices for launching and monitoring an appointment schedule.

The Riches are in the Niches

Walk away with:

- Peer examples of profitable product lines in compression, wound care, beauty, and more.
- Ideas and resources for setting up niches in your pharmacy.

Patient Care and Profits in Nutrient Depletion and Vitamin Supplementation

Walk away with:

- Tips for identifying and recommending products based on a patient's individual needs in a growing, high-margin niche.
- Marketing and branding ideas to position yourself as the go-to source for supplementation.
- Guidance on how to get your staff to engage in recommendations.

SUNDAY, OCTOBER 7

Interview Secrets for Getting Your Story Told

Walk away with:

- Ideas on reaching out to reporters to become the go-to source for health care in your community.
- Real-life examples of how to tell the story of PBM abuses to the media.
- A how-to guide for working with a reporter "on the record" and "off the record."

Medical Billing: Uncovering Blindspots and Adding Revenue

Walk away with:

- Ideas for profitable collaboration with primary care practices.
- Solutions for the most common costly billing errors when working with prescribers.
- Tools to train team members as billing specialists.

MONDAY, OCTOBER 8

CPESN Success Stories: What Plan Sponsors are Buying

Walk away with:

- Success stories from peers and CPESN® networks.
- Action items to discuss with plan sponsors in your area.
- Service sets that are attractive to plan sponsors.

Let's Give Them Something to Talk About: The Good News About Compounding

Walk away with:

- Peer practices that use good news stories locally with patients and providers.
- Story ideas for social media channels to boost the perception of compounding and its benefits.
- Best practices for building local relationships with prescribers.

TUESDAY, OCTOBER 9

Personalized Medication Delivery that Plan Sponsors Value

Walk away with:

- A checklist of delivery driver activities that improve patient care.
- Guidance on how to differentiate your delivery from competitors.
- Tip sheet on what plan sponsors want documented.

Incentives that Get the Most Out of Your Team

Walk away with:

- Employee incentive ideas that work.
- Job structuring ideas for a happy, productive pharmacy team.
- A guide to generational differences and how they affect staff motivation.

The Bloom of Hemp: CBD Oils in the Community Pharmacy

Walk away with:

- Full information about the legality of CBD oil products.
- The uses of CBD oils for patient conditions.
- Marketing tips for introducing CBD oils as a product.

Finding Synergies Between Clinic-Based and Community Pharmacists

Walk away with:

- Real examples of successful partnerships between pharmacists in the clinic and community.
- Talking points on how to approach clinic-based pharmacists to establish mutually beneficial relationships.
- Tips on how a strong partnership can help grow your business.

Friend or Foe — Brokers' and Advisors' Impact on Plan Sponsor Decisions

Walk away with:

- A clear understanding of the role of brokers and health plan advisors.
- Ideas on how a community can work with a broker for employee insurance options.
- A how-to guide on finding brokers and reaching out to those that can help in your local market.

The Secret of “Pain Point” Marketing

Walk away with:

- A how-to guide on finding potential partners' “pain points” that your pharmacy can alleviate.
- Real-life success models from pharmacy peers

DON'T MISS OUR MUCH-LOVED SHOOT THE BREEZESM SESSIONS. You'll only find them at NCPA — where pharmacy owners like you can get the first-hand “intel” and perspective you need, directly from your peers, to make that great idea happen. They're among the highest-rated convention sessions, and they're back this year by popular demand.

working with physicians, long-term care facilities, and self-insured employers.

- Collaborative practice building based on identified “pain points.”

The Future of 340B

Walk away with:

- A clear understanding of the massive changes looming for 340B and what's behind them.
- The likelihood of change happening.
- Insights into how 340B might look when it comes out on the other side.

Pharmacy Front-End Refresh for under \$1,000

Walk away with:

- An easy-to-use checklist to evaluate your pharmacy front end.
- 5+ suggestions for a low cost and high impact re-design.
- Marketing ideas to attract new patients.

Subject to change. Please check final program to confirm dates.





Expo

“Hundreds of vendors here who can help improve my practice and run my business better. Wow!”

The premier event for community pharmacists also happens to feature the largest gathering of community pharmacy-focused product and service vendors you’ll find anywhere.

NCPA’s Expo 2018 is your opportunity not only to hear about but try out products, services, and technology aimed at helping you transform your pharmacy business. Our exhibitors’ success depends on your success. The NCPA Expo is your one-stop shop for identifying just the right win-win partnerships to spur your pharmacy’s evolution. And don’t forget: Many of our vendors offer special discounts you can only get at the Expo!

Register now at www.ncpa.net.org/convention

LOCATION

Hynes Convention Center, HALL CD

Exhibit Hours

Sunday, Oct. 7, 1:30 p.m. – 6 p.m. with reception

Monday, Oct. 8, 12 p.m. – 4 p.m. with lunch

Tuesday, Oct. 9, 11:30 a.m. – 2:30 p.m. with lunch

7

See the latest technology, products and services that can boost your business.

REASONS TO ATTEND

Accommodations & Getting to Boston



CONVENTION SITE

The John B. Hynes Veterans Memorial Convention Center is the venue for NCPA's 2018 Annual Convention. It is connected to the Sheraton Boston Hotel and located across the street from the Hilton Boston Back Bay, NCPA's official host hotels.

John B. Hynes Veterans Memorial Convention Center

900 Boylston Street
Boston, MA 02199
www.signatureboston.com/Hynes

HOST HOTELS

Sheraton Boston Hotel

(Note that the Sheraton brand is now owned by Marriott.)
39 Dalton Street
Boston, MA 02199
(617) 236-2000

The Sheraton Boston Hotel is centrally located in Boston's popular Back Bay, just steps from some of the city's most

popular attractions. Love to shop? The hotel is connected to the Prudential Center and upscale Copley Place Mall, offering more than 200 shops and restaurants.

Hilton Boston Back Bay

40 Dalton Street
Boston, MA 02199
(617) 236-1100

The Hilton Boston Back Bay is located next to the Sheraton Boston and directly across the street from the Hynes Convention Center.

GETTING THERE

The Sheraton Boston and Hilton Boston Back Bay are approximately six miles from Boston's Logan International Airport (BOS), or 10-15 minutes by car. Taxicabs are about \$38 one way due to tolls and fees.

Both the Sheraton and Hilton partner with Go Boston Shuttle Service, a shared van service to

and from Logan International Airport (BOS), available to hotel guests 24/7 with advance reservations. For reservations, go to www.gobostonshuttle.com.

AMTRAK (BACK BAY STATION)

Attendees may also access both the Sheraton and Hilton hotels via Amtrak. Please be sure to disembark at the next-to-last stop (Back Bay Station) rather than the final stop (South Station).

BACK BAY LOGAN EXPRESS

The Back Bay Logan Express — a blue bus with orange accents — makes stops at Logan International Airport terminals and at Hynes Convention Center, which is adjacent to the Sheraton. The fee is \$7.50 per person with credit or debit card, or \$3 with a valid MBTA pass. Cash is not accepted. The shuttle runs every 20 minutes. From the airport, the first departure is at 6 a.m. and last departure is at 10 p.m. From the convention center, the first departure is at 5 a.m. and last departure is at 9 p.m. Travel time is approximately 20 minutes.

REASONS TO ATTEND

Get briefed on industry issues and trends – DIRs, reimbursements, pharmacy choice, opioids, and more.

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EXCEL. Multiple Locations Conference • February 27 – March 2, 2019

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