



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.

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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.

