

Your Annual Convention: Opportunities, Solutions, Profits



We've made some adjustments to this year's NCPA Annual Convention, which will be held Oct. 15-19 in New Orleans, to present solutions in a format that is slap-your-forehead easy to digest and implement. We understand that the challenges you face daily are not one dimensional, and neither are the solutions. This year's programming brings you multi-dimensional solutions, opportunities, and profits to cover all aspects of your store. The three dimensions are the front end, expanding patient care opportunities, and the back office.

Importantly, peers will share their successes in money-making, high-margin, health and wellness-focused niches; show you how to capitalize on profitable opportunities to expand your practice into a variety of clinical services; and give you insights on the "stuff they didn't teach us in pharmacy school" parts of running a business. Each program has a purpose, and just in case it's not clear, each program describes what you will "Walk Away With."

The humorist and author Mark Twain once said, "I have never let my schooling interfere with my education." Likewise, pharmacists should not let continuing education prevent them from learning something that helps them be more successful running their business, caring for the people in their community, and squeezing out more personal time for themselves!

Several of the educational sessions will include 20- or 30-minute discussion periods at the end so attendees can exchange their success secrets.

The NCPA Annual Convention will still have CE opportunities, but more than ever we'll have a mix of non-CE programs for you to choose. Not advertorials, but programs where successful pharmacy owners have the freedom to share what products and services helped them build their businesses.

We're also expanding the opportunities for idea-sharing at this year's event. The weekend will kick off with a large knowledge-sharing session on Saturday afternoon featuring a room full of successful business owners from all over the country describing their profit ideas and stories. Several of the educational sessions will include 20- or 30-minute discussion periods at the end so attendees can exchange their success secrets. You're guaranteed to pick up a tip or two during the convention that will save or make you money in your pharmacy business.

And that is what makes the NCPA Annual Convention truly unlike any other conference you will attend this year: people like YOU who have discovered new products, implemented

new methods of accomplishing tasks, and learned valuable insights along the way. Success walks the hallways of the NCPA Convention because you are there. It is an investment in your business that will pay you dividends. Learn more at www.ncpanet.org/convention. ■

Best,

B. Douglas Hoey, Pharmacist, MBA
NCPA Chief Executive Officer