

NCPA MULTIPLE LOCATIONS PHARMACY CONFERENCE | FEBRUARY 10–14, 2016

Fort Myers FLORIDA

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NCPA MULTIPLE LOCATIONS PHARMACY CONFERENCE

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Closing Night Reception



The National Community Pharmacists Association (NCPA) is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education. NCPA's 2016 Multiple Locations Conference offers participants up to 10.5 contact hours (1.05 CEUs) of continuing pharmacy education credit.

Program Schedule

WEDNESDAY, FEBRUARY 10

1 – 5 p.m.

Registration—Calusa Pre-Function

7 – 10 p.m.

Welcome Reception—Royal Palm Courtyard

THURSDAY, FEBRUARY 11

7 a.m. – 12 p.m.

Registration—Calusa Pre-Function

7 – 8 a.m.

Revenue-Building Business Breakfast (non-CE)—Calusa Terrace

Join this fast-paced breakfast focused on pharmacy revenue opportunities. Get acquainted with new opportunities to diversify your business and partners to help you thrive in today's marketplace.

7 – 8:30 a.m.

Breakfast Buffet—Calusa Terrace

8 – 10 a.m.

General Session I—Calusa Ballroom A-E

Issues and Answers: A Member Briefing

ACPE UAN: 0207-0000-16-020-L04-P

ACPE UAN: 0207-0000-16-020-L04-T

2.0 contact hours (0.2 CEUs)

Activity Type: Knowledge-Based

This informative one-on-one session with NCPA's CEO and top legislative staff will brief you on the here and now issues, the latest on where the industry is going, and pharmacy's new business opportunities. Come prepared to hear more about NCPA's 2016 legislative strategy for community pharmacy, what lies ahead for the re-engineering of pharmacy practice, and the issues that will be presenting opportunities and challenges in the months and years to come. Bring your questions and suggestions for an opportunity to see around the corner to independent pharmacy's future.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss three current legislative issues that affect your independent community pharmacy practice.
2. Review the status of legislative actions concerning community pharmacy.
3. List and discuss three current initiatives toward improved change in the community pharmacy marketplace.

Speakers: B. Douglas Hoey, CEO, National Community Pharmacists Association, Alexandria, Va.; Steve Pfister, Senior Vice President, Government Affairs and Director of NCPA Advocacy Center, National Community Pharmacists Association, Alexandria, Va.

10 a.m. – 12 p.m.

General Session II—Calusa Ballroom A-E

The Future Starts Yesterday: A Comprehensive Industry Strategy Session

ACPE UAN: 0207-0000-16-021-L04-P

ACPE UAN: 0207-0000-16-021-L04-T

2.0 contact hours (0.2 CEUs)

Activity Type: Knowledge-Based

Pharmacy does not exist in a vacuum and this global health care intelligence from an industry visionary puts together pieces from all of the players—pharmacy, wholesalers, manufacturers, health systems, and government—to bring into focus a clear picture of the future. How do all the sectors intersect and how can they work together? What is the impact for community pharmacy and how do we act today to position ourselves for success in the future environment? This session will examine these questions and more.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss the product landscape: brands, generics, biosimilars, consumer goods, private label, pricing pressure, access of science, and approval of science.
2. Discuss the payer landscape: government reach and influence, increasing premiums, OOPs, and deductibles, restriction, and Kaiserification.
3. Discuss consolidation: “power of big 3” anything, vertical consolidation, drivers, and impacts.
4. Discuss globalization: strengthening business models and economies of scale.
5. Discuss societal trends: consumerism, waste removal, democratization, “uberization,” decline of paternalism, and ubiquitous digital information.
6. Discuss applied technology and data: digitization of patient and provider, quantum computing, multi-dimension, patient views, mega-cohorts, telehealth, and digital doctors.
7. Discuss innovation: regenerative, precision, testing, AI, robotics, and e-health.
8. Discuss political trends: balance individual and society and dealing with speed.

Speaker: William Roth, Founding Partner, Blue Fin Group, Chesterfield, Mo.

SPECIAL PROGRAMMING—The Good Neighbor Pharmacy NCPA Pruitt-Schutte Student Business Plan Competition Presentation

The Good Neighbor Pharmacy NCPA Pruitt-Schutte Business Plan Competition is the first national competition of its kind in the pharmacy profession. The goal of the competition is to motivate pharmacy students to create a business model for buying an existing pharmacy, establishing a junior partnership, or developing a new pharmacy. A team of pharmacy students from the University of Arkansas for Medical Sciences College of Pharmacy placed first at the NCPA 2015 Annual Convention at National Harbor, Md. The team members are: Kristen Belew, Luke Morrison, Brooklyn Pruitt, and Christina Watkins; Advisors: Dr. Seth Heldenbrand and Dr. Schwanda Flowers; Dean: Keith Olsen.

The Good Neighbor Pharmacy NCPA Pruitt-Schutte Student Business Plan Competition is supported by Good Neighbor Pharmacy, Pharmacists Mutual Companies, and the NCPA Foundation.

12:30 – 1:30 p.m.

Luncheon—Calusa Terrace

1:30 – 2:30 p.m.

Shoot the Breeze—Captiva (Pharmacy owner/managers only)

1:30 – 2:30 p.m.

Shoot the Breeze—Calusa Ballroom A-E (Exhibitors only)

2:30 – 5 p.m.

Tour (Meet in hotel lobby)

6 – 7 p.m.

LDF Fundraiser Reception—Calusa Terrace

FRIDAY, FEBRUARY 12

7 a.m. – 12 p.m.

Registration—Calusa Pre-Function

7 – 8 a.m.

Front-End Focused Business Breakfast (non-CE)—Calusa Terrace

Focus on new products you can use to differentiate your pharmacies in this breakfast centered on front-end profit opportunities.

7 – 8:30 a.m.

Breakfast Buffet—Calusa Terrace

8 a.m. – 12 p.m.

General Session III—Calusa Ballroom A-E

Team Work: New Roles for Community Pharmacy in the Changing Health Care Environment

ACPE UAN: 0207-0000-16-022-L04-P

ACPE UAN: 0207-0000-16-022-L04-T

4.0 contact hours (0.4 CEUs)

Activity Type: Application-Based

The evolution of the health care economy is presenting opportunities for community pharmacies to pursue new relationships with patients as well as other health care providers and systems. Challenges to capitalizing on these new opportunities range from resources to ROI models. This program will focus on tactics your peers have used successfully to overcome challenges from workflow and training to patient and provider engagement. Opportunities and reimbursement models for this evolving role will be explored to help you capitalize on key opportunities for new revenue sources.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Review clinical opportunities available in your community pharmacy market and draft a plan of action for capitalizing on the available opportunities.

2. Discuss staff roles to facilitate and focus your resources to best take advantage of clinical opportunities.
3. Review the components you as an independent can bring to a health care partnership that differ from chain competition.
4. Discuss stages of involvement to phase in clinical programs.

Speakers: David Pope, PharmD, CDE, Chief of Innovation, Creative Pharmacist, Evans, Ga.; Joe Moose, PharmD, Moose Compounding Pharmacy, Concord, N.C.; Bryan Ziegler, PharmD, Executive Director, Kennedy Pharmacy Innovation Center, Columbia, S.C.; Ashley Branham, PharmD, Moose Compounding Pharmacy, Concord, N.C.

12 – 1 p.m.

Luncheon—Calusa Terrace

12:30 – 3:30 p.m.

Partners in Success Networking Exhibits—Calusa Ballroom F-H

1:30 – 3:30 p.m.

Grand Prize Drawings—Calusa F-H

5 – 6:30 p.m.

NCPA PAC/LDF Catamaran Sunset Cruise (Depart from hotel lobby)

Evening on own

SATURDAY, FEBRUARY 13

7 – 8:30 a.m.

Breakfast Buffet—Calusa Terrace

8 – 10:30 a.m.

General Session IV—Calusa Ballroom A-E

The Wellness Destination: A New Focus for the Pharmacy Front End

ACPE UAN: 0207-0000-16-023-L04-P

ACPE UAN: 0207-0000-16-023-L04-T

2.5 contact hours (0.25 CEUs)

Activity Type: Application-Based

Personal care and patient relationships are a springboard to a health and wellness destination that patients cannot find in the large chain store environment. Trends show a rapidly growing consumer investment in stress relief, anti-aging, weight loss, sleep aids, and wellness products that are natural companion sales to your patients who already trust your advice and visit your stores. The session will also discuss how to get this message out beyond your current patient base to a consumer looking for a trusted health care professional who can address their wellness needs. This session will network you in with your innovative pharmacy peers who have developed one or more strong niches that have been successful in significantly boosting front-end profits and increasing value for their patients.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss front-end niche viability and tailoring your product

mix to attract new customers and increase opportunity with current customers.

2. Review the components needed for a successful niche launch, including product, training, and staffing.
3. Evaluate the key components of branding, how to utilize current patient outreach, and supplement with new methods to create brand awareness for your front-end health and wellness niches.

Speakers: Gabe Trahan, Senior Director of Store Operations and Marketing, NCPA, Burlington, Vt.; Steve Fettman, RPh, Davies Pharmacy, Inc., Canton, Ohio; Annette Duncan, RPh, PharmD, Wynn's Pharmacy, Griffin, Ga.; Dawn Butterfield, RPh, West Cocoa Pharmacy and Compounding, Cocoa, Fla.; Wayne Glowac, Chief Marketing Officer, Kramer Printing, Waunakee, Wis.

10:30 a.m. – 12 p.m.

General Session V—Calusa Ballroom A-E

Vitamins and Supplements—Profit and Patient Care Opportunity (non-CE)

Health and wellness niches are an area of substantial opportunity for the community pharmacy. The combination of knowledge and high-touch service puts you in the ideal position to help your patients who are looking for solutions with vitamins and nutritional supplements. Highly successful peers will walk you through the steps they have taken, the resources they have used, and the most effective marketing they have developed, and will answer your questions to help you take your vitamin section to a new, patient-helpful, pharmacy-profitable niche.

Speakers: Gabe Trahan, Senior Director of Store Operations and Marketing, NCPA, Burlington, Vt.; Josh Rimany, RPh, Dilworth Drug and Wellness Center, Charlotte, N.C.; Tom Kelley, RPh, Medicine To Go Pharmacies, Forked River, N.J.

12 – 1 p.m.

Luncheon—Calusa Terrace

1 – 2 p.m.

Shoot the Breeze—Captiva (Pharmacy owner/managers only)

2:15 – 5 p.m.

Tours (Meet in hotel lobby)

7 – 8 p.m.

Closing Night Reception—Calusa Terrace

Sponsored by Upsher-Smith Laboratories

8 – 10 p.m.

Closing Night Dinner—Calusa Ballroom A-E

Sponsored by PCCA

SUNDAY, FEBRUARY 14

7 – 9 a.m.

Breakfast Buffet—Tarpon Bay Room

Exhibitors

AmerisourceBergen | Alan Wilson

281-352-0255 | awilson@amerisourcebergen.com

AmerisourceBergen is one of the largest global pharmaceutical sourcing and distribution services companies. With services ranging from drug distribution to reimbursement and pharmaceutical consulting services, AmerisourceBergen delivers innovative solutions across the pharmaceutical supply channel.

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Auburn Pharmaceutical | Lisa Rossi

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678-920-8719 | alan.krinsky@centorrx.com

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Computer-Rx | Scott Meadows

800-647-5288 | scottmeadows@computer-rx.net

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CoverMyMeds | Michael Bukach

614-300-1599 | mbukach@covermymeds.com

CoverMyMeds' prior authorization functionality easily integrates with pharmacy systems to help reduce prescription abandonment, eliminate administrative waste, and provide faster determinations. Learn more at covermymeds.com.

DaVinci Laboratories | Adam Killpatrick

802-872-1924 | akillpatrick@foodsciencecorp.com

For over 40 years, DaVinci® Laboratories has been a leader in nutritional research, product development, and innovation from our home state of Vermont.

Designer Greetings | Lou Cerritelli

800-654-6960 | info@designergreetings.com

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Dry Corp, LLC | Andy Smith

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Epicor Software | Robert Corona

408-813-2025 | rcorona@epicor.com

Epicor Software Corporation is a global leader delivering inspired business software solutions to the manufacturing, distribution, retail, and service industries. For more information, visit www.epicor.com.

First Financial Bank—Pharmacy Lending Div. | Bob Graul

870-881-5299 | bgraul@ffb1.com

Pharmacy lending.

Formula 3 Marketing | Dan McDearmid

772-919-1017 | dan@formula3marketing.com

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Independent Pharmacy Cooperative | Judy Sherbarn**608-834-4815 | judy.sherbarn@ipcrx.com**

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InPharmacy Jobs | Beka Dominguez**919-322-5720 | beka@inpharmacyjobs.com**

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KloudScript | Joe Ulrich**639-470-0466 | joe@kloudscript.net**

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Live Oak Bank | Jimmy Neil**910-212-4951 | jimmy.neil@liveoakbank.com**

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Mirixa Corporation | Brooke Kane**703-865-2044 | bkane@mirixa.com**

Mirixa is the leading provider of Medication Therapy Management (MTM) and targeted, pharmacist-delivered services to health plans. An MTM pioneer, we've been building connections since 2005.

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At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety, and value in the discovery, development, and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments, and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments, and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us.

Pharmacists Mutual Companies | Laurie Harms**515-395-7247 | laurie.harms@phmic.com**

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Pharmacy Quality Solutions | Zac Renfro**919-864-9756 | zrenfro@pharmacyquality.com**

Pharmacy Quality Solutions is the maker of EQuiPP, the first national pharmacy quality measurement, benchmarking, and reporting platform for pharmacies and health plans.

PioneerRx | Marsha Bivins**800-850-5111 | marsha@pioneerrx.com**

PioneerRx delivers weekly, cutting-edge improvements that are designed to provide speed, simplicity, consistency, and flexibility to help pharmacies make more money and have more fun.

Prevagen | Dakota Miller**608-827-8000 | dmiller@quincybioscience.com**

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PRS Lattanzio Consulting Group | Harry A. Lattanzio**800-338-3688 | prsinfo@prsrx.com**

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QS/1 | James Higley**864-253-8600 | jhigley@qs1.com**

QS/1 provides and supports the industry's premier pharmacy management systems for independent retail, chain, long-term care, and outpatient pharmacies, including HME software.

Retail Management Solutions, LLC | Mike Gross**360-438-8276 | mikeg@rm-solutions.com**

Utilizing RMS' solutions, and interfacing to over 25 different Rx systems, many NCPA members have benefitted from increased efficiencies, year-over-year growth, and higher profits.

River City Pharma | Brian Martin**855-277-6353 | brian.martin@rxrivercity.com**

River City Pharma is a sales, marketing, and distribution company that delivers pharmaceuticals and personalized solutions to more than 16,000 independent, chain, and long-term care pharmacies. River City Pharma services its customers by utilizing our market-leading telemarketers approach and by utilizing our proprietary call-center technology. River City Pharma warehouses over 4,000 products including generic, brand, OTCs, CII products, injectables, specialty pharmaceuticals, medical/surgical supplies, vaccines, and vitamins. Our model is simple: we provide aggressive pricing that meets the needs of our customer base.

Rx Systems, Inc. | Derek Jensen**636-925-0001 | dmjensen@rxsystems.com**

Family-owned manufacturer of Rx labels, bags, vials, and pill cards, plus distribution of the EYECON pill counter. Visit us to review Star Ratings and adherence tools.

RxWiki, Inc. | Brent Werbeck**512-630-1773 | Brent@rxwiki.com**

The RxWiki Digital Pharmacist program is reimagining the pharmacist-to-patient relationship by providing community pharmacists with innovative mobile pharmacy and patient engagement solutions.

ScriptPro | Sara Birkhead**913-403-5209 | sbirkhead@scriptpro.com**

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Smith Drug Company | Rick Simerly**864-582-1216 x 1278 | rsimerly@smithdrug.com**

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Surescripts, LLC | Ken Whittemore, Jr.**703-921-2114 | ken.whittemore@surescripts.com**

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Thrifty White Pharmacy Affiliated Pharmacy Program | Scot Rewerts**763-280-1888 | srewerts@thriftywhite.com**

Thrifty White Affiliated Pharmacy Program provides support and leverage to independently owned and operated pharmacy organizations by providing access to nationally negotiated contracts for goods and services.

Upsher-Smith Laboratories, Inc. | JoAnn Gaio**763-315-2190 | joann.gaio@upsher-smith.com**

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Vinco, Inc. | Christine Davis**724-538-5050 | cdavis@vincoinc.com**

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voiceTech | Nisha Abdullah**941-556-0150 | nabdullah@voicetechinc.com**

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February 15 – 19, 2017

Hotel del Coronado, San Diego, Calif.

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