

# 2016 NCPA ANNUAL CONVENTION

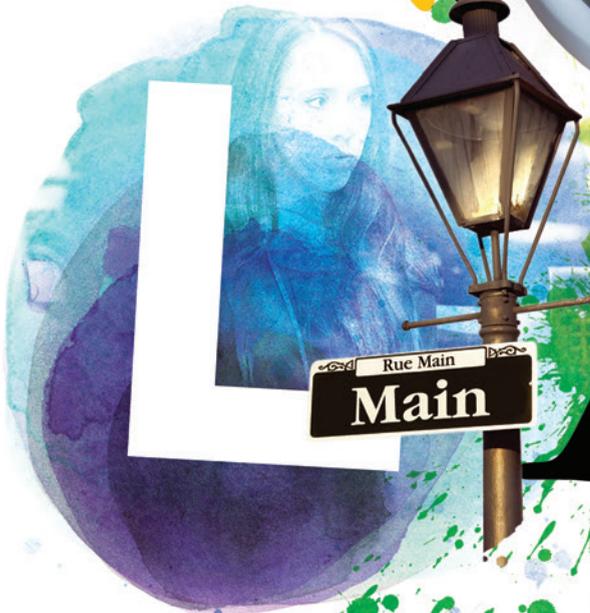
Ernest N. Morial Convention Center

## New Orleans

[www.ncpanet.org/convention](http://www.ncpanet.org/convention)

OCTOBER 15-19

#NCPA2016



**Opportunities  
Solutions  
Profits**

**NCPA**<sup>®</sup>  
NATIONAL COMMUNITY  
PHARMACISTS ASSOCIATION

Looking for a reason to attend the NCPA Annual Convention? How about eight?

From education to networking to fun on the town, the possibilities are endless—but only if you're here!

1

It's about who you meet.

Develop lasting relationships with your peers and generate new ideas to grow your business.

Phone: (703) 683-8200  
Email: info@ncpanet.org

2



Didn't learn that in pharmacy school? With 25+ educational programs on topics ranging from accounting to technology, we can help you run a successful business.

3



Speakers who are pharmacy owners just like you. They've been there, done that, and learned valuable insights along the way—and want to share them with you.



New Orleans! Unique food, music, history, and culture. Need we say more? Laissez les bons temps rouler!

4

Win-win partnerships with companies and vendors who succeed if YOU succeed. They can help you boost your profits.



5

Peer-tested solutions and niches that will enhance profits, reduce costs, and bring new patients into your pharmacy—and not just for scripts.

6

What you need to know to stay ahead of the new health care trends affecting community pharmacy—and how you can prepare your business.

7

Special deals on products and services for community pharmacies that you can only get at the show.





New Orleans

## Preliminary Schedule At-A-Glance

*All sessions and activities will take place at the Ernest N. Morial Convention Center unless otherwise noted. This schedule is subject to change; please check [www.ncpanet.org/convention](http://www.ncpanet.org/convention) for updates.*

### **Thursday, October 13**

*8 a.m. – 5:15 p.m.*

High Performance Strategies for LTC Pharmacies\*  
*Sponsored by Pharmacists Mutual Companies*  
(Hilton New Orleans Riverside)

*9:30 a.m. – 6:45 p.m.*

Ownership Workshop\*  
*Sponsored by McKesson*  
(Hilton New Orleans Riverside)

### **Friday, October 14**

*7 a.m. – 7:45 p.m.*

Ownership Workshop\*  
*Sponsored by McKesson*  
(Hilton New Orleans Riverside)

*8 a.m. – 5:15 p.m.*

High Performance Strategies for LTC Pharmacies\*  
*Sponsored by Pharmacists Mutual Companies*  
(Hilton New Orleans Riverside)

*8 a.m. – 6 p.m.*

Front-End Profit Building Seminar\*  
*Sponsored by Good Neighbor Pharmacy*  
(Hilton New Orleans Riverside)

### **Saturday, October 15**

*7 a.m. – 1:30 p.m.*

Ownership Workshop\*  
*Sponsored by McKesson*  
(Hilton New Orleans Riverside)

*8 a.m. – 3:30 p.m.*

Educational Programming



*“I really appreciate the sessions on new service opportunities and I always love the Exhibition Hall!”*

**Saturday, October 15**

*8:30 a.m. – 1:30 p.m.*

Selling Your Pharmacy: Planning for Success\*

*Sponsored by Live Oak Bank*

*12 – 1 p.m.*

Product Theater Luncheon: Pneumococcal Disease in Adults 65+: Keeping Vaccination in Focus

*Sponsored by Pfizer*

*1:30 – 5:30 p.m.*

Specialty Pharmacy: Keeping Your Patients, Growing Your Business\*

*4 – 6:30 p.m.*

Special Programming

*7 – 9 p.m.*

Opening Reception

*Sponsored by Morris & Dickson*

(Convention Center Great Hall)

**Sunday, October 16**

*6:45 – 7:45 a.m.*

Breakfast Symposia

*7:45 – 9:15 a.m.*

Educational Programming

*9:30 – 11 a.m.*

Opening General Session

*Sponsored by Anda, Inc.*

Featured Speakers:

Greg Bell and NCPA President

Bradley J. Arthur, RPh

*11:30 a.m. – 1 p.m.*

Product Theater Luncheon: To B or Not To B—Implementing Category B Immunization Recommendations

*Supported by Pfizer*

*11:30 a.m. – 1:15 p.m.*

Luncheon Symposia



# NOLA

*1:30 – 6 p.m.*

Grand Opening of the Trade Show

*6:30 – 8 p.m.*

Dinner Symposia

(Hilton New Orleans Riverside)

## **Monday, October 17**

*8 – 9:15 a.m.*

Breakfast Symposia

*9:30 – 11 a.m.*

Second General Session

*Sponsored by PioneerRx*

NCPA State of the Association Address:

B. Douglas Hoey, NCPA CEO

*12 – 4 p.m.*

Trade Show

(with buffet lunch)

*4:15 – 5:45 p.m.*

Educational Programming

*6:30 – 8 p.m.*

Dinner Symposia

(Hilton New Orleans Riverside)

## **Tuesday, October 18**

*7 – 11:15 a.m.*

Educational Programming

*11:30 a.m. – 2:15 p.m.*

Trade Show

(with lunch)

*2:15 – 3:45 p.m.*

Educational Programming

*4 – 6 p.m.*

NCPA House of Delegates

*7 – 10 p.m.*

Closing Night Reception and Party

(Hilton New Orleans Riverside)

## **Wednesday, October 19**

Depart

*\* separate fee applies*

## Food & Fun in the Big Easy

Alas, “a streetcar named Desire” trundles along only in the play of the same name by Tennessee Williams. But you can travel the **St. Charles, Canal St., or Riverfront streetcar lines** on a \$1.25 one-way fare.

Bring home a spicy reminder of New Orleans with seasoning mixes from **Tony Chachere** or **Zatarain** and Tabasco sauces from **McIlhenny** or **Crystal**. Got a sweet tooth? Pralines are the answer.

Like warm, crispy beignets with powdered sugar on top? Just \$5 gets you an order of three of the French Quarter square donuts. Add a New Orleans-style café au lait. The original **Café Du Monde** is in the French Market and open 24/7.

Visit the **New Orleans Pharmacy Museum**, where Louis J. Dufilho, Jr., set up his apothecary after passing the first pharmacist licensing examination in the U.S. in 1816.

The **National WWII Museum** spans the years leading up to and following the war defined by the Greatest Generation. Interactive displays, dramatic exhibits, and 100,000 artifacts. Recent additions include the Solomon Victory Theater, the Stage Door Canteen, and the American Sector Restaurant.





New Orleans

## Pre-Convention Programming

*Come to the Big Easy early for more than just beignets and coffee. Our intensive pre-convention programs can help you sharpen your ownership and management skills, discover profitable niches for your pharmacy, and hone your merchandising and marketing acumen. To learn more about these programs and to register, visit [www.ncpanet.org/convention](http://www.ncpanet.org/convention).*

### **Thursday, Oct. 13 – Friday, Oct. 14**

*High Performance Strategies for LTC Pharmacies, sponsored by Pharmacists Mutual Companies*

(Separate fee applies)

- ✦ Learn the latest actionable trends to start or grow your practice in transitional care in the patient-centric pharmacy market.
- ✦ Discover best practices for achieving five-star quality ratings for your long-term care business.

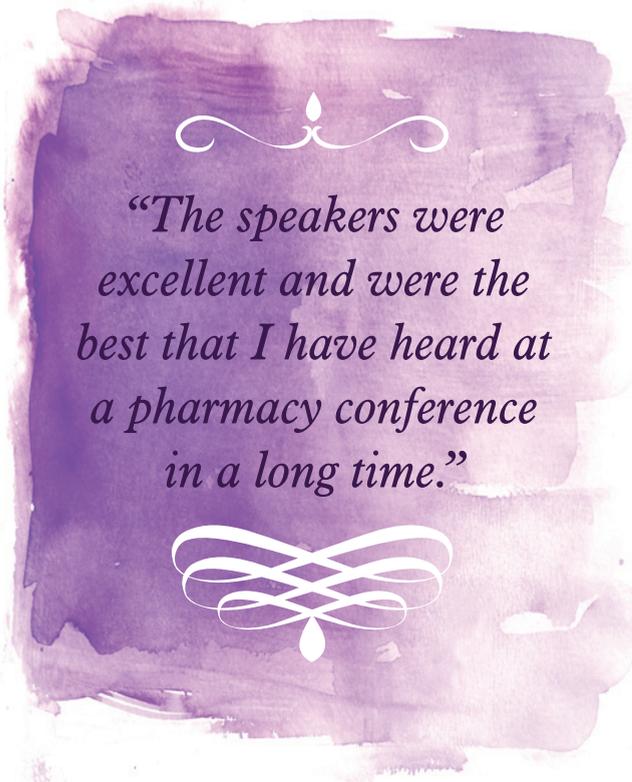
### **Thursday, Oct. 13 – Saturday, Oct. 15**

*Ownership Workshop, sponsored by McKesson*

(Separate fee applies)

- ✦ Master the skills you need to be a successful community pharmacy owner and manager with our popular program! From accounting to zone pricing, our experts cover it all in this intensive program designed for prospective owners or current owners looking to sharpen their ownership abilities.

- ❖ Learn how to write a business plan, create a financial analysis, adhere to legal requirements, and apply for a loan when buying a pharmacy.
- ❖ Find out how store layouts and niches can make or break your profit margins and how targeted marketing can bring in new customers.
- ❖ Access all of the tools and resources you need to open a new pharmacy or buy an existing one and hear best practices firsthand from successful owners. Don't miss this!



*“The speakers were excellent and were the best that I have heard at a pharmacy conference in a long time.”*

**Friday, Oct. 14**

*Front-End Profit-Building Seminar, sponsored by Good Neighbor Pharmacy*

(Separate fee applies)

- ❖ Walk away from this intensive seminar ready to improve your business and your bottom line! We give you all of the tools, checklists, and resources

you need to implement these ideas as soon as you get home.

- ❖ Acquire tips to improve your store's curb appeal and marketing approach to bring—and keep—customers in your store.
- ❖ Learn how effective inventory, pricing, and merchandising techniques can boost sales, maintain profits on price-sensitive items, and promote your private label brand.
- ❖ Discover best practices for selling seasonal gifts, greeting cards, durable medical equipment, and other niche items.

**Saturday, Oct. 15**

*Selling Your Pharmacy: Planning for Success, sponsored by Live Oak Bank*

(Separate fee applies)

- ❖ Gain in-depth knowledge of your transition options—such as a junior partnership—and how you can make the most of your investment to fund your retirement or next venture.
- ❖ Learn the tools to manage risk and maximize financial and legal resources when planning your business succession.
- ❖ Get answers to your questions during an interactive and informative Q&A session led by a panel of financial planners, accountants, lawyers, and retirement experts.

**Saturday, Oct. 15**

*Specialty Pharmacy: Keeping Your Patients, Growing Your Business*

(Separate fee applies)

- ❖ Get up to speed on developments in the specialty pharmacy marketplace and how they affect your business.
- ❖ Set appropriate goals for your pharmacy's involvement in the specialty market and lay out the steps to achieve them.
- ❖ Make connections with companies that can help you continue to care for your patients on specialty medications and meet your pharmacy's goals.

## Educational Programming

*The challenges you face are not one dimensional—neither are the solutions. This year's CE and non-CE programming will feature three dimensions to help you manage all aspects of your business: the front end, expansion opportunities in clinical partnerships, and the back office.*

### THE *Front-End* DIMENSION

# NO LA

#### **NEW THIS YEAR**

*Many sessions will be followed by an idea-sharing shoot the breeze session to help you walk away with a plan.*

*The 2K Cane: Owning the Cash DME Patient From Cane to Lift Chair*

**Walk away with:**

- ✦ What the top-selling cash DME product categories are and how to best merchandise and market them.
- ✦ Best practices for employee training and staffing for maximum sales.

*Trusted Resource: Counseling Your Patients on Drug/Nutrition Depletion and Vitamin Supplementation*

**Walk away with:**

- ✦ What the key drug/nutrient depletions patients suffer from are and their symptoms.
- ✦ Supplement counseling for wellness and resources to keep on-hand for patients.



*Profits in the Pet Department:  
Caring for the Companion*

**Walk away with:**

- ✦ New opportunities in prescriptions, compounds, and key OTC selections.
- ✦ Effective marketing techniques that work with pet owners and veterinarians.

*Opportunities in Vitamins:  
Increasing Sales Through Cross-Merchandising and In-Store Signage*

**Walk away with:**

- ✦ Best practice recommendations for cross-merchandising vitamins in OTC sections.
- ✦ Expert advice on branding your vitamin/wellness offering with color, graphics, and promotions.

*New Patients and Opportunities  
in the Compression Niche*

**Walk away with:**

- ✦ New product lines in compression and best practices in merchandising and marketing these products.
- ✦ Effective physician detailing and staff sales training practices.





THE  
*Expanding Opportunities*  
DIMENSION

NO  
LA

*Opportunities to Increase Pharmacy Profits Through Primary Care Partnerships: A Win-Win-Win*

**Walk away with:**

- ✿ Key ways a pharmacist/physician care partnership can add revenue and value to a physician practice and your pharmacy.
- ✿ Tools to evaluate the revenue opportunity with local providers to build a compelling proposal for physician practices.

*Improving Patient Care Through Enhanced Pharmacist-Prescriber Relationships*

**Walk away with:**

- ✿ Opportunities for pharmacy to help improve prescriber workflow and quality metrics.
- ✿ Tools for educating prescribers on pharmacy programs that can improve patient adherence and outcomes.

*Re-Engineering Your Pharmacy Staff  
to Re-Engineer Your Business*

**Walk away with:**

- ❖ Defined staff roles to streamline workflow for enhanced service delivery.
- ❖ Training tools for the pharmacy team on added responsibilities and proven staff engagement techniques.

*Transitions of Care: A Growing Opportunity for  
the Community Pharmacy*

**Walk away with:**

- ❖ Steps to prepare a pitch for a transitions of care program with a local hospital.
- ❖ Insights from peers who are successfully assisting with transitions of care programs.

*Building Enhanced Services Into Your Existing  
Medication Synchronization Program*

**Walk away with:**

- ❖ A checklist of profit-building services that improve patient care and can easily be incorporated into a medication synchronization program.
- ❖ Pearls for efficient clinical workflow that complement dispensing efforts and optimize staff.

*Getting Ready for Opportunity: Looking Good for  
High Performance Networks*

**Walk away with:**

- ❖ Tools to establish pharmacy performance

goals that align with high performance networks.

- ❖ Defined staff roles for successful delivery of quality outcomes.

*Examples of Successful Appointment-Based  
Model Strategies*

**Walk away with:**

- ❖ Alternatives to the patient appointment versus walk-in models in pharmacy workflow.
- ❖ Successful staffing model comparisons for pharmacy workflow in appointment-based models.

*The National Scorecard: High Performance  
Pharmacy Networks—the Where and the How*

**Walk away with:**

- ❖ Basic standards common to most high performance pharmacy networks.
- ❖ Best practice examples for network formation.

*Product Theater Luncheon:  
To B or Not to B—Implementing Category B  
Immunization Recommendations,  
supported by Pfizer*

**Walk away with:**

- ❖ The most up-to-date insights on immunization recommendations.
- ❖ Tools to implement the current meningococcal vaccine recommendations in practice.

“I always come to the Annual Convention. Every year I go back with a ton of notes and ideas.”



THE  
*Back Office*  
DIMENSION

NO  
LA

*The Unaccountable Pharmacy: Accounting Fundamentals for Your Pharmacy*

**Walk away with:**

- ✦ Accounting solutions for payroll and inventory control.
- ✦ Strategies to better manage the impact of high fees and necessary expansion.

*Guerilla Marketing for Community Pharmacists: 12 Proven Ways to Increase Profits—sponsored by IPC*

**Walk away with:**

- ✦ Peer-tested, simple, and effective marketing programs to improve your store image.
- ✦ Easy, cost-effective implementation strategies for new ideas and staff involvement.

### *Branding: Making Your Mark and Creating Your Message*

#### **Walk away with:**

- ❖ Effective tools for creating and promoting a recognizable store brand among customers for your niches and services.
- ❖ Successful strategies for creating collateral and reaching out to prescribers with your brand message.

### *Building the A Team: Hiring, Training and Discharge for an Effective, Capable Pharmacy Team*

#### **Walk away with:**

- ❖ Best practices for job advertisements, screening, interviewing, and hiring.
- ❖ Training pearls for new employees to help them embody the mission of your pharmacy.

### *Investing for the Future: Managing the Risk, Maximizing the Value*

#### **Walk away with:**

- ❖ Tools to protect your pharmacy investment and personal financial security.
- ❖ Best practices for calculating, evaluating, and adjusting your financial investment strategy to cover projected and unanticipated developments.

### *Technology: Geolocation Marketing*

#### **Walk away with:**

- ❖ Business knowledge of geolocation marketing

and mobile apps that sell ads based on the GPS location of a mobile device.

- ❖ Ideas for potential partners for community geolocation marketing.

### *Technology: Health Information Exchange and the Pharmacist eCare Plan*

#### **Walk away with:**

- ❖ The most current status on the development of a secure and standardized health information exchange.
- ❖ A current assessment of how an electronic clinical information exchange is developing to improve patient outcomes.

### *Technology: Accelerating Adoption of RxChange and Cancel Rx e-Prescribing Transactions*

#### **Walk away with:**

- ❖ Knowledge of the value of RxChange and CancelRx to your pharmacy.
- ❖ Key drivers of rapid adoption for the full value of RxChange and CancelRx.

### *Technology: Maximizing Technology That Exists in Your Pharmacy Today*

#### **Walk away with:**

- ❖ An update on new features in pharmacy workflow systems and the value of adoption.
- ❖ Best peer insights into working with technology vendors on updates and refinements of technology features.

*“The NCPA Convention is a great place for exchanging, networking, and just learning about new opportunities.”*



**Ernest N. Morial Convention Center  
900 Convention Center Blvd.  
New Orleans, LA 70130**

Most events, programming, and exhibits will be held at the Ernest N. Morial Convention Center unless otherwise noted.

*“Thank you NCPA for always creating a variety of educational opportunities.”*





❖ *“Well worth the investment of time and money.”* ❖

### **Hotel Information**

Hilton New Orleans Riverside  
2 Poydras St.  
New Orleans, LA 70130  
Phone: 1-504-561-0500  
\$249 single/double

**Reservation link:** <http://bit.ly/ncpa2016hotel>  
***To reserve a room under the special NCPA rate, book by Sept. 25, 2016.***

The hotel is located two blocks from the Convention Center and within minutes of the Crescent City’s main attractions, including the Riverwalk, the French Quarter, and Jackson Square, with sweeping views of the Mississippi River.

### **Getting There**

Located on the Mississippi River, the Ernest N. Morial Convention Center is a 30-minute drive from the Louis Armstrong New Orleans International Airport, which is serviced by 14 major airlines, and minutes from the Amtrak station.

Airport Shuttle, Inc. is the official ground transportation for Armstrong International Airport, with service to and from New Orleans’ hotels and other locations. The fare is \$24 per person one way; a discounted \$44 per person roundtrip fare is also available. Taxicabs charge a fixed rate of \$36 (for one to two people) from the airport to most areas of New Orleans; for parties of more than two, the fare is \$15 per person.

## 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

† EMERGENCY CONTACT NAME

† PHONE NUMBER

GUEST NAME OR TEAM MEMBER NAME

NICKNAME FOR BADGE

NAME OF PRIMARY BUYING GROUP/COOPERATIVE OR WHOLESALER

Send add'l information from exhibiting companies  yes  no

## 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)

## 2016 Annual Convention Rates

Category	Regular Thru 10/7	On-site From 10/8
Pharmacist Owner/Manager—Member	\$895	\$1,145
Pharmacist Owner/Manager—Nonmember*	\$1,290	\$1,540
Staff Pharmacist/Retired—Member	\$595	\$845
Staff Pharmacist—Nonmember*	\$830	\$1,080
Pharmacy Technician—Member	\$420	\$520
Pharmacy Technician—Nonmember*	\$520	\$620
Dean/Faculty Member (Please complete registration form)	\$420	\$445
Student—Member	\$295	\$345
Student—Nonmember*	\$345	\$395
Non-Pharmacist Spouse/Guest—Member	\$575	\$630
Non-Pharmacist Spouse/Guest—Nonmember	\$645	\$705
Non-Pharmacist Team Member—Member	\$575	\$630
Non-Pharmacist Team Member—Nonmember	\$645	\$705
One Day Registrant (per day) <b>PHARMACISTS ONLY</b>		
Member <input type="checkbox"/> Sat. <input type="checkbox"/> Sun. <input type="checkbox"/> Mon. <input type="checkbox"/> Tues.	\$450	\$450
Nonmember <input type="checkbox"/> Sat. <input type="checkbox"/> Sun. <input type="checkbox"/> Mon. <input type="checkbox"/> Tues.	\$610	\$610
Non-Exhibiting Representative—Member	\$2,000	\$2,000
Non-Exhibiting Representative—Nonmember	\$2,295	\$2,295

\*This includes your first year of NCPA membership.

### Registration Fee Inclusions

Fees for the majority of registration categories include entrance to all educational sessions, Colleagues in Consultation, student programming, symposia meals, exhibit hall, opening night reception, continental breakfasts, exhibit hall reception and lunches, and closing night reception. *\*Please note that fees for the Spouse/Guest and Team Member registration categories do not include CE credits.*

### Cancellation Policy

Cancellations must be submitted in writing and received by September 30, 2016. Cancellations should be addressed to NCPA, 100 Daingerfield Road, Alexandria, Virginia 22314, Attn: NCPA Conventions. Registrants also may send cancellations via email (ncpa@xpressreg.net). *A \$100 processing fee will be charged for each cancelled registration, and refunds will not be issued for cancellations received after September 30, 2016, 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.*

### Liability Waiver and Convention Policies (Please read and sign)

I acknowledge that I am physically able to take part in all convention activities, such as educational sessions and special events. I assume full responsibility for my own well-being and have chosen to participate in the NCPA 2016 Convention of my own free will. In case of damage or injury to myself or my personal property, I will indemnify and hold harmless NCPA and its officers, directors, employees, agents, and members and bear all costs they incur for all loss, expense, damage, cause of action, claims, or demands of whatever kind and nature, including judgments and interest.

I consent to be photographed and/or videographed and grant permission for 2016 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

*“There are hundreds of vendors who can help you improve your profitability and run your business more smoothly.”*



New Orleans  
**Trade Show**

*The Partnership Dimension: Discover hundreds of opportunities to meet and talk with industry professionals who can help you run a more profitable business with products, services, and technology. Their success depends on your success, and the NCPA Trade Show is an ideal opportunity to look for and find the win-win partnerships that help you work on your business and make it as successful and efficient as possible.*



New Orleans  
**Keynote Speaker**



*“The key to success is having the courage to use the skills you already have to achieve a result greater than you previously imagined.”*

**-Greg Bell**



You have spent years developing relationships of trust and care with patients, providers, your community—now is the time to capitalize on your investment and deliver the care that only you can. Whether it's working with your local health care community on expanding practice models for your shared patients, or finding the best health care niche markets to provide your patients with the products they need from a source they can trust, now is a time of opportunity! Greg Bell, a business consultant, leadership coach, and the author of *Water the Bamboo: Unleashing the Potential of Teams and Individuals*, will share with you the key to unlocking that courage and applying it to your pharmacy business.



#### **NCPA on Social Media**



Use the hashtag **#NCPA2016** on social media to join the conversation before, during, and after the convention. Follow NCPA on Twitter (@commpharmacy), Facebook (/commpharmacy), and Google+ (ncpanet.org/googleplus) for the latest updates.





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100 Daingerfield Road  
Alexandria, VA 22314-2888