There's more than 1 reason to attend the NCPA Annual Convention

THE NCPA ANNUAL CONVENTION IS THE RIGHT NUTRITION FOR A HEALTHY PHARMACY BUSINESS. OPPORTUNITIES ABOUND—BUT ONLY IF YOU'RE HERE!

1. **WALK-AWAY PLANS WITH SOLUTIONS.** Leave Orlando with an action plan you can implement as soon as you get home.

2. **IDEA-TO-IMPLEMENTATION NICHE PROGRAMS.** We offer more than 25 educational programs on topics from accounting to wellness niches and everything in between to cover every dimension of your business and your pharmacy career.

3. **THE PEOPLE YOU MEET AND THE IDEAS YOU SHARE.** Develop lasting relationships with your peers and generate new ideas to grow your business.

4. **A NETWORK OF RESOURCES.** From peers who have been there, done that, and found success, to industry partners and experts with valuable insights, this is where you find your business support team.

5. **SPECIAL DEALS ON PRODUCTS AND SERVICES FOR COMMUNITY PHARMACIES.** That you can only get at the trade show.

6. **UPDATES ON HEALTH CARE TRENDS.** That could affect your pharmacy business—and how you can prepare.

7. **THAT "A-HA" MOMENT WHEN YOU LEAVE A SESSION THINKING, "WHY DIDN'T I THINK OF THAT?"** This is the place to share and build your own success plan.
Preliminary Schedule At-A-Glance

All sessions and activities will take place at the Gaylord Palms Resort & Convention Center unless otherwise noted. This schedule is subject to change; please check www.ncpanet.org/convention for updates.

Thursday, October 12
8 a.m. – 5:15 p.m.
High Performance Strategies for LTC Pharmacies, sponsored by Pharmacists Mutual Companies*

10 a.m. – 7:30 p.m.
Ownership Workshop, sponsored by McKesson*

Friday, October 13
7 a.m. – 7:45 p.m.
Ownership Workshop, sponsored by McKesson*

8 a.m. – 5 p.m.
Front-End Profit Building Seminar, sponsored by Good Neighbor Pharmacy*

8 a.m. – 5:30 p.m.
High Performance Strategies for LTC Pharmacies, sponsored by Pharmacists Mutual Companies*
Saturday, October 14
8 a.m. – 1 p.m.
Ownership Workshop, sponsored by McKesson*

8 a.m. – 1 p.m.
Selling Your Pharmacy Action Plan, sponsored by Live Oak Bank*

8 – 11:45 a.m.
Educational Programming

12 – 1 p.m.
Concurrent Product Theater Luncheons (Non-CE)

1:15 – 6 p.m.
Educational Programming

1:30 – 3:30 p.m.
14th Annual Good Neighbor Pharmacy NCPA Pruitt-Schutte Student Business Plan Competition

6 – 7 p.m.
Special Session

7 – 9 p.m.
Opening Night Reception

Sunday, October 15
8:15 – 9:45 a.m.
Educational Programming

10 a.m. – 12 p.m.
Opening General Session
Sponsored by Anda, Inc.
Featured speakers: ZDoggMD and NCPA President DeAnn Mullins, Pharmacist, CDE

12 – 1 p.m.
Concurrent Product Theater Luncheons (Non-CE)

1:30 – 6 p.m.
Grand Opening of the Trade Show

Monday, October 16
8:15 – 9:45 a.m.
All About Your Business Breakfast

10 a.m. – 12 p.m.
Second General Session
Sponsored by PioneerRx
NCPA State of the Association Address: B. Douglas Hoey, NCPA CEO

12 – 4 p.m.
Trade Show

4:15 – 5:45 p.m.
Educational Programming

Tuesday, October 17
8 – 10 a.m.
NCPA House of Delegates

10 – 11:15 a.m.
Educational Programming

11:30 a.m. – 2:30 p.m.
Trade Show

2:30 – 5:30 p.m.
Educational Programming

7 – 10 p.m.
Closing Night Reception & Party

Wednesday, October 18
Depart

* Separate fee applies
Get a jumpstart on finding your magic at the NCPA Annual Convention. 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/preconvention.
Thursday, Oct. 12 – Friday, Oct. 13
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. 12 – Saturday, Oct. 14
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!

Friday, Oct. 13
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.

Saturday, Oct. 14
Selling Your Pharmacy Action Plan, sponsored by Live Oak Bank
(Separate fee applies)
• 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 and services.

“I really enjoyed the idea sharing sessions that gave us in-depth insights on different aspects of our profession.”
Educational Programming

This year’s CE and non-CE programming features three dimensions to help you manage all aspects of your business: the front end, expansion opportunities in profitable partnerships with other health care providers, and the back office. Following is a preliminary sample of topics you can expect at this year’s convention. (Please check www.ncpanet.org/convention for programming updates.)

*RETURNING THIS YEAR:* The popular “Shoot the Breeze” idea sharing sessions following selected programs where owners, like you, share their experiences to help you walk away with a plan of action.
Weight Loss: Patients Lose, You Win!
Walk away with:
- Planning, staff education, and goal-setting guidelines for implementing a weight loss practice in your pharmacy.
- A marketing outline and launch timeline for developing a weight loss niche.

Opportunities in the Wound Care Niche to Build Revenue
Walk away with:
- The types of products in high demand for the wound care patient and how to structure this department.
- Detailing and marketing guides to help you maximize your exposure and customer traffic.

The Bridge from Rehab to Home—Building a Profitable Section for the Expanding Market
Walk away with:
- Marketing and customer/caregiver must-haves for your niche.
- Stock needs to cover the market as well as staff training guidelines.

Branching Out in Companion Animal Care—Revenue-Growing Opportunities
Walk away with:
- Knowledge and tools to build relationships with providers.
- Section-building product ideas.

The Whole Patient—Front-End Niches for Wellness, Anti-Aging, and Balance
Walk away with:
- A plan to match patient demographics to high-margin niches.
- Marketing guidelines for attracting new customer traffic with niche products and services.

“Always a great convention to attend! Every time I take helpful points home with me.”
Filling a Need, Finding Your Niche*

Walk away with:
• Peer-tested health care niches to implement into your pharmacy.
• Plans from marketing to launch for a successful rollout.

Successful Strategies for Engaging Your Pharmacy Staff*

Walk away with:
• A plan for introducing new concepts to pharmacy staff to minimize push-back.
• Methods to improve pharmacy programs based on staff input and results.

The Evolution of the Revolution: Changes, Successes, and the Next Big Thing

Walk away with:
• A clear picture of the advances in enhanced services networks across the country.
• Launch blueprints of existing networks.
• Tools that other pharmacists have used to prepare for enhanced services.

Pharmacy/Physician Relationships: Building Patient Care Partnerships*

Walk away with:
• Steps to open a conversation with providers to prepare for collaborative practice.
• Tools to overcome barriers to delivery of collaborative clinical services in your community pharmacy.

Integrating Electronic Care Plans Into Your Practice for Improved Care Coordination

Walk away with:
• Guide to e-care plans available in the community setting.
• A how-to on using the e-care plan to improve physician partnerships and patient satisfaction.

* Sponsored by Merck

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

#NCPA2017
Taxes and the Pharmacy Owner: Solutions and Strategies

Walk away with:
• How 2017 tax laws and the implications of business and real estate ownership will affect you.
• Plans for your retirement strategy using your current tax deductions to generate tax-free retirement income.

Services You Can Bill for Today and How To Do It

Walk away with:
• Profitable patient services that meets patient and provider needs.
• Tools and workflow best practices to incorporate billing into your practice.

Success with Social Media

Walk away with:
• The necessary components of a social media strategy.
• Best practices and tools for overcoming barriers and launching a social media presence.

Get Noticed! Easy and Affordable Marketing Strategies*

Walk away with:
• Pharmacy-tested, low-cost marketing ideas to improve your pharmacy traffic.
• Ideas to launch planning for implementing new marketing programs.

You Invested in Technology, Now What?

Walk away with:
• Ways to make your current technology work to its highest potential.
• ROI on technology additions to your practice that help you expand and improve your business.

* Sponsored by Good Neighbor Pharmacy and PrescribeWellness

“I attend the NCPA Annual Convention to find new business ideas and reinforce what I am doing.”
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)

2017 ANNUAL CONVENTION RATES

<table>
<thead>
<tr>
<th>Category</th>
<th>Premier** Register thru 7/31</th>
<th>Advance Starting 8/1</th>
<th>Onsite Starting 10/7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacist Owner/Manager—Member</td>
<td>$745</td>
<td>$795</td>
<td>$895</td>
</tr>
<tr>
<td>Pharmacist Owner/Manager—Nonmember*</td>
<td>$1140</td>
<td>$1190</td>
<td>$1,290</td>
</tr>
<tr>
<td>Staff Pharmacist/Retired—Member</td>
<td>$445</td>
<td>$495</td>
<td>$595</td>
</tr>
<tr>
<td>Staff Pharmacist—Nonmember*</td>
<td>$680</td>
<td>$730</td>
<td>$830</td>
</tr>
<tr>
<td>Pharmacy Resident—Member</td>
<td>$315</td>
<td>$340</td>
<td>$390</td>
</tr>
<tr>
<td>Pharmacy Resident—Nonmember*</td>
<td>$370</td>
<td>$395</td>
<td>$445</td>
</tr>
<tr>
<td>Pharmacy Technician—Member</td>
<td>$270</td>
<td>$320</td>
<td>$420</td>
</tr>
<tr>
<td>Pharmacy Technician—Nonmember*</td>
<td>$370</td>
<td>$420</td>
<td>$520</td>
</tr>
<tr>
<td>Dean/Faculty Member</td>
<td>$345</td>
<td>$370</td>
<td>$420</td>
</tr>
<tr>
<td>(Please complete registration form)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student—Member</td>
<td>$220</td>
<td>$245</td>
<td>$295</td>
</tr>
<tr>
<td>Student—Nonmember*</td>
<td>$270</td>
<td>$295</td>
<td>$345</td>
</tr>
<tr>
<td>Non-Pharmacist Spouse/Guest - Member</td>
<td>$480</td>
<td>$530</td>
<td>$580</td>
</tr>
<tr>
<td>Non-Pharmacist Spouse/Guest - Nonmember</td>
<td>$550</td>
<td>$600</td>
<td>$650</td>
</tr>
<tr>
<td>Non-Pharmacist Team Member- Member</td>
<td>$480</td>
<td>$530</td>
<td>$580</td>
</tr>
<tr>
<td>Non-Pharmacist Team Member- Nonmember</td>
<td>$550</td>
<td>$600</td>
<td>$650</td>
</tr>
<tr>
<td>Non-Exhibiting Representative—Member</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Non-Exhibiting Representative—Nonmember</td>
<td>$2,295</td>
<td>$2,295</td>
<td>$2,295</td>
</tr>
</tbody>
</table>

*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 29, 2017. 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 29, 2017, 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 2017 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 2017 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
THE PARTNERSHIP DIMENSION

Discover hundreds of opportunities to meet with industry professionals who can help you run a more profitable community pharmacy business with products, services, and technology. Their success depends on your success, and the NCPA Trade Show is your one-stop shop to look for and find the win-win partnerships that help you work on your business and make it as prosperous and efficient as possible. Plus, many vendors offer special discounts that you can only get at the show!

Trade Show Hours
Sunday, Oct. 15: 1:30–6 p.m.
Monday, Oct. 16: 12–4 p.m.
Tuesday, Oct. 17: 11:30 a.m.–2:30 p.m.
KEYNOTE SPEAKER

ZDoggMD, also known as Zubin Damania, MD, is a health care speaker and thought leader who writes and produces award-winning medical parody videos that educate and entertain. Dr. Damania draws upon his 10-year experience as a hospitalist at Stanford to create his satirical videos about our dysfunctional health care system. His creative message of bringing everyone in health care together to create a better system of care (including fair payment and treatment for clinicians like pharmacists) inspires both personal and system transformation. You'll leave the opening general session feeling energized, inspired, and perhaps even humming a new tune.

Catch a preview of ZDoggMD's musical talents at www.ncpanet.org/convention.

#NCPA2017
JOIN THE CONVERSATION

Use the hashtag #NCPA2017 on social media to join the conversation before, during, and after the convention. Follow NCPA on Twitter (@commpharmacy), Facebook (/commpharmacy), Google+ (ncpanet.org/googleplus), Instagram (@commpharmacy), and LinkedIn (linkedin.com/company/ncpa) for the latest updates.
Host Hotel
Gaylord Palms Resort & Convention Center
6000 W Osceola Pkwy, Kissimmee, FL
Phone: (407) 586-0000

Getting There
The hotel is located approximately 20 miles from Orlando International Airport (MCO), which is serviced by 38 passenger airlines.

Gaylord Palms Resort & Convention Center partners with Mears Transportation to bring you from Orlando International Airport to the hotel as part of its 24-hour airport shuttle service. The rate is $23 one way and $37 for roundtrip service. To secure your shuttle reservation, call Mears Transportation’s 24-hour reservations line at (407) 423-5566 or book online at www.mearstransportation.com.

Taxicabs from the airport typically charge $45-75 one way for the Kissimmee hotel area and $38-45 for the International Drive and downtown Orlando areas.

“NCPA’s Annual Convention is always an event not to be missed!”
NCPA’s Growth & Profitability Programs
Helping you and your pharmacy thrive.©

**ASPIRE.** Pharmacy Ownership Workshop • June 9–11, 2017 & October 12–14, 2017
**EXPAND.** High Performance Strategies for LTC Pharmacies • October 12-13, 2017
**RENEW.** Front-End Profit-Building Seminar • October 13, 2017
**THRIVE.** NCPA Annual Convention • October 14-18, 2017
**EXCEL.** Multiple Locations Conference • February 28 – March 4, 2018
**EXPLORE.** NCPA Innovation Center Education Webinars • Second Wednesday monthly, 2 p.m. ET
**EVOLVE.** ‘Re-Engineering Your Pharmacy’ Boot Camp • To be announced

www.ncpanet.org/convention