



MULTIPLE LOCATIONS PHARMACY CONFERENCE

# *Fort Myers Florida*

FEB. 28 – MAR. 4, 2018

## WHO SHOULD ATTEND...

- Independent pharmacy owners and managers of one or more locations
- Those planning to expand their current practice

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

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

## *Your executive management conference for pharmacy growth*

The NCPA Multiple Locations Pharmacy Conference offers owners and managers of more than one pharmacy the opportunity to network and share successful ideas with peers who have common interests.

Meet companies specially selected for the business partnership they offer—technology, front-end products, and business services to help your business thrive. Find new opportunities to diversify your business, discover new products to differentiate your pharmacy, and explore proven successful solutions to marketplace challenges.



### *Preliminary Schedule\**

#### ***Wednesday, February 28***

Mid-morning NCPA PAC/LDF Golf Tournament  
12 – 6 p.m. Registration  
6:30 – 8:30 p.m. Welcome Reception

#### ***Thursday, March 1***

7 a.m. – 12 p.m. Registration  
7 – 8 a.m. Revenue-Building Business  
Breakfast (Non-CE)  
8 a.m. – 12:30 p.m. General Session  
Student Business Plan Competition  
Presentation  
12:30 – 1:30 p.m. Buffet Lunch  
1:30 – 2:30 p.m. Shoot the Breeze™ Session  
2:30 – 5:30 p.m. Jet Boat Dolphin Tour  
(separate fee applies)  
6 – 7 p.m. Exhibitor Showcase Reception  
Evening Dine on your own

#### ***Friday, March 2***

7 a.m. – 12 p.m. Registration  
7 – 8 a.m. Revenue-Building Business  
Breakfast (Non-CE)  
8 a.m. – 12 p.m. General Session  
12 – 1 p.m. Buffet Lunch  
12:30 – 4 p.m. Partners in Success Exhibits  
5 – 6 p.m. LDF Fundraiser Reception  
Evening Dine on your own

#### ***Saturday, March 3***

7 a.m. – 12 p.m. Registration  
7 – 8 a.m. Breakfast Buffet  
8 a.m. – 12 p.m. General Session  
12 – 1 p.m. Buffet Lunch  
1 – 2 p.m. Shoot the Breeze™ Session  
2:30 – 5:45 p.m. Guided Segway Tour of Olde Naples  
(separate fee applies)  
7 – 9:30 p.m. Closing Night Reception

#### ***Sunday, March 4***

Depart

\* This preliminary schedule is subject to change. For more up-to-date information, go to [www.ncpanet.org/multiplelocations](http://www.ncpanet.org/multiplelocations).

# Preliminary Educational Programming\*

## *Thursday, March 1, 2018*

7 – 8 a.m.

### **Revenue-Building Business Breakfast (Non-CE)**

Join your peers for a 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.

8 a.m. – 12:30 p.m.

### **Collaborating With Primary Care in Health Care 3.0**

Health care is broken for employers, patients, pharmacists, and physicians. With declining reimbursements and pressure to meet metrics, the interests of pharmacists and prescribers have never been more aligned. Concierge medicine practices, and a new, broader, more affordable model for primary care called Direct Primary Care is developing, where patients pay on a subscription or retainer model for their care. This opens the door for a win-win opportunity for physicians and pharmacy to combine medication access and expertise as a valuable addition to a primary care practice, improving patient outcomes and practice profits through collaboration. We will start at the 10,000-foot view and take this session down to the dollars and cents of the opportunity, relationship, and growth potential, with resources for implementation.

### **The Growing Opportunity in Functional Medicine: A Business Case**

Driven by a Baby Boomer population that refuses to accept aging, combined with an avid multi-generational interest in prevention and wellness, functional medicine is a growing model for care to prevent illness and help patients reverse their chronic conditions. Pharmacists currently have a limited presence in this space, but their knowledge, relationships, product availability, systems for patient management, and training in counseling are key practice tools that the pharmacy can leverage to reinforce and redefine its importance to its community. This is a fascinating and growing opportunity to expand care to current patients and attract a new patient population. Who better than the community pharmacy to be the go-to source for highly motivated patients wishing to take control of their own health?

*(Thursday, March 1, 2018 – Continued)*

### **Student Business Plan Competition Presentation**

Hear the winning pitch from the 1st place winners of the 2017 Good Neighbor Pharmacy NCPA Pruitt-Schutte Student Business Plan Competition, the University of Arkansas for Medical Sciences College of Pharmacy. Heading into its 15th year, the competition is the first national competition of its kind in the pharmacy profession, with the goal of motivating students to create a business model for buying an existing pharmacy, establishing a junior partnership, or developing a new pharmacy.

## *Friday, March 2, 2018*

7 – 8 a.m.

### **Revenue-Building Business Breakfast (Non-CE)**

Join your peers for a 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.

8 a.m. – 12 p.m.

### **Understanding Amazon's Challenge and Meeting It Head On**

Amazon is credited with destroying various retail businesses, and there is a lot of speculation that it has its sights set on the pharmacy market. With a value approaching half a trillion dollars and more than 300,000 employees worldwide, Amazon will likely continue to disrupt markets where it thinks it can improve the status quo and generate revenue for itself. Want to avoid being added to the list of Amazon's 'casualties'? How can your business leverage technology and patient-centered care to meet Amazon's challenge and prove your value to your patients, the health care team, and every stakeholder in the health care ecosystem? We'll lay out Amazon's motivations and identify ways you can beat the competition with solutions to perceived problems.

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# Preliminary Educational Programming

*(Friday, March 2, 2018 – Continued)*

## **Technology of the Future: Changing Health Care Today**

Virtual reality, augmented reality, artificial intelligence, personal tracking devices, robots, IBM Watson-like data analytics programs, block chain, and more ... the technology that will likely dominate the future of the pharmacy market is either here already or coming quickly. How can you use this technology to the benefit of your patients and your business? This session temporarily ignores issues like cost and instead asks, "what if"? We'll introduce you to a variety of potential ideas that are on the horizon during this session. Maybe one will strike you as a fit and you'll have the chance to make it the next big thing in your business.

## **From "To-Do" to "Done": Empowering Staff to Get Revenue-Producing Initiatives Off the Ground**

Ask some of the most successful pharmacy owners the secret of their success, and an overwhelming number of them will give the credit to their great staff. Successful practices need a flexible workforce ready to adapt to new business ideas and roll out new programs. This program will share a method to convert your pharmacy team to an empowered workforce that can implement new initiatives to drive success and profits. You invest a lot of money to find good ideas, and this program delivers tools to turn those ideas into profits. If you are sick of staring at that ever-lengthening to-do list, come get inspired and learn how you can best use your staff to finish those projects and build your revenue.

***Saturday, March 3, 2018***

8 a.m. – 12 p.m.

## **NCPA Update and Issue Briefing**

The power of an association is in its members. This session is to wrap up, brief, brainstorm, and share thoughts on what the association is doing to represent your interests. We want to hear your concerns and answer your questions. Come prepared to hear more about NCPA's 2018 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.

*(Saturday, March 3, 2018 – Continued)*

## **Targeting Major Outcomes and Reducing Total Cost of Care: Transitions of Care**

The Hospital Readmissions Reduction Program first started penalizing hospitals based on their readmission rates in 2015. There was a statistically significant, meaningful drop in readmissions for the targeted disease states, but nationwide averages for all-cause readmissions have stayed essentially unchanged, and within the targets of the programs, continued progress is very slow. Community pharmacies are well-positioned to partner with local hospitals and health systems to offer continuing care to patients after they are discharged. Multi-location pharmacies are particularly well set-up as they can capture more patients with their wider geographic footprint. This program will highlight several success stories of pharmacies who have teamed with hospitals and the financial considerations of the pharmacy, the hospital, and the ultimate payer as they relate to readmissions. NCPA's transitions of care toolkit can then be used to turn these best practices into action at your company.

## **Trends, Issues and Forecast for the U.S. Pharmacy Market**

Spending on prescription medicines in the U.S. is forecasted to increase 4-7 percent by 2021, and with market focus on headlines and legislative agendas to address the rising cost of prescriptions and overall health care, political pressure on the players in the health care system is inevitable. This program will share comprehensive data and context on generics, biosimilars, patient population trends, and what's coming down the pipeline to guide your strategy in positioning your business for success.

## **Front-End Overhaul: One-on-One Sessions**

A limited number of 30-minute sessions are available during the conference to focus on your store with NCPA Innovation Center Senior Director of Store Operations and Marketing Gabe Trahan. Whether you want advice on re-design, niches, merchandising, or marketing, Gabe will look over your pictures, floor plans, and drawings, or answer your questions. The focus is exclusively on your business. To sign up for a session (first come, first served), email [kathy.doucette@ncpanet.org](mailto:kathy.doucette@ncpanet.org).

## *Social and Peer Networking Opportunities*



### ***Off-Site Events***

Optional activities will be available for attendees' spouses and guests during this year's conference.

See the "Off-Site Events Registration Form" on the NCPA website for details.

### ***Welcome Reception***

Join us for a casual get-together where you can break the ice, meet old and new friends, and enjoy your favorite beverages and tasty hors d'oeuvres.

### ***Shoot the Breeze™ Sessions***

Target the topics that are important to you and enjoy lively and enlightening discussions as you brainstorm with peers on the concerns, challenges, and opportunities that face your business. A great session to exchange ideas!

### ***Exhibitor Showcase Reception***

Meet and greet with exhibitors in a relaxed setting as they showcase their products and services prior to the opening of the Partners in Success Exhibits on Friday. Take advantage of this networking opportunity to chat with your peers and the movers and shakers in community pharmacy who can help you achieve success.

### ***LDF Fundraiser Reception***

Attend this reception to support the NCPA Legislative/Legal Defense Fund, which funds our political advocacy efforts. Your generous contribution makes possible our in-pharmacy visits with members of Congress, targeted media pressure on policymakers, grassroots mobilizations, and vital research on our legislative and regulatory priorities. Your corporate or personal contribution builds the advocacy war chest used to fight for the future of independent community pharmacy in Washington, D.C., and in state capitals across the country. For additional information, contact Scott Brunner at (703) 600-1184.

### ***Partners in Success' Networking Exhibits***

Take advantage of an opportunity to participate in one-on-one discussions with some of your most valuable industry contacts. This is a perfect time for multiple location pharmacy owners to meet with the companies whose cutting-edge products, technology, and services will keep you at the forefront of the industry.

### ***Closing Night Reception and Dinner Dance***

As the sun sets, enjoy festive food and drink followed by great music and plenty of dancing. This grand finale is a conference favorite!

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### **SUGGESTION POLICY**

Please share your comments with us by writing to the NCPA Convention Department, 100 Daingerfield Road, Alexandria, VA 22314. Educational programming concerns will be addressed by NCPA Vice President of Programming Barbara Hayward. Full or partial refund requests due to on-site conference concerns must be postmarked by March 17, 2018.

Feb. 28 – Mar. 4, 2018 | Hyatt Regency Coconut Point | Fort Myers, Fla. area

**PLEASE PRINT OR TYPE. TO REGISTER AN ADDITIONAL TEAM MEMBER, PLEASE COPY THIS FORM.**

NAME _____	NCPA MEMBERSHIP NO. _____	
SPOUSE/GUEST NAME _____	NICKNAME (FOR BADGE) _____	
PHARMACY/COMPANY NAME _____	NO. OF STORES _____	
ADDRESS _____		
CITY _____	STATE _____	ZIP _____
TELEPHONE _____	FAX _____	
EMAIL _____		

**To book your hotel,**  
 call 888.421.1442 and state you  
 are attending the NCPA meeting,  
 or visit [ncpanet.org/  
 multiplelocations](http://ncpanet.org/multiplelocations)  
 to book online.

**Cut-off date for housing  
 is Jan. 28, 2018.**

**Registration Fees** (Includes CE, opening reception, breakfast, breaks (Th.–Sun.), lunch (Th.–Sat.), and closing night reception & dinner.)

NCPA MEMBER OWNER/MANAGER	\$ 1,250	NON-MEMBER PHARMACY TEAM MEMBER*	\$ 1,175
NCPA MEMBER PHARMACY TEAM MEMBER	\$ 900	SPOUSE/GUEST (DOES NOT INCLUDE CE)**	\$ 545
NON-MEMBER OWNER/MANAGER*	\$ 1,645	CHILDREN AGES 8-18	\$ 150

Pharmacy Team Members must attend with an Owner/Manager registrant from the same company. NCPA Corporate Members must sponsor an event or participate in the Partners in Success Networking opportunity to attend. Due to the nature of the conference, admittance to some sessions is restricted to pharmacy owners and managers only.

\* A portion of your registration automatically will be applied toward your first year of membership.  
 \*\* All spouses and guests must be registered and badges must be worn to all events.

**Payment**

Check: Amount enclosed (payable to NCPA) \$ \_\_\_\_\_

Credit card:  American Express  Discover  MasterCard  Visa  Total Charge \$ \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

EXP. DATE \_\_\_\_\_ SECURITY CODE† \_\_\_\_\_

NAME ON CARD (PRINT) \_\_\_\_\_ SIGNATURE (REQUIRED) \_\_\_\_\_

†Security code is the three-digit number on the back of the credit card or four-digit number on the front of an American Express card.  
 My signature, directly above, indicates that I agree to abide by the conference hotel and cancellation policies included below

<p><b>HOTEL POLICY:</b> NCPA is committed to producing only high quality, content-rich meetings for its members and partners. To ensure this quality at an upscale destination and facility, NCPA is required to contract for a specific block of sleeping rooms and nights. To ensure that NCPA meets this contractual obligation with the host property, conference attendees are required to stay at the official conference hotel and reserve rooms through NCPA only.</p>	<p><b>CONFERENCE CANCELLATION POLICY:</b> All registration cancellation requests must be submitted in writing and sent to Eva Jones at NCPA, 100 Daingerfield Road, Alexandria, VA 22314 or via fax at 703.683.0484.</p> <p>Refunds, less a \$100 processing fee, will be issued for cancellations received by Feb. 1, 2018. <b>Refunds will not be issued for cancellations received after Feb. 1, 2018.</b></p>
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**PLEASE PRINT OR TYPE**

NAME \_\_\_\_\_ GUEST \_\_\_\_\_

PHARMACY NAME/COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**Wednesday, February 28, 2018**

- NCPA PAC/LDF Fundraising Golf Tournament — \$350 per person, 9:50 a.m.\* Number \_\_\_\_\_  NCPA PAC\*\*  NCPA LDF\*\*  
 Golf Handicap: \_\_\_\_\_  Right-handed clubs  Left-handed clubs (Club rental fee — \$65 a set.)  
 (Includes green fees, shuttle, lunch, and beverages.)  
 \*\*NCPA PAC (with personal funds only) or the LDF (with corporate or personal funds).

**Thursday, March 1, 2018**

- Jet Boat Dolphin Tour — \$150 per person, 2:30 – 5:30 p.m.\* Number \_\_\_\_\_

**Saturday, March 3, 2018**

- Guided Segway Tour of Olde Naples — \$145 per person, 2:30 – 5:45 p.m.\* Number \_\_\_\_\_

\*Times subject to change

***Payment***

- Check: Amount enclosed (payable to NCPA) \$ \_\_\_\_\_

- Credit card:  American Express  Discover  MasterCard  Visa  Total Charge \$ \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

EXP. DATE \_\_\_\_\_ SECURITY CODE† \_\_\_\_\_

NAME ON CARD (PRINT) \_\_\_\_\_ SIGNATURE (REQUIRED) \_\_\_\_\_

†Security code is the three-digit number on the back of the credit card or four-digit number on the front of an American Express card.

**WAIVER (TO BE SIGNED BY ALL TOUR PARTICIPANTS — MAKE COPIES IF NECESSARY):** In consideration of accepting my entry, I, the undersigned, intending to be legally bound for myself, my heirs, executors, and administrators, do hereby release and discharge the National Community Pharmacists Association and all individuals coordinating these events from any and all liability arising from illness, injuries, and/or damages that I may suffer as a result of my participating in any of these events.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_