

PRELIMINARY
BROCHURE

NCPA 2019 ANNUAL CONVENTION



San Diego

Changing the Pharmacy Payment Model

OCTOBER 26 - 29



NCPA[®]
NATIONAL COMMUNITY
PHARMACISTS ASSOCIATION

The current pharmacy payment model is a wreck. You can't afford to leave any stone unturned to strengthen your financial position.

At the NCPA 2019 Annual Convention, you'll learn critical business and practice management skills you can take home and implement immediately. Our engaging business education, interactions with successful pharmacy owner peers, and the business partners on the exhibit floor will help you increase revenue, purchase wisely, manage your expenses, and improve your cash flow. Read on to learn about the exciting opportunities that await you!



Business Education

Your pass to the NCPA 2019 Annual Convention grants you access to exclusive peer-tested business solutions that affect your bottom line. Here's a sampling of what you can expect.

Optimize critical performance indicators for your business.

It's the difference between working *on your* business and working *in someone else's* business. Pharmacy business is under siege, and it's time to fight back. The NCPA 2019 Annual Convention is *the place* where expert tactical advice meets real-world action. Walk away with a strategic business plan that serves your business today and for years to come.

- **Contracting.** A mistake here can cost you thousands. Learn the lingo, key provisions to watch out for, and tools to evaluate and secure the best deals for you.

- **Cash flow management.** Know exactly where you stand month in and month out. Assess the financial health of your business and where to sharpen the pencil.
- **Marketing with a purpose.** Fewer than half of consumers use a single pharmacy. Differentiate yourself in the market. Attract new patients, and strengthen your relationship with your current patients.
- **Audit mitigation.** Minimize clawbacks. Hear from pharmacy owners like you whose audit review systems have led to rarely losing money to an audit.

Changing the Pharma Payment M

Streamline workflow & expand opportunities.

- **Pharmacogenomics.** It's no longer a futuristic concept, but a practice reality. Discover the relationships, workflow pearls, and marketing plan that your peers have implemented to make it work.
- **Care planning.** You wouldn't expect to get paid for a prescription if you didn't document the dispensed medication and all the related information. Likewise, pharmacies won't get paid for their care services if they don't document what they do and how they are improving patient outcomes. Like anything new, there is a little learning curve but not more than your pharmacy team can handle. Get the how-to to make it successful in your business.
- **Medication synchronization.** Get syncing support at every level of the process. Peers share profit pearls, targeting strategies, and automation solutions that have taken their programs from a money-saving to a money-making investment.
- **Employer group partnerships.** Employers are incentivized to keep their employees healthy and at work, and your pharmacy team can help manage and prevent disease. Structure a wellness program where everyone wins.



- **Medical-at-home models.** Provide medical services to homebound patients. Learn from successful pharmacy operators who have grown their market share.
- **Medical billing and credentialing.** Being paid for providing services outside the PBM controlled space requires knowing who you can work with, how to establish needed relationships, what you can bill for, how to bill for it, and what will be required of you.
- **Merchandising tips for your front end.** Product doesn't sell itself...or does it? Increase your profitability with easy-to-follow retailing ideas based on the most successful community pharmacies.

- **Hemp-based products.** Doctors are recommending it. Patients are seeking and buying it. All types of stores are selling it. What is right for you? Get the latest on the legal/regulatory front, the business opportunity, and the science behind it all and position yourself as the source of truth in your community.
- **Team culture and staff utilization.** Adapt the Chick-fil-A service and culture to your business.



...and many more innovative topics that we are refining for you.

www.ncpanet.org/convention

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Register now at www.ncpanet.org/convention



Preliminary Schedule-at-a-Glance



PRE-CONVENTION GROWTH & PROFITABILITY PROGRAMMING

Thursday, Oct. 24

7:30 a.m.-7:30 p.m.

Ownership Workshop (Sponsored by McKesson) - Day 1

Friday, Oct. 25

7:30 a.m.-5 p.m.

Advanced LTC Pharmacy Marketing Seminar (Sponsored by Pharmacists Mutual) - Day 1

7:30 a.m.-5 p.m.

Pharmacist-led Lifestyle and Weight Management

7:30 a.m.-5:30 p.m.

Enhanced Services Boot Camp

7:30 a.m.-6:30 p.m.

Ownership Workshop (Sponsored by McKesson) - Day 2

Saturday, Oct. 26

7:30 a.m.-4:30 p.m.

Advanced LTC Pharmacy Marketing Seminar (Sponsored by Pharmacists Mutual) - Day 2

8 a.m.-Noon

Community Pharmacy Based Point-of-Care Testing Course

8 a.m.-12:30 p.m.

Front-End Profit Building Seminar (Sponsored by Good Neighbor Pharmacy)

8 a.m.-2 p.m.

Selling Your Pharmacy: An Action Plan

8:30 a.m.-2 p.m.

Ownership Workshop (Sponsored by McKesson) - Day 3

NCPA ANNUAL CONVENTION

Saturday, Oct. 26

7 a.m.-8:30 p.m.

REGISTRATION

7:30 a.m.-6 p.m.

Student Pharmacist Programming

1-2 p.m.

Lunch & Learns

1:30-3:30 p.m.

16th annual Good Neighbor Pharmacy NCPA Pruitt-Schutte Student Business Plan Competition

2:15-5:30 p.m.

Business Education

6:30-8:30 p.m.

NCPA Opening Night Reception

Sunday, Oct. 27

7 a.m.-6 p.m.

REGISTRATION

11:30 a.m.-5:30 p.m.

Student Pharmacist Programming

7:45-9:15 a.m.

Business Education

9:30-11:30 a.m.

OPENING GENERAL SESSION

11:45 a.m.-1 p.m.

Lunch & Learns

1-6 p.m.

Grand Opening of the NCPA Expo

4-5:30 p.m.

NCPA Foundation Awards Ceremony

3-6:15 p.m.

Business Education

Monday, Oct. 28

7 a.m.-6 p.m.

REGISTRATION

7:30-9:15 a.m.

Breakfast Programs

7:45-9:15 a.m.

Business Education

9:30-11:30 a.m.

SECOND GENERAL SESSION

11:30 a.m.-12:30 p.m.

Lunch & Learns

Noon-5:30 p.m.

NCPA Expo Open

2:45-6 p.m.

Business Education

Tuesday, Oct. 29

7:30 a.m.-3 p.m.

REGISTRATION

8-10 a.m. NCPA

House of Delegates

10:15-11:45 a.m.

Business Education

Noon-1 p.m.

Lunch & Learns

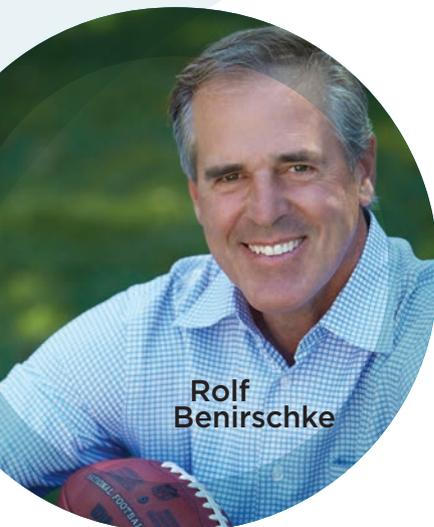
1:15-5 p.m.

Business Education

7-9 p.m.

Closing Night Reception & Party

Subject to change. Please check final program to confirm dates and times.



Rolf Benirschke

The Conference Keynote

Rolf's third season as a placekicker in the NFL was cut short when he collapsed on a cross-country team flight while battling ulcerative colitis. He would need two emergency surgeries within six days as his life hung in the balance for six weeks in the intensive care unit. After a miraculous comeback, he returned to play seven more seasons with the San Diego Chargers. Following his NFL career, Rolf dedicated his life to patient advocacy. He founded Legacy Health Strategies, a patient engagement company and The Grateful Patient Project.

Using his warm and engaging style, Rolf shares his inspirational story of loss, perseverance and hope for one reason—to encourage others.

Rolf has authored three books, including his autobiography, *Alive & Kicking*. He also currently works with UCSD Health helping to transform their culture and patient experience. He speaks to audiences around the country on the importance of the indomitable spirit, culture, connection and the patient experience. He also serves as a patient advocate for state/national legislation and is a champion for ongoing research and innovation.

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

YES NO

NAME OF PRIMARY BUYING GROUP/COOPERATIVE OR WHOLESALER

Send additional information from exhibiting companies

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)

MAIL TO:

NCPA, 100 Daingerfield Road,
Alexandria, Virginia 22314,
Attn: NCPA Conventions
.....

FAX: 703.683.3619
.....

REGISTER BY PHONE:

508.743.8556

Registration Fee Inclusions

Fees for the majority of registration categories include entrance to all business education, 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 October 15, 2019. 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 October 15, 2019, 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 2019 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 2019 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

2019 Annual Convention Rates

PLEASE CHECK YOUR CATEGORY OF CHOICE.

Category	Premier** Register thru 7/31	Advance Starting 8/1	Onsite Starting 10/26
<input type="checkbox"/> Pharmacist Owner/Manager—Member	<input type="checkbox"/> \$899	<input type="checkbox"/> \$949	<input type="checkbox"/> \$1,049
<input type="checkbox"/> Pharmacist Owner/Manager—Nonmember*	<input type="checkbox"/> \$1,294	<input type="checkbox"/> \$1,344	<input type="checkbox"/> \$1,444
<input type="checkbox"/> Staff Pharmacist/Retired—Member	<input type="checkbox"/> \$624	<input type="checkbox"/> \$674	<input type="checkbox"/> \$774
<input type="checkbox"/> Staff Pharmacist—Nonmember*	<input type="checkbox"/> \$859	<input type="checkbox"/> \$909	<input type="checkbox"/> \$1,009
<input type="checkbox"/> Pharmacy Resident—Member	<input type="checkbox"/> \$400	<input type="checkbox"/> \$450	<input type="checkbox"/> \$500
<input type="checkbox"/> Pharmacy Resident—Nonmember*	<input type="checkbox"/> \$455	<input type="checkbox"/> \$505	<input type="checkbox"/> \$555
<input type="checkbox"/> Pharmacy Technician—Member	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400	<input type="checkbox"/> \$450
<input type="checkbox"/> Pharmacy Technician—Nonmember*	<input type="checkbox"/> \$450	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550
<input type="checkbox"/> Dean/Faculty Member <i>(Please complete registration form)</i>	<input type="checkbox"/> \$425	<input type="checkbox"/> \$475	<input type="checkbox"/> \$525
<input type="checkbox"/> Student—Member	<input type="checkbox"/> \$220	<input type="checkbox"/> \$245	<input type="checkbox"/> \$295
<input type="checkbox"/> Student—Nonmember*	<input type="checkbox"/> \$270	<input type="checkbox"/> \$295	<input type="checkbox"/> \$345
<input type="checkbox"/> Non-Pharmacist Spouse/Guest—Member	<input type="checkbox"/> \$529	<input type="checkbox"/> \$579	<input type="checkbox"/> \$629
<input type="checkbox"/> Non-Pharmacist Spouse/Guest—Nonmember	<input type="checkbox"/> \$599	<input type="checkbox"/> \$649	<input type="checkbox"/> \$699
<input type="checkbox"/> Non-Pharmacist Team Member—Member	<input type="checkbox"/> \$529	<input type="checkbox"/> \$579	<input type="checkbox"/> \$629
<input type="checkbox"/> Non-Pharmacist Team Member—Nonmember	<input type="checkbox"/> \$599	<input type="checkbox"/> \$649	<input type="checkbox"/> \$699
One Day Registrant (per day) PHARMACISTS ONLY			
<input type="checkbox"/> Member <input type="checkbox"/> Sat. <input type="checkbox"/> Sun. <input type="checkbox"/> Mon. <input type="checkbox"/> Tues.	<input type="checkbox"/> \$475	<input type="checkbox"/> \$525	<input type="checkbox"/> \$525
<input type="checkbox"/> Nonmember <input type="checkbox"/> Sat. <input type="checkbox"/> Sun. <input type="checkbox"/> Mon. <input type="checkbox"/> Tues.	<input type="checkbox"/> \$625	<input type="checkbox"/> \$685	<input type="checkbox"/> \$685
<input type="checkbox"/> Non-Exhibiting Representative—Member	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,000
<input type="checkbox"/> Non-Exhibiting Representative—Nonmember	<input type="checkbox"/> \$2,295	<input type="checkbox"/> \$2,295	<input type="checkbox"/> \$2,295

*This includes your first year of NCPA membership.

Back by popular demand!

Reduced pre-convention registration rates available for owners/managers and staff pharmacists attending BOTH a pre-convention program and the NCPA Annual Convention. See "Combo rate" below.

2019 Pre-convention Rates

PLEASE CHECK YOUR CATEGORY OF CHOICE.

PRE-CONVENTION REGISTRATION DEADLINE: October 18, 2019

Program	Combo Rate	Pre-convention Only Member Rate	Pre-convention Only Nonmember Rate
<input type="checkbox"/> Ownership Workshop — 10/24 - 10/26	<input type="checkbox"/> \$649	<input type="checkbox"/> \$899	<input type="checkbox"/> \$1,134 Staff Pharmacist* <input type="checkbox"/> \$1,294 Owner/Manager*
<input type="checkbox"/> Advanced LTC Pharmacy Marketing Seminar: Turning Facility Challenges into Pharmacy Opportunities — 10/25 - 10/26 <i>(Non-LTC Division Members prices include one year of LTC membership)</i>	<input type="checkbox"/> \$400 Non-LTC Division members <input type="checkbox"/> \$250 LTC Division members	<input type="checkbox"/> \$649 <input type="checkbox"/> \$499 LTC Division members	<input type="checkbox"/> \$884 Staff Pharmacist* <input type="checkbox"/> \$1,044 Owner/Manager*
<input type="checkbox"/> Enhanced Services Boot Camp — 10/25	<input type="checkbox"/> \$150	<input type="checkbox"/> \$299	<input type="checkbox"/> \$349
<input type="checkbox"/> Pharmacist-led Lifestyle and Weight Management — 10/25	<input type="checkbox"/> \$200	<input type="checkbox"/> \$349	<input type="checkbox"/> \$449
<input type="checkbox"/> Community Pharmacy-Based Point-of-Care Testing — 10/26	<input type="checkbox"/> \$200	<input type="checkbox"/> \$349	<input type="checkbox"/> \$449
<input type="checkbox"/> Front-End Profit Building Seminar — 10/26	<input type="checkbox"/> \$99	<input type="checkbox"/> \$199	<input type="checkbox"/> \$299
<input type="checkbox"/> Selling Your Pharmacy — 10/26	<input type="checkbox"/> \$200	<input type="checkbox"/> \$449	<input type="checkbox"/> \$549

*This includes your first year of NCPA membership.

Pre-convention Growth & Profitability Program Offerings

(Separate registration fees apply.)

Ownership Workshop

Sponsored by McKesson

Thursday, Oct. 24 – Saturday, Oct. 26

A soup-to-nuts crash course on pharmacy ownership, whether you're expanding to become a multi-store owner, starting from the ground up, or purchasing an existing store. Get your nitty-gritty questions answered on the loan approval process, licensure agreements, and business plans.

Advanced LTC Pharmacy Marketing Seminar: Turning Facility Challenges into Pharmacy Opportunities

Sponsored by Pharmacists Mutual Companies

Friday, Oct. 25 – Saturday, Oct. 26

Learn what keeps the key decision makers of long-term care facilities awake at night and how your pharmacy can be part of the solution. This deep dive into the senior care marketplace will equip you to expand your LTC portfolio and pharmacy bottom line.

Enhanced Services Boot Camp

Friday, Oct. 25

Looking to grow your pharmacy with enhanced services, but not sure where to start? Look no further. Navigate the operations and management of an enhanced service pharmacy.

Receive a
deep discount on
registration when
you attend both a

BACK BY POPULAR DEMAND!

pre-convention Growth
& Profitability Program
and the NCPA Annual
Convention.*



Pharmacist-led Lifestyle and Weight Management

Friday, Oct. 25

Obesity is the symptom of the body adapting and adjusting to its current culture and environment. Discover how you can stop the biochemical chaos by managing insulin, cortisol, and nutrition, plus how to build a profitable weight management niche.

Community Pharmacy-Based Point-of-Care Testing Certificate Course

Saturday, Oct. 26

Get nuts-and bolts details on how to establish a profitable community pharmacy-based point-of-care testing program in this certificate program.

Front-End Profit Building Seminar

with Gabe Trahan

Sponsored by Good Neighbor Pharmacy

Saturday, Oct. 26

Learn how to attract new customers, keep them, and sell them more in this seminar. All the curb appeal, merchandising, marketing, floor plans, and more that will make big changes in sales in your front-end sales.

Selling Your Pharmacy: An Action Plan

Saturday, Oct. 26

From valuing your enterprise to tax strategies, discover your transition options and how to preserve your pharmacy's legacy.

For more program details on all pre-convention Growth and Profitability Programs, please visit www.ncpanet.org/convention.

*Applicable for owners/managers and staff pharmacists.



Register now at www.ncpanet.org/convention

Accommodations & Getting to San Diego

Convention Venue

San Diego Convention Center

111 West Harbor Drive
San Diego, Calif. 92101
www.visitsandiego.com

NCPA Contracted Hotels

Marriott Marquis San Diego Marina

333 West Harbour Drive
San Diego, Calif. 92101
(619) 234-1500
Room Rate: \$283 single/\$303 double

The Marriott Marquis San Diego Marina is centrally located in downtown San Diego and is connected to the San Diego Convention Center, venue for NCPA's 2019 Annual Convention. The hotel overlooks its own private marina and every room and suite has views of downtown or the San Diego Bay.

Manchester Grand Hyatt San Diego

One Market Place
San Diego, Calif. 92101
(619) 232-1234
Room Rate: \$299 single/double

The Manchester Grand Hyatt is next to the Marriott Marquis and is one block from the San Diego Convention Center. It offers a spectacular waterfront resort-like setting.

Getting There

The Marriott Marquis and Manchester Grand Hyatt are less than three miles from the San Diego International Airport, or less than 10 minutes by car. Taxi fares are about \$15 one way to these NCPA contracted hotels. Please note that the Marriott Marquis and Hyatt Manchester Grand do not offer shuttle service directly to and from the San Diego airport, but you can make separate shuttle bus transportation arrangements through Shuttle Fare at www.shuttlefare.com.

Expo

"Hundreds of vendors here who can help me improve my practice and run my business better. Wow!"

The premier event for community pharmacists also happens to feature the largest gathering of community pharmacy-focused product and service vendors you'll find anywhere.

NCPA's 2019 Expo is your opportunity not only to hear about but try out products, services, and technology aimed at helping you transform your pharmacy business. Our exhibitors' success depends on your success. The NCPA Expo is your one-stop shop for identifying just the right win-win partnerships to spur your pharmacy's evolution. And don't forget: Many of our vendors offer special discounts you can only get at the Expo!

Location

San Diego Convention Center, Halls A-B1

Exhibit Hours

Sunday, Oct. 27, 1 p.m. – 6 p.m. with reception
Monday, Oct. 28, 12 p.m. – 5:30 p.m. with lunch

www.ncpanet.org/convention