

**NCPA 2018 Multiple Locations Conference**  
**Feb. 28 – March 4, 2018 · Hyatt Regency Coconut Point, Bonita Springs, Fla.**  
**Conference Agenda\***

**Wednesday, February 28, 2018**

**Mid-morning**

**NCPA PAC/LDF Golf Tournament**

**12 – 6 p.m.**

**Registration**

**6:30 – 8:30 p.m.**

**Welcome Reception**

**Thursday, March 1, 2018**

**7 a.m. – 12 p.m.**

**Registration**

**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 – 10 a.m.**

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

ACPE UAN: 0207-0000-18-020-L04-P

ACPE UAN: 0207-0000-18-020-L04-T

2.0 contact hours (0.2 CEUs)

Activity Type: Application-Based

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. Through Direct Primary Care and other innovative business models, pioneering pharmacies have an unprecedented opportunity 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 level and take this session down to the dollars and cents of the opportunity, relationship, and growth potential, with resources for implementation.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Identify and discuss innovative, sustainable pharmacy models for team-based care.
2. Discuss practice modifications and investment requirements to launch new practice models.
3. Create preliminary return on investment projections and assess add-on opportunities.

**Speakers:** David Pope, PharmD, CDE, Chief of Innovation, Creative Pharmacist, Evans, Ga.; Amina Abubakar, PharmD, AAHIVP, Rx Clinic Pharmacy, Charlotte, N.C.; Charlie Barnes, III, RPh, Chairman, Barnes Healthcare Services, Valdosta, Ga.

**10 a.m. – 12 p.m.**

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

ACPE UAN: 0207-0000-18-021-L04-P

ACPE UAN: 0207-0000-18-021-L04-T

2.0 contact hours (0.2 CEUs)

Activity Type: Application-Based

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?

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Discuss the scope of the functional medicine market and its composition of health care professions as potential partners for pharmacy.
2. Identify target patient populations and outline marketing strategies and themes for expansion into functional medicine.
3. Outline incorporation of an appointment-based model for functional medicine into pharmacy workflow and discuss add-on revenue opportunities.

**Speakers:** Kathy Campbell, PharmD, Medicap Pharmacy, Owasso, Okla.; Beverly Schaefer, RPh, Kattermans Sand Point Pharmacy, Seattle, Wash.

**12 – 12:30 p.m.**

**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.

**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, 2018**

**7 a.m. – 12 p.m.**

**Registration**

**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 – 9:30 a.m.**

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

ACPE UAN: 0207-0000-18-022-L04-P

ACPE UAN: 0207-0000-18-022-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Amazon is credited for 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.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Assess the available market intelligence on Amazon and its potential as a competitor to community pharmacy.
2. Discuss capitalizing on the competitive advantages inherent in the community pharmacy model.
3. Outline an outward-facing marketing strategy for the independent store to compete with big market players.

**Speakers:** Randy McDonough, PharmD, Towncrest Pharmacy, Iowa City, Iowa; Karen Sulprizio, the Professional Image, Venice, Fla.

**9:30 – 11:15 a.m.**

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

ACPE UAN: 0207-0000-18-023-L04-P

ACPE UAN: 0207-0000-18-023-L04-T

1.75 contact hours (0.175 CEUs)

Activity Type: Application-Based

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.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Identify and evaluate developing technology with the potential to impact community pharmacy.
2. Discuss incorporation challenges and advantages of new and promising technologies into pharmacy workflow.

**Speakers:** Michael Levy, Chief Executive Officer, Co-Founder, Bluedoor, Chapel Hill, N.C.; Jon Easter, RPh, Director, Center of Medication Optimization through Practice and Policy (CMOPP), UNC Eshelman School of Pharmacy, Chapel Hill, N.C.

**11:15 a.m. – 12 p.m.**

**Targeting Major Outcomes, Reducing Total Cost of Care -- Transitions of Care: a Developing Story for Community Pharmacy**

ACPE UAN: 0207-0000-18-024-L04-P

ACPE UAN: 0207-0000-18-024-L04-T

0.75 contact hours (0.075 CEUs)

Activity Type: Knowledge-Based

The Hospital Readmissions Reduction Program started penalizing hospitals based on readmission rates in 2015. There was a statistically significant drop in readmissions for targeted disease states, but nationwide averages for all-cause readmissions have stayed essentially unchanged, and within the targets of the programs, 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 stories of pharmacies that have teamed with hospitals, their challenges and successes, best practices you can take away, and potential.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Discuss the opportunities for collaboration with hospitals and long-term care facilities provided by readmission penalties.
2. Discuss differing models of collaboration being practiced between facilities and community pharmacies and their potential fit in your business model.
3. Outline program components, investment, and ramp-up times.

**Speakers:** David Pope, PharmD, CDE, Chief of Innovation, Creative Pharmacist, Evans, Ga., Tripp Logan, PharmD, L and S Pharmacy, Charleston, Mo.

**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, 2018**

**7 a.m. – 12 p.m.**

**Registration**

**7 – 8 a.m.**

**Breakfast Buffet**

**8 – 9:30 a.m.**

**NCPA Update and Issue Briefing**

ACPE UAN: 0207-0000-18-025-L04-P

ACPE UAN: 0207-0000-18-025-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

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.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Discuss current legislative priorities that affect your independent community pharmacy practice.
2. Review legislative and regulatory actions NCPA is pursuing concerning community pharmacy and their status.
3. List and discuss three current initiatives NCPA is involved in to improve the community pharmacy marketplace.

**Speaker:** B. Douglas Hoey, CEO, National Community Pharmacists Association, Alexandria, Va.

**9:30 – 11 a.m.**

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

ACPE UAN: 0207-0000-18-026-L04-P

ACPE UAN: 0207-0000-18-026-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

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—

and leadership team—ready to adapt to new business ideas and roll out new programs. This program will share a method to convert your multi-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 returns. If you are sick of staring at that ever-lengthening to-do list, come get inspired and learn how you can best use your company's staff to finish those projects and build your revenue.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Discuss common barriers to implementing new programs and goals in your pharmacy operation.
2. Outline effective methods of organizing tasks, involving the multi-pharmacy team, and developing a reporting structure to accomplish project goals.
3. Discuss staff member involvement and store owner/manager responsibilities and accountability tools for achieve goals.

**Speaker:** Hashim Zaibak, PharmD, Hayat Pharmacy, Milwaukee, Wis.

**11 a.m. – 12 p.m.**

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

ACPE UAN: 0207-0000-18-027-L04-P

ACPE UAN: 0207-0000-18-027-L04-T

1.0 contact hours (0.1 CEUs)

Activity Type: Knowledge-Based

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.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Discuss pharmaceutical pipelines and what they project for spending in the next 3-5 years.
2. Discuss patient population and prescribing trends.

**Speaker:** Doug Long, Vice President, IQVIA, Ponte Vedra Beach, Fla.

**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).

**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, 2018**

Depart

*\*Please note that times may be subject to change. Check [www.ncpanet.org/multiplelocations](http://www.ncpanet.org/multiplelocations) for updates.*