



## **NCPA Ownership Workshop, Sponsored by McKesson Live Conference with online prerequisite work**

### **Agenda – October 24-25 Live and On-Demand**

It's a soup-to-nuts crash course on pharmacy ownership, whether you're starting from the ground up, purchasing an existing store, or expanding to become a multi-store owner.

**On-demand pre-requisites (Approximately 9 hours) Watch on-demand, on your schedule ahead of the October 24-25 event.**

On-demand topics include:

- **Entrepreneurship and Business Plan Development**
- **Site Selection**
- **Buying and Selling, Marketing, and Other Legal Issues**
- **Buying Assets vs. Common Stocks**
- **Accounting and Corporate Structure**
- **Financial Analysis**
- **Starting a Pharmacy from Scratch**
- **Marketing Your Message**
- **Floor Plan, Product Placement, and Merchandising to Sell**
- **Compliance Programs**
- **Enhancing Your Image With OTC**

## Part 1: Pharmacy Ownership On-Demand

0207-0000-24-700-H04-P

0207-0000-24-700-H04-T

Activity Type: Application-Based

9 contact hours (0.9 CEU)

### Pharmacists and Pharmacy Technician Learning Objectives

Upon completion of this activity, participants will be able to:

1. Describe the characteristics of people most likely to succeed in business.
2. Discuss why a business plan is needed for a pharmacy.
3. Discuss how to assess the proper physical size of a building that will fit your needs.
4. Identify key legal documents used in the purchase or sale of a pharmacy.
5. Explain which legal documents may be involved with the transfer of ownership.
6. Discuss the documents exchanged between the buyer and seller in an asset purchase.
7. Discuss terms that protect both the buyer and seller.
8. Outline key components of a buy/sell agreement for partners in a pharmacy.
9. Compare and contrast buying assets vs. common stocks.
10. Discuss the mechanics of a stock purchase.
11. Analyze the pros and cons for each of the corporate structures.
12. Explain the dynamic relationships that exist between the balance sheet and income statement.
13. Outline how to use financial analysis as a tool to improve profits and increase cash flow.
14. Describe the important components of the financials that need to be prepared for a business loan package.
15. Describe the attributes of a well laid out pharmacy retail floor plan and create a plan that will be inviting to customers, encourage complete full store browsing while maintaining a professional pharmacy atmosphere.
16. Outline a marketing strategy using curbside appeal, word of mouth, media, exterior and interior signage that will encourage sustained constant growth.
17. Craft a unique and compelling message that can be applied to all media platforms.
18. Compare and contrast the advantages of social media, direct mail, word of mouth, exterior signage, print, and broadcast media.
19. Describe the components necessary to execute a successful marketing campaign.
20. Discuss how demographics affect your OTC and niche options.



NCPA is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This program will provide 9 contact hours (0.9 CEUs) of continuing pharmacy education credit. The participant will need to attend all required components of the CE activity and complete a pre-test, pass a final assessment with a score of 70% or more, and complete a feedback survey to receive credit for the program. Target audience: community pharmacists and community pharmacy technicians.

## **Part 2: Pharmacy Ownership Live**

**Thursday, October 24 (9:30 a.m. – 6:30 p.m. ET) | Friday, October 25 (8 a.m. – 4 p.m. ET)**

**0207-0000-24-701-L04-P**

**0207-0000-24-701-L04-T**

**11.25 contact hours (1.125 CEUs)**

### **Activity Type: Application-Based**

#### **Pharmacists and Pharmacy Technician Learning Objectives:**

Upon completion of this activity, participants will be able to:

1. Discuss the impact on your potential business of signage, parking and local business, schools and communities.
2. Discuss terms that protect both the buyer and seller.
3. Outline key components of a buy/sell agreement for partners in a pharmacy.
4. Compare and contrast the liability issues between asset purchase and stock purchase.
5. Discuss the mechanics of a stock purchase.
6. Explain the process of due diligence.
7. Outline how to incorporate demographic information in your business plan.
8. Describe the important components of the financials that need to be prepared for a business loan package.
9. Outline how to use financial analysis as a tool to improve profits and increase cash flow.
10. Explain the importance of researching demographics and what information you need to obtain in that research.
11. Identify key features of a store layout.
12. Describe how layout affects traffic flow.
13. Discuss the impact on profitability of a poorly designed layout.
14. Describe the licensure requirements to open or transfer a pharmacy.
15. Construct a list of attributes that cause concern in a lease or buy proposal.
16. Discuss potential resolutions for lease problems and appropriate action.
17. Describe how to determine an equitable selling/purchase price for a community pharmacy.
18. Determine which factors will affect the price of the pharmacy. Explain the protections that SBA loans afford the buyer and seller.
19. Discuss borrower eligibility for SBA loans.
20. Describe the SBA loan process from application to settlement.
21. Explain the details to close a pharmacy and the local, state and federal agencies that must be dealt with to close a transaction.
22. Explain the implications of third-party payer contracts that can impact on the acquisition of a pharmacy.
23. Discuss how to phase in technology as the business grows.
24. Discuss the different areas where pharmacy technology can improve efficiency of pharmacy operations.
25. Outline budgeting needs for the incorporation of pharmacy technology systems into your business plan.
26. Discuss best practices for making medication synchronization a core tenant of your business.
27. Identify key operational areas that impact efficiency and cost-effectiveness.
28. Identify opportunities to maximize immunizations outside of flu season.
29. Explain the different types of financing available to pharmacies.
30. Discuss borrower eligibility for SBA loans.
31. Describe the SBA loan process from application to funding.
32. Describe cash flow of the business including a review of its impact on valuations.
33. Discuss the importance of utilizing marketing analytics to inform marketing decisions.
34. Summarize strategies for utilizing technologies to streamline marketing efforts.

## Day 1 – Thursday, October 24, 2024

9-9:30 a.m.	Registration
9:30-10:15 a.m.	The Road to Pharmacy Ownership
10:15-11 a.m.	Demographics – Know Your Potential Patients, Competitors and Prescribers
11-11:15 a.m.	BREAK (Non-CE)
11:15 a.m.-Noon	Accounting and Corporate Structure and Financial Analysis Q&A
Noon-1:30 p.m	Lunch and Meet and Greet with Exhibitors (Non-CE)
1:30-2:30 p.m.	Legal Issues and Buying Assets vs. Common Stock Q&A
2:30-3:30 p.m	Deal or No Deal
3:30-3:45 p.m	BREAK (Non-CE)
3:45-4:30 p.m.	Ask the Experts Panel
4:30-5:30 p.m.	Networking Reception (Non-CE)
5:30-6:30 p.m.	Planning Your Next Step! (Non-CE): A Non-CE look at building, leasing and remodeling

7:15-8 a.m.	Continental Breakfast (Non-CE)
8-8:45 a.m	Road to Pharmacy Ownership – A Different Perspective
8:45-9:30 a.m.	Community Pharmacy Valuation
9:30-10 a.m.	Technology to Improve Your Workflow
10-10:15 a.m.	BREAK (Non-CE)
10:15-11 a.m.	The How To's of Financing Your Pharmacy Deal
11-Noon	Acquisition Target and Opening Timeline
Noon-1:30 p.m.	Lunch & Meet and Greet with Exhibitors (Non-CE)
1:30-2:30 p.m.	First and Last Impressions
2:30-3:15 p.m.	Marketing Musts in Your First Year
3:15-4 p.m.	Ask the Experts Panel

### Speakers

*Bobby Glaze*, Pharm.D., Loan Officer, First Financial Bank  
*Bonnie Bond*, CPA, Sykes & Company, P.A.  
*Dave Wendland*, Vice President, Strategic Relations, Hamacher Resource Group  
*Gabe Trahan*, Former Senior Director, Store Operations and Marketing, NCPA  
*Hashim Zaibak*, PharmD, Hayat Pharmacy  
*Jeff Baird, Esq.*, Chairman, Health Care Group, Brown & Fortunato, P.C.  
*Jonathan G. Marquess*, PharmD, CDCES, FAPhA, President/CEO The Marquess Group  
*Kacey Glinka*, Vice President RxOwnership, Northeast Region  
*Ollin Sykes*, CPA, CITP, CMA, President, Sykes & Company, P.A.  
*Scott Weaver*, Vice President of Pharmacy, PRS Pharmacy Services



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