

## NCPA Business of Long-Term Care Workshop

Day 1	
9-9:15 a.m.	Registration (non-CE)
9:15-10 a.m.	<b>Intro and Defining Long Term Care</b> <i>Defining Long-Term Care</i> provides insight into how long-term care is defined across various stakeholders, government agencies, and regulatory bodies, along with where long-term care fits within the continuum of care.
10 a.m.-12 p.m.	<b>Anatomy of an LTC Patient (including institutional, HCBS and LTC at Home)</b> <i>Anatomy of an LTC Patient</i> reviews the types of patients that long-term care pharmacies service, as well as how patient type impacts workflow, service level, and other factors
12 -1 p.m.	Lunch; Meet and Greet with Exhibitors (non-CE)
1 -2:30 p.m.	<b>LTC Pharmacy Operations</b> <i>LTC Pharmacy Operations</i> examines the key operational drivers within an LTC pharmacy. This section will review the life cycle of a LTC prescription, along with how workflow, packaging, technology and regulations affect how pharmacies deliver care to their patients.
2:30-3:00 p.m.	Break (non-CE)
3-5 p.m.	<b>Industry Showcase (non-CE)</b> <i>Industry Showcase</i> provides learners with the opportunity to hear from LTC Division sponsors and ask questions. This interactive session is an opportunity to learn from experts and from each other.
5-6 p.m.	Networking Reception (non-CE)
Day 2	
7:30-8:30 a.m.	Breakfast (non-CE)
8:30-10 a.m.	<b>LTC Pharmacy Operations – Regulatory Impacts</b> <i>Regulatory Impacts</i> summarize the important regulatory considerations which apply specifically to long-term care pharmacy
10-11 a.m.	<b>Drivers of Margin</b> <i>Drivers of Margin</i> gives foundational knowledge regarding access to pricing and reimbursement by discussing LTC group purchasing organizations (GPOs) and pharmacy service administration organizations (PSAOs), as well as common payer types and reimbursement methodologies within LTC. This section will identify the process for calculating margin using patient type and payer type
11-11:30 a.m.	Break and check-out (non-CE)
11:30 a.m. – 12:30 p.m.	<b>Acquiring Business</b> <i>Acquiring Business</i> prepares participants for the journey of acquiring business to establish or grow their long-term care operation. This section provides the basic tools for participants to evaluate their local market, create a plan for engaging potential customers, and execute on their plan.

12:30 p.m.-1:30 p.m.	Lunch (non-CE)
1:30-3 p.m.	<b>Acquiring Business (con't)</b>
3-3:15 p.m.	Break (non-CE)
3:15-4 p.m.	<b>Building a Plan</b>
4-5 p.m..	Q&A Workshop (non-CE)

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

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

- Define long-term care and its importance in the health care system.
- Review the types of care, services, and support that define long-term care.
- Describe the medical and non-medical needs of long-term care patients.
- Describe the various definitions of long-term care based on state and federal classifications.
- Describe the guidelines for long-term care pharmacy at home.
- Compare and contrast service considerations by patient type.
- Describe the components for a long-term care at home patient attestation.
- Identify operational considerations for launching long-term care services and growing long-term care business.
- Diagram the basic process loop of a long-term care pharmacy.
- Compare and contrast prescription packaging methodologies.
- Recognize how technology is utilized within long-term care, how it affects service level, and improves patient outcomes.
- Summarize important regulatory considerations which apply specifically to long-term care pharmacy.
- List key operational costs associated with operating a long-term care pharmacy.
- Differentiate between common payer types in long-term care pharmacy.
- Calculate reimbursement using the methodologies of various payer types for brand and generic products.
- Perform a market analysis of potential competition and prospective customers.
- Develop a plan for identifying and engaging key stakeholders.
- Discuss strategies for developing relationships with key stakeholder groups.
- Review the key questions to ask when speaking to potential and current customers.
- Analyze your LTC pharmacy business for aspects that differentiate you from the competition.
- Design a marketing concept to create market awareness.

*NCPA is an accredited provider of continuing pharmacy education by the Accreditation Council for Pharmacy Education. This program is eligible for up to 10 contact hours (1.0 CEUs) of continuing pharmacy education. Participants need to attend and participate in the sessions, provide an attendance code, and complete an activity evaluation to receive credit for the program — target audience: community pharmacists and community pharmacy technicians.*