



JUNE 27-30, 2018

RBC Continuing Education Class Descriptions

Wednesday, June 27, 2018

8 am – 4:30 pm

APhA Pharmacy-Based Immunization Delivery

APhA's *Pharmacy-Based Immunization Delivery* certificate training program (14th Edition) is based on national educational standards for immunization training from the Centers for Disease Control and Prevention. This practice-based curriculum represents a fusion of science and clinical pharmacy. The program, which emphasizes a health care team approach, seeks to foster the implementation of interventions that will promote disease prevention and public health.

Successful completion of the self-study component involves passing the self-study assessment with a grade of 70% or higher and will result in 12 contact hours of CPE credit (1.2 CEUs). *ACPE UAN: 0202-9999-17-160-H06-P*. Release date: July 15, 2017, expiration date: July 15, 2020

Successful completion of the live seminar component involves attending the full live seminar, successfully completing the injection technique assessment, and completing the online assessment and evaluation. Successful completion of this component will result in 8 contact hours of CPE credit (0.8 CEU). *ACPE UAN: 0202-9999-17-161-L06-P*. Release date: July 15, 2017, expiration date: July 15, 2020

Pharmacist Learning Objectives for the Live Seminar:

1. Describe strategies for increasing immunization rates, including physician collaborations, community level activities, and immunization coalition activities.
2. Describe pharmacy operations and a process for administering vaccines in various pharmacy practice settings.
3. Evaluate patient histories and make patient-specific recommendations based on the appropriate immunization schedule.
4. Demonstrate effective strategies for communicating with patients who have concerns about vaccines.
5. Describe current evidence regarding vaccine safety.
6. Recognize the signs and symptoms of adverse reactions that can occur after vaccination.
7. Describe procedures for management of patients with adverse reactions to vaccination that constitute an emergency.
8. List the steps for administering currently available intranasal and intradermal vaccines.
9. Demonstrate appropriate intramuscular and subcutaneous injection techniques for adult immunization.

Speaker: Nathan Painter, Pharm.D., CDE, Health Sciences Associate Clinical Professor, University of California, San Diego, Skaggs School of Pharmacy and Pharmaceutical Science, Lemon Grove, California; Richard H. Dang, Pharm.D., BCACP, Assistant Professor of Clinical Pharmacy, Titus Family Department of Clinical Pharmacy, USC School of Pharmacy, Alhambra, California

8am – 4:30 pm
APhA Delivering Medication Therapy Management Services

APhA's Delivering Medication Therapy Management Services presents a systematic approach for developing, implementing, delivering, and sustaining MTM services. It includes an overview of the marketplace for delivering MTM services, guidance for implementing MTM services in pharmacy practice, a review of the essential skills and knowledge needed for performing MTM successfully, and an organized process for identifying medication-related problems. The purpose of this certificate training program is to prepare pharmacists to improve medication use through the delivery of MTM services in a variety of practice settings.

Successful completion of the self-study component involves passing the self-study assessment with a grade of 70% or higher and will result in 10 contact hours of CPE credit (1.0 CEUs). *ACPE UAN: 0202-9999-17-213-H04-P*. Release date: July 31, 2017, expiration date: June 30, 2018

Successful completion of the live seminar component involves attending the full live seminar and completing the online evaluation. Successful completion of this component will result in 8 contact hours of CPE credit (0.8 CEU). *ACPE UAN: 0202-9999-17-214-L04-P*. Release date: July 31, 2017, expiration date: June 30, 2018

Pharmacist Learning Objectives for Live Program:

1. Conduct a thorough medication therapy review (MTR).
2. When interviewing a patient, employ effective communication skills to overcome communication barriers.
3. Complete a personal medication record (PMR).
4. Develop a medication-related action plan (MAP).
5. Document medication therapy management (MTM) services in a manner that allows for evaluating patient progress, billing, and tracking clinical and financial outcomes.
6. Create a plan for patient follow-up.
7. Assess patient-specific data and issues, and interpret these findings to identify medication-related problems.
8. Develop a patient problem list and a list of the patient's medication-related problems.
9. Establish goals of therapy for each medical condition and medication-related problem identified.
10. Make recommendations for resolving situations in which a patient's medications are potentially inappropriate.
11. Discuss the elements of an effective medication therapy recommendation to another health care practitioner.
12. Describe the medication use concerns and adverse drug events that are more common in elderly patients.
13. Account for pharmacokinetic and pharmacodynamic changes when reviewing an elderly person's medication regimen.
14. List important considerations when determining the operations of an MTM service.
15. Identify potential payers for MTM services.
16. Explain how to bill for MTM services using CPT codes.
17. Describe strategies for marketing MTM services.
18. Describe emerging opportunities for delivering MTM services.

Speaker: Sarah McBane, PharmD, CDE, BCPS, FCCP, Professor and Chair, Department of Pharmacy Practice, West Coast University, School of Pharmacy, Sherman Oaks, California; Hyma P. Gogineni, MSc, PharmD, TTS, BCACP, Assistant Professor Pharmacy Practice and Administration, Western University of Health Sciences, College of Pharmacy, Corona, California

8 am – 5:00 pm

Increasing your LTC Footprint: Opportunities in Skilled Nursing Facilities

ACPE UAN: 0207-9999-18-102-L04-P

ACPE UAN: 0207-9999-18-102-L04-T

7.25 contact hours (0.725 CEUs)

Activity Type: Application-Based

Regulatory changes in the skilled nursing space have made it challenging for senior care leaders. Where there is challenge, there is always opportunity. Come understand what keeps the key decision makers of senior facilities awake at night and strategize on how your pharmacy can provide solutions. This deep dive into the senior care marketplace will empower you to go after new accounts and provide additional value to your current homes by addressing the four major challenges of senior care facilities. This is NOT some generic sales approach -- it's about the uniqueness of one market.

Pharmacist and Technician Learning Objectives:

1. Describe the current skilled nursing facility State Survey process
2. Describe what recourse skilled nursing facilities have to refute deficiency citations.
3. Explain the consequences of facility performance within the 12 deficiency levels and how plans of correction work
4. Differentiate between the "Domino Effect" and the "Double G" rule
5. Assign level of deficiencies to six separate survey scenarios.
6. Describe the history of the Five-Star Rating Systems and its distribution of stars.
7. Define the acronym PBJ and its relevance to Consultant Pharmacy services.
8. Describe what two elements substantially drive facility financial performance.
9. List the average per diem nationally based upon payor source.
10. Describe the use of the MDS as it relates to per diem payments under Medicare A.
11. List the national payor averages (as a percentage of facility occupancy).
12. Calculate what difference even a small payor mix shift can have upon facility revenue.
13. Explain the reimbursement model shift contained within CMS' **Advance Notice of Proposed Rule Making** of April, 2017 and its implications for skilled nursing facilities' revenue.
14. Describe the five reimbursement components of the proposed system and which includes pharmacy services.
15. Define which nursing facilities are worth a priority effort in marketing outreach.
16. List the due diligence (research) necessary BEFORE point of first contact with a prospective client.
17. Analyze the information contained with public data sources (valuable in pharmacy marketing outreach).
18. Correlate survey information contained on Medicare.gov to the 12 deficiency levels.
19. Explain how to overcome 3 of the most common resistance excuses and get in front of decision makers.
20. Describe the five components of a well-crafted pharmacy services presentation.
21. List regulatory compliance compelling arguments to choose a pharmacy services provider.
22. Explain how Consultant Pharmacy can impact facility revenue in a unique way.
23. Describe how pharmacy can help the facility position itself in attracting admissions through positive outcome development.
24. Explain the value of certain pharmacy reports to decision makers.
25. Describe how to address pharmacy costs in marketing discussions.
26. Describe what types of factors impact client retention.
27. Explain why both attendees and vendors participate in trade shows.
28. Describe pre-conference due diligence valuable in reaching target prospects.
29. Explain which exhibit layout is more supportive of discussions at conferences.

Speaker: LouAnn Brubaker, President, Brubaker Seminars, Baltimore, Maryland

8 am – 5:30 pm

From Prevention to Pump Training: Opportunities in Diabetes Care

ACPE UAN: 0207-9999-18-100-L04-P

ACPE UAN: 0207-9999-18-100-L04-T

7.5 contact hours (0.75 CEUs)

Activity Type: Application-Based

Diabetes, Type II diabetes particularly, continues to be one of the most expensive diseases in the United States due to both high cost to treat and the multitudes of persons struggling with the condition. Pharmacists are well-positioned to be integral in the care of these patients. This program walks through more than a dozen services pharmacists can offer including instructions for how to market and bill for services.

Pharmacist and Technician Learning Objectives:

1. Review recent developments in diabetes treatment including new medications available and new research.
2. Discuss new technology trends impacting ideal care for patients with diabetes.
3. Outline the potential opportunity for pharmacy involvement in Diabetes Prevention Programs.
4. Describe ways for pharmacy teams to impact patients' wellness through lifestyle modifications and weight loss programs.
5. Detail steps for a pharmacy to provide DSME/T.
6. Evaluate opportunities in over-the-counter sales of diabetes related products.
7. List vitamin and supplement recommendations for diabetic patients.
8. Detail steps for a pharmacy to provide diabetic shoe and sock fitting.
9. Detail steps for a pharmacy to provide point of care testing for A1c and blood glucose.
10. Outline the potential opportunity for pharmacy involvement in insulin pump training.
11. Describe marketing pearls for targeting patients with diabetes.
12. Calculate potential return on investment for development of a variety of diabetes related services.
13. Outline implementation timelines for launching a comprehensive diabetes care program.
14. Describe collaboration opportunities for pharmacists to manage patients' diabetes medications.

Speakers: David Pope, PharmD, CDE, STRAND Clinical Technologies, Evans, Georgia; Kelley Pope, RNC, STRAND Clinical Technologies, Evans, Georgia; Kathy Campbell, PharmD, Medicap Pharmacy, Owasso, Oklahoma; Gabe Trahan, Senior Director of Store Operations and Marketing, NCPA, Burlington, Vermont; Ryan Lindenau, Middleport Family Health Center, Middleport, New York; Theresa Tolle, RPh, Bay Street Pharmacy, Sebastian, Florida

8 am – 5:30 pm

Enhanced Services Boot Camp

ACPE UAN: 0207-9999-18-101-L04-P

ACPE UAN: 0207-9999-18-101-L04-T

7.5 contact hours (0.75 CEUs)

Activity Type: Application-Based

The boot camp, formerly known as Re-Engineering Your Pharmacy, brings together experts—pharmacy owners like you who are successfully growing their businesses—to share how they are doing it and give real life coaching on the operations and management of an enhanced services business. This program is a great fit for pharmacy owners, managers, staff pharmacists, residents & students.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss new collaboration opportunities between prescribers and pharmacies.
2. Describe components of a re-engineered practice.
3. Discuss how an ABM program can positively affect pharmacy operations.
4. Outline staffing/workflow considerations needed for enhanced service delivery.
5. Create job descriptions for key roles of pharmacy team in a re-engineered practice.
6. Develop mechanisms for “getting buy in” on your pharmacy culture.
7. Apply best practices for engaging and training the pharmacy team to streamline operations.
8. Develop mechanisms for giving feedback and managing resistance to change.
9. Identify how to account for clinical pharmacist time and what services will bring in new income to help the pharmacy grow.
10. Discuss common financial considerations when offering any new pharmacy service.
11. Articulate your pharmacy elevator speech.

12. Create a plan to build relationships with other health care professionals in your area that can lead to opportunities for your pharmacy.
13. Discuss chronic care management and transitional care management opportunities for revenue in delivering clinical pharmacy services.
14. Demonstrate how businesses are able to implement these programs while remaining profitable.
15. Discuss common characteristics of pharmacies in a community pharmacy enhanced service network.
16. Discuss the role of community pharmacy in providing medication management resources to the highest risk populations.
17. Describe how pharmacies are positioning themselves to integrate with care teams to lower health care costs and participate in new models of care and reimbursement.

Speakers: Joe Moose, PharmD, Moose Pharmacy, Director of Strategy & Luminary Development, CPESN® USA, Concord, North Carolina; Ashley Branham, PharmD, Director of Clinical Services, Moose Pharmacy, Director of Network Development & Marketing, CPESN® USA, Concord, North Carolina; Travis Wolff, PharmD, BCACP, Med-World Pharmacy, Inc., Sapulpa, Oklahoma; Jay Williams, Marketing Communications Lead, CPESN® USA, Dublin, Ohio; Bri Morris, PharmD, Senior Director, Program Development, NCPA, Alexandria, Virginia; Mike Bollinger, Senior Loan Officer, Live Oak Bank, Wilmington, North Carolina

8 am – 5:30 pm

Mental Health First Aid

ACPE UAN: 0207-9999-18-019-L04-P

ACPE UAN: 0207-9999-18-019-L04-T

8.0 contact hours (0.8 CEUs)

Activity Type: Application-Based

Mental Health First Aid is an 8-hour course that teaches you how to help someone who may be experiencing a mental health or substance use challenge. The training helps you identify, understand and respond to signs of addictions and mental illnesses.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss the prevalence and impact of mental health problem in the United States.
2. Discuss the barriers to treatment of mental health disorders
3. Describe the spectrum of mental health interventions, treatments and support
4. Discuss the core components of recover for people experiencing mental health or substance abuse problems.
5. Describe how the Mental Health First Aid Action Plan fits within the array of interventions available to address mental health problems
6. Give an overview of the signs, symptoms, and possible risk factors and warning signs of depression and anxiety.
7. Give an overview of the signs, symptoms, and possible risk factors and warning signs of people who are experiencing a panic attack and may be in crisis
8. Give an overview of the signs, symptoms, and possible risk factors and warning signs of people who are experiencing a traumatic event and may be in crisis
9. Give an overview of the risk factors and warning signs of psychotic disorders
10. Give an overview of the risk factors and warning signs of substance use disorders
11. Demonstrate the Mental Health First Aid Action Plan for someone who may be in a crisis such as a suicide or self-injury.
12. Discuss how to respond to someone who is not in crisis
13. Provide helpful resources and support groups for people experiencing mental health disorders

Speakers: Clark Bishop, PharmD, Pharmacist Manager, Partner, Hutton Pharmacy, Blackwell, Oklahoma; Talia Puzantian, PharmD, BCPP, Associate Professor, Clinical Sciences, Keck Graduate Institute, Claremont, California

1 – 5 pm

AHA BLS Provider

ACPE UAN: 0207-9999-18-103-L04-P

ACPE UAN: 0207-9999-18-103-L04-T

4.0 contact hours (0.4 CEUs)

Activity Type: Application-Based

The AHA **Basic Life Support (BLS) Course** is designed to provide healthcare professionals the ability to recognize many life-threatening emergencies, provide CPR for Adult, Child, and Infant, use an AED, and relieve choking. This course is intended for both certified or noncertified, licensed or non-licensed healthcare professionals. The course can also be modified to meet workplace requirements.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Perform the steps of basic life support (BLS) and cardiopulmonary resuscitation (CPR).
2. Discuss the signs and appropriate actions to take for severe airway obstruction in the responsive and unresponsive victim.
3. List the individual links in the Chain of Survival.
4. Describe the signs and symptoms of multiple common life threatening emergencies that might require intervention.

Speaker: TBD

Thursday, June 28, 2018

7:30 – 9 am

High Impact Front-End: Improving Your Pharmacy's Image and Profitability

ACPE UAN: 0207-9999-18-110-L04-P

ACPE UAN: 0207-9999-18-110-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Competition is getting tougher and margins are getting slimmer, but the community pharmacy has significant competitive advantages. From the superior opportunity to build loyalty and patient engagement to flexibility to cater health and wellness needs and products and personal service to your patients that the big chains can't. This program discusses a punch-list of simple face lift actions that will help your curb appeal. And also discuss profitable niche ideas and how to market them to inside and outside customers.

Pharmacist and Pharmacy Technician Learning Objectives

1. Evaluate front-end modifications based on cost and impact.
2. Discuss profitable front-end health and wellness niches that are a fit for community pharmacy.
3. Outline an in-store strategy for interior signage and pricing strategies.

Speaker: Gabe Trahan, Senior Director of Store Operations and Marketing, NCPA, Burlington, Vermont

Tips for Optimizing 340B Programs and Finding the Profit for Your Pharmacy

ACPE UAN: 0207-9999-18-105-L04-P

ACPE UAN: 0207-9999-18-105-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

340B helps bring the health care community together to bring an extra level of care to the most vulnerable patients, and is a program that can have financial benefits for your pharmacy. But the devil is in the details. For 340B to bring the best results has to be ready to find the opportunities, and miss the pitfalls. This session will give you a primer on success in 340 B

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss the basics of 340B for the pharmacy and how to determine contract "fit".
2. Explain the importance of contract pharmacy to 340B hospitals and their patients.
3. Describe the flow of patients and product through the 340B system.

Speaker: Daniel Neal, Product Leader, 340B – Innovative Delivery Solutions, Cardinal Health, Dublin, Ohio

Ready to be Paid Differently: A CPESN® USA, Update

ACPE UAN: 0207-9999-18-106-L04-P

ACPE UAN: 0207-9999-18-106-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Following their successful pilot in North Carolina, CPESN® USA is rapidly spreading across the country building networks of community pharmacists prepared to deliver and document a higher standard of care, and work with payors for higher reimbursement. Whether you've never heard of CPESN or you are a local network luminary, you'll appreciate this update on the movement.

Pharmacist and Technician Learning Objectives:

1. List the core enhanced services of CPESN® USA pharmacies.
2. Explain the importance of being a part of CPESN® USA.
3. Describe the current status of the CPESN® development.

Potential Speakers: Joe Moose, PharmD, Moose Pharmacy, Director of Strategy & Luminary Development, CPESN® USA, Concord, North Carolina; Ashley Branham, PharmD, Director of Clinical Services, Moose Pharmacy, Director of Network Development & Marketing, CPESN® USA, Concord, North Carolina

Top Strategies for Independent Pharmacy Owners to Reduce 2018 Taxes

ACPE UAN: 0207-9999-18-107-L04-P

ACPE UAN: 0207-9999-18-107-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Beyond the year to year tax filings and making sure that you are properly claiming deductions, write-offs, and paying appropriately, there is a greater tax and investment strategy for the life of your business. This session will deliver insight into crafting a long-term strategy that positions your business for the present, and future.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss 2018 tax laws and the implications for business and real estate ownership.
2. Outline how to use current tax deductions to generate future tax-free retirement income.
3. Discuss strategy changes and next steps regarding business taxes.

Speaker: Lawrence Barrett, CLU, ChFC, AEP®, Independent Pharmacy Consulting Group/Sagemark Consulting, Cleveland, Ohio

12:30 – 2 pm

Motivating and Engaging Your Team: Increase Productivity without Increasing Resources

ACPE UAN: 0207-9999-18-108-L04-P

ACPE UAN: 0207-9999-18-108-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Ask some of the most successful pharmacy owners in the industry the secret to their success, and 99.9 percent of the time they will say they have a great staff. Is your staff operating at optimal capacity? Vital keys to getting staff "on board" are your store culture, clearly defined roles, and teamwork. Learn strategies for how to plan, react, and build as a team to keep your business thriving.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss successful methods for introducing new concepts to pharmacy staff to minimize pushback.
2. Evaluate methods to improve pharmacy programs based on staff input and results.
3. Describe your current culture and how it can adjust to align with changes.

Speaker: Travis Wolff, PharmD, BCACP, Med-World Pharmacy, Inc., Sapulpa, Oklahoma

Nutrition Therapy for Wounds

ACPE UAN: 0207-9999-18-109-L04-P

ACPE UAN: 0207-9999-18-109-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

This presentation reviews complexities associated with wound care and best practices to eliminate and overcome barriers of effective care through nutrition. The process and progress of wound healing with nutrition as a vital component is addressed, including particular nutrient requirements.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Describe the process of wound healing requirements for macro-and micronutrients.
2. Review the nutrition care process for individuals at risk and experiencing wound healing.
3. Learn nutrition interventions to augment wound healing.

Speaker: Elizabeth Pash, MS, RD, LDN, Section Head, Medical Science Liaisons Research, Scientific & Medical Affairs, Abbott Nutrition, Columbus, Ohio

Taxes 2018: What you Need to Know Now

ACPE UAN: 0207-9999-18-104-L04-P

ACPE UAN: 0207-9999-18-104-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Well, suddenly quite a lot has changed for small business taxes and this is no time to fall behind on the ins and outs of your business and personal tax strategy. Find out what all these changes mean for you in this timely session that will help you to plan, and get ready to file your taxes in the new tax environment.

Pharmacist and Technician Learning Objectives:

1. Discuss the changes to the tax code that will affect community pharmacies in 2018.
2. Discuss the pass-through deduction for qualified pharmacy income.
3. Discuss the impact of bonus depreciation expansion.

Speaker: Ollin Sykes, President, Sykes & Company, PA, Edenton, North Carolina; Scott Sykes, CPA, Sykes & Company, P.A., Edenton, North Carolina

Challenges and Opportunities in Long Term Care – Expert Panel

ACPE UAN: 0207-9999-18-111-L04-P

ACPE UAN: 0207-9999-18-111-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

This session will bring together legal, legislative, and LTC landscape experts to address how the current environment in long term care's challenges can be addressed to provide opportunities for community pharmacies to leverage their unique services to create a competitive advantage. Bring your hardest LTC questions to this session and get the answers that can help you fine tune your practice and profits in long term care.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss the proposed shifts in Medicare reimbursements and how they affect the long-term care facility, and pharmacy provider.
2. Discuss the legal issues in contracting with facilities and how to avoid pitfalls.
3. Evaluate the return on investment potential of enlarging your footprint in the long-term care market.

Speaker: LouAnn Brubaker, President, Brubaker Seminars, Baltimore, Maryland; Jeff Baird, Esq., Chairman, Health Care Group, Brown & Fortunato, PC, Amarillo, Texas; Dan Brown, RPh, Care Capital Management, Mechanicsburg, Pennsylvania; Michael Burns, RPh, President/CEO, AuBurn Pharmacies, Garnett, Kansas

1 – 5 pm

AHA BLS Provider

ACPE UAN: 0207-9999-18-103-L04-P

ACPE UAN: 0207-9999-18-103-L04-T

4.0 contact hours (0.4 CEUs)

Activity Type: Application-Based

The AHA **Basic Life Support (BLS) Course** is designed to provide healthcare professionals the ability to recognize many life-threatening emergencies, provide CPR for Adult, Child, and Infant, use an AED, and relieve choking. This course is intended for both certified or noncertified, licensed or non-licensed healthcare professionals. The course can also be modified to meet workplace requirements.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Perform the steps of basic life support (BLS) and cardiopulmonary resuscitation (CPR).
2. Discuss the signs and appropriate actions to take for severe airway obstruction in the responsive and unresponsive victim.
3. List the individual links in the Chain of Survival.
4. Describe the signs and symptoms of multiple common life threatening emergencies that might require intervention.

Speaker: TBD

2:15 – 3:45 pm

Pharmacy Robbery Prevention and Survival

ACPE UAN: 0207-9999-18-112-L04-P

ACPE UAN: 0207-9999-18-112-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Having a well-crafted plan in place in the event of a pharmacy robbery can save lives, property and safeguard the survival of your business. You need a plan that understands motivation of the robber, and makes your business less attractive as a target, as well as, trains your staff important survival strategies. This program will give you best practices to working with your local police and establishing a resilient security environment that deters robbery.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss the motivation of a pharmacy robber.
2. Develop effective robbery survival training for pharmacy employees.
3. Discuss the consequences of negligent security and create a resilient security environment that deters pharmacy robbery.

Speaker: Ruben Padro, Director of Global Security, Cardinal Health, Dublin, Ohio

DO NOT Lose Your Profits to Pharmacy Audits

ACPE UAN: 0207-9999-18-113-L04-P

ACPE UAN: 0207-9999-18-113-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Pharmacy audits are a fact of life, whether desk audits or in person audits, they cut into profits. Sure, there are always new twists on the audit picture, but keeping red flags on the radar at all times is a key to a successful audit strategy. This program will focus on the most common red flags, less common, but more costly risks and a comprehensive guide to your rights and responsibilities in an audit. Walk away with resources, tools, and a plan.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Review new developments in pharmacy audit recoveries.
2. Discuss red flags for pharmacy auditors and actions to ensure that procedures are followed to eliminate risk.
3. Outline your audit rights and responsibilities.

Speaker: Mark Jacobs, RPh, FASCP, Vice President of Operations, PAAS National, Stoughton, Wisconsin

Employment Law: An Essential Primer

ACPE UAN: 0207-9999-18-114-L03-P

ACPE UAN: 0207-9999-18-114-L03-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

The basics and best practices for keeping your pharmacy staffed with the most qualified people, who have the tools to operate efficiently is of vital importance in today's competitive market. Without the big HR department of the large chain, the weight of compliance falls on the pharmacy owner – this session will give you the information and tools you need.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss the importance and proper procedures for security and background checks.
2. Outline how to develop a program for training and compliance in HIPAA, FWA, and pharmacy audits.
3. Discuss best practices for managing Human resources in the pharmacy.

Speakers: Anthony Calamunci, Esq., FisherBroyles, LLP, Toledo, Ohio; Brian Dickerson, Esq., FisherBroyles, LLP, Washington, DC

Pitch Perfect! Selling Your Services to Long Term Care Facilities

ACPE UAN: 0207-9999-18-115-L04-P

ACPE UAN: 0207-9999-18-115-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Long Term Care facilities are in an increasingly challenging regulatory environment facing new financial pressures and proposed shifts in Medicare reimbursements. This presents new opportunities for the long-term care pharmacy to present a winning package of services to address their "pain points" and help them with their profitability. This session will give you the tools to evaluate a facility as a potential client and marketing best practices to leverage your services.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Describe why differentiating a pharmacy within its marketplace is both critical (and difficult).
2. Define which nursing facilities are worth a priority effort in marketing outreach.
3. Describe what elements constitute a solid prospect profile.

Speaker: LouAnn Brubaker, President, Brubaker Seminars, Baltimore, Maryland

4 – 5:30 pm

Bringing Profits to the Business of Medication Adherence

ACPE UAN: 0207-9999-18-116-L04-P

ACPE UAN: 0207-9999-18-116-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Synchronizing medication for patients has proven to be the gateway to greater profits for many community pharmacists. This program shares tools and techniques you'll need to maximize your adherence program and leverage your pharmacy team. If your pharmacy is in the early stages or you want to brainstorm best practices to improve your profits this session has something for you.

Pharmacist and Technician Learning Objectives:

1. Outline tools and tips for operating a successful community pharmacy-based medication synchronization program.
2. Describe chronic care management and transitional care management collaboration opportunities.
3. Discuss logistics and benefits of pharmacist-provider collaboration in various care settings.

Speakers: Bri Morris, PharmD, Senior Director, Program Development, NCPA, Alexandria, Virginia; Jeff Olson, Montross Pharmacy, Winterset, Iowa

Everything You Need to Know: Federal and State Legislative Update

ACPE UAN: 0207-9999-18-117-L03-P

ACPE UAN: 0207-9999-18-117-L03-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Life comes at you fast - this session will provide an update on the ever changing federal and state legislative and regulatory activities that affect your business. At the federal level, we will discuss the status of current and other key legislative priorities. This session will also cover the status of key regulations impacting the practice of community pharmacy, including recent CMS, and FDA decisions. On the state front, we will focus on topics such as trends in pharmacy

Pharmacist and Technician Learning Objectives:

1. Identify current federal and state legislative and regulatory activities that affect community pharmacy.
2. Discuss how efforts to regulate PBMs will increase transparency and the ability to negotiate with PBMs.
3. Discuss legislative activities on DIR fees.

Speakers: Karry La Violette, Senior Vice President, Government Affairs and Director of NCPA Advocacy Center, NCPA, Alexandria, Virginia; Ronna Hauser, PharmD, Vice President, Pharmacy Affairs, NCPA, Alexandria, Virginia

How Community-Based Pharmacists Can Partner with Clinicians in Reducing Opioids for Chronic Non-Cancer Pain

ACPE UAN: 0207-9999-18-118-L04-P

ACPE UAN: 0207-9999-18-118-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

This session will guide retail independent pharmacists in working collaboratively with prescribers in providing patients with better pain management while prescribing fewer opioids. Greskovic and Jones, both of whom work closely with prescribers at Geisinger to develop and implement multi-disciplinary programs around chronic pain management, will lead the session.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Describe how to establish multi-disciplinary teams to support chronic pain patients.
2. List options by which pharmacists and prescribers can work together for best patient outcomes, and describe how pharmacists can improve communication strategies with physicians and other prescribers to improve outcomes for chronic pain patients.
3. Describe how realistic goals for pain management and restoration of function are developed with patients, and describe alternative therapies for chronic pain management.
4. Discuss how to counsel patients and caregivers about use, misuse, abuse, diversion, and overdose.

Speakers: Gerard A. Greskovic, RPh, CACP, CDE, Director, Ambulatory Clinical Pharmacy Programs, Geisinger, Wilkes-Barre/Scranton, Pennsylvania; Laney K. Jones, PharmD, MPH, Assistant Professor, Center for Pharmacy Innovation and Outcomes, Geisinger, Wilkes-Barre/Scranton, Pennsylvania

Digital Health for Enhanced Patient Experience and Pharmacy Business Growth: Trends and Insights

ACPE UAN: 0207-9999-18-119-L04-P

ACPE UAN: 0207-9999-18-119-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

As healthcare shifts to a patient-centered, outcome-based delivery model, it is critical that community pharmacies grasp the role of tech in this transformation. Beyond improving workflow, new advancements in the ways patients engage in chronic care management and interact with healthcare providers can positively impact therapy outcomes, adherence as well as pharmacy business sustainability.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss predictive analytics and its role in pharmacy technology.
2. Describe potential benefits to the patient of technology in chronic care management.
3. Outline a framework for determining the return on investment of adding new technology.

Speaker: Aaron Sihota, BSc, BSc Pharm, RPh, Clinical Instructor, UBC Faculty of Pharmaceutical Sciences, Vancouver, Canada

Friday, June 27, 2018

8 am – 12 pm

AHA BLS Provider

ACPE UAN: 0207-9999-18-103-L04-P

ACPE UAN: 0207-9999-18-103-L04-T

4.0 contact hours (0.4 CEUs)

Activity Type: Application-Based

The AHA **Basic Life Support (BLS) Course** is designed to provide healthcare professionals the ability to recognize many life-threatening emergencies, provide CPR for Adult, Child, and Infant, use an AED, and relieve choking. This course is intended for both certified or noncertified, licensed or non-licensed healthcare professionals. The course can also be modified to meet workplace requirements.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Perform the steps of basic life support (BLS) and cardiopulmonary resuscitation (CPR).
2. Discuss the signs and appropriate actions to take for severe airway obstruction in the responsive and unresponsive victim.
3. List the individual links in the Chain of Survival.
4. Describe the signs and symptoms of multiple common life threatening emergencies that might require intervention.

Speaker: TBD

8:30 – 10 am

Tax reform, regulation rollbacks, and market volatility: How to design a comprehensive tax strategy and investment plan in the age of Trump

ACPE UAN: 0207-9999-18-120-L04-P

ACPE UAN: 0207-9999-18-120-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Taxes go beyond your yearly filing, or even the year, to help your business make solid gains and grow in value, taxes are a key part of your comprehensive financial strategy. This program will give you a need to know briefing on the changes to the tax laws in 2018 and how they can best work to your advantage, where the volatile markets are pointing and how changes to financial regulations will affect your investments and future security, and tips to help you side-step mistakes in your portfolio that can result in large long-term opportunity costs.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss major tax rules and regulations for 2018 and how various strategies can help reduce income tax liability, including a review of the new pass through 20% tax deduction and how this benefits s-corps, LLC's, partnerships and sole proprietorships.
2. Discuss how to build and design a qualified retirement plan (such as a pension, profit-sharing, or 401(k) plan) that is cost-effective and maximizes tax deferrals.
3. Discuss the lifecycle of the current bull market amid higher volatility and review some major mistakes investors often make in their portfolios that can result in large long-term opportunity costs.

Speaker: Jeremy Thompson, CFP®, Founder /CEO, Adaptive Financial Consulting, Beachwood, Ohio

Make an Appointment with Profits: Building a Profitable Cash Weight Management Program

ACPE UAN: 0207-9999-18-121-L04-P

ACPE UAN: 0207-9999-18-121-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Pharmacists have new opportunities in prevention and wellness. Their access to the patient and role as the medication expert on the healthcare team provides an opportunity to become a health advocate and wellness coach. An appointment based model can build a profitable patient health management business that can dig deeper into patient concerns and make lifechanging interventions. Scheduling patient appointments takes some nuance, but patients already schedule time with their barbers, financial advisors, personal trainers, car mechanics, and many more – why not with their pharmacists? This session will help you with the why and the how to get started getting paid for patient appointments.

Pharmacist and Technician Learning Objectives:

1. Describe how the skills of the pharmacist align with wellness coaching.
2. Discuss branding and creating a positive message to attract new wellness customers.

3. Discuss the use of social media to introduce an appointment based coaching model for your pharmacy.

Speaker: Kathy Campbell, PharmD, Medicap Pharmacy, Owasso, Oklahoma

Mastering the Message: Marketing for Your Community Pharmacy

ACPE UAN: 0207-9999-18-122-L04-P

ACPE UAN: 0207-9999-18-122-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Roughly 1 in 8 people move every year according to the census so bringing new customers into your pharmacy is necessary for survival and growth, who wouldn't want to have more patients?? Whatever media you choose, and each community differs in what media will have the greatest effect – without the right message you will miss your target. This program will help you hone your message(s) to your community to help you build your pharmacies brand.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Identify your pharmacy strengths to craft marketing messages that build on your capabilities.
2. Discuss the merits of available marketing media.
3. Discuss how to keep messages to the point and targeted for your audience.

Speaker: Gabe Trahan, Senior Director of Store Operations and Marketing, NCPA, Burlington, Vermont

“Dos and Don'ts” of Providing Consulting Pharmacy Services, EHR Software, Drug Carts and Other Products and Services to Long Term Care Facilities

ACPE UAN: 0207-9999-18-123-L03-P

ACPE UAN: 0207-9999-18-123-L03-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

With 78 million Baby Boomers retiring at the rate of 10,000 per day, the number of long term care facilities are increasing exponentially. This results in opportunities for pharmacies to serve the medication needs of facilities' patients. Inasmuch as the long-term care facility is the “gatekeeper” for the referral of patients to the pharmacy, it is natural for the facility to ask for products and services from the pharmacy...and for the pharmacy to desire to provide such products and services. If not carefully thought out, providing free (or below fair market value) services and products can violate federal and state anti-fraud laws. This program will discuss federal and state laws pertaining to products/services provided by pharmacies to long term care facilities. The program will further discuss which arrangements are proper...and which arrangements to avoid.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Describe ways to avoid long-term care kickback violations.
2. Explore the new trends in long-term care.
3. Explain who is responsible for paying for electronic health records.

Speaker: Jeff Baird, Esq., Chairman, Health Care Group, Brown & Fortunato, PC, Amarillo, Texas

10:15 – 11:45 am

Keys to Buying, Selling and Understanding Pharmacy Valuations

ACPE UAN: 0207-9999-18-124-L04-P

ACPE UAN: 0207-9999-18-124-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

The independent pharmacy plays a strong and vital role in the community. As either a seller or a buyer there is value in keeping this independent legacy a part of the community and patient's lives. This program will give you what you need to prepare for the buying or selling process and look closely at the benefits to keeping pharmacies independently owned.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss opportunities and obstacles within the buy/sell process.
2. Outline realistic expectations about the value of a pharmacy in today's market, and how to obtain financing.
3. Discuss lending strategies and outline deal structuring.

Speakers: Brett Fortier, Director of Pharmacy Acquisition, Cardinal Health, Dublin, Ohio; Judd Wilstead, Director of Pharmacy Acquisition, Cardinal Health, Dublin, Ohio; Chad Sanders, Director of Pharmacy Acquisition, Cardinal Health, Dublin, Ohio

Opioids: The Patient, The Process, The Big Picture

ACPE UAN: 0207-9999-18-125-L04-P

ACPE UAN: 0207-9999-18-125-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Opioid addiction and overdose is on the front page of newspapers across the country every day and the one thing pharmacists know better than anyone is that the issue is a lot more complicated than it looks on the surface. This program will take a multi-pronged look - starting with the patient and delivering guide lines and guidance on counseling your patients on the risks that accompany the benefits of their prescription medications. The process, look at the policy from a pharmacy peer and brainstorm if your process could use an update and how that would look. The big picture, what is happening on the state and federal level now and in the headlines that may affect your pharmacy.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss new counseling guidelines for patients with prescription opioids.
2. Outline a process for handling prescriptions to ensure that they are legal, and process to address pharmacy shopping by patients.
3. Discuss federal regulations and developments on the state level to address prescription drug monitoring.

Speakers: Ronna Hauser, PharmD, Vice President, Pharmacy Affairs, NCPA, Alexandria, Virginia; Jaclyn Shine, PharmD, MBA, Sr. Specialist, OutcomesMTM Clinical Services, Cardinal Health, Dublin, Ohio; Stacey Swartz, PharmD, Co-Owner, Neighborhood Pharmacy of Del Ray, Alexandria, Virginia

Lifblood of the Successful Pharmacy: Marketing, Joint Ventures and Arrangements with Referral Sources ... While Remaining Within Legal Parameters

ACPE UAN: 0207-9999-18-126-L03-P

ACPE UAN: 0207-9999-18-126-L03-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

The pharmacy profession today is evolving at a rapid pace. The profession has matured, technology has progressed, and demand is increasing exponentially. The flip side is that the profession must comply with an array of legislative and regulatory requirements. Now more than ever, in order to succeed the pharmacy must have an innovative marketing program and enter into strategic joint ventures and business arrangements. This program will discuss the legal parameters that must be followed when implementing a marketing program and entering into joint ventures and arrangements with referral sources. Among other issues, the program will discuss the federal anti-kickback statute, the Stark physician self-referral statute, the beneficiary inducement statute, the telephone solicitation statute, safe harbors, OIG fraud alerts, and state anti-fraud statutes. The program will discuss medical director agreements with physicians, joint ventures with hospitals and other providers, subsidizing a physician's travel expenses to a conference, utilization of employee liaisons, avoiding "sham" clinical studies, avoiding arrangements with marketing companies, and utilization of W2 employee marketing reps (rather than 1099 independent contractor marketing reps).

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss federal regulations that affect pharmacy physician partnerships and medical director relationships.
2. Describe the standards in anti-kickback regulations and the Stark laws and pharmacy compliance.
3. Discuss OIG fraud alerts and anti-fraud statutes.

Speaker: Jeff Baird, Esq., Chairman, Health Care Group, Brown & Fortunato, PC, Amarillo, Texas

1 – 2:30 pm

Long Term Care Legislative and Regulatory Update

ACPE UAN: 0207-9999-18-127-L03-P

ACPE UAN: 0207-9999-18-127-L03-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

A high-level briefing everything you need to know to keep up to date on CMS, DEA, Tricare, Congress and the White House – This session will deliver information from meetings and briefings with the major players and how government legislation and regulation will affect your LTC business this year with a look down the road to focus on 2019 and beyond.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Summarize key legislation and regulation important to the independent pharmacy Long Term Care (LTC) operators.
2. Describe developing legislation for 2019 and beyond that may affect the LTC market for the independent practitioner.
3. Explain the reimbursement model shift contained within recent CMS' regulations and its implications for skilled nursing facilities' revenue.

Speakers: Karry La Violette, Senior Vice President, Government Affairs and Director of NCPA Advocacy Center, NCPA, Alexandria, Virginia; Ronna Hauser, PharmD, Vice President, Pharmacy Affairs, NCPA, Alexandria, Virginia

When Time is Short: Effective Communication to Improve Patient Outcomes

ACPE UAN: 0207-9999-18-128-L04-P

ACPE UAN: 0207-9999-18-128-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

In a time-limited environment it is very challenging to understand and address patient issues that have led to nonadherence to their medication regimens or other health behaviors (losing weight, changing eating habits, etc.). This program will give you insight into not only how to assess nonadherence issues, but also into how to address these issues with the patient in an effective and nonthreatening manner to increase the chance for change.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss how to evaluate a patient initiating drug therapy for possible adherence problems.
2. Discuss how to address adherence issues once drug therapy is initiated.
3. Describe a process of effective communication for assessing and addressing adherence.
4. Identify skills for ensuring patient understanding.

Speaker: Bruce Berger, PhD, President, Berger Consulting, LLC, Professor Emeritus, Auburn University, Auburn, Alabama

Building A Travel Immunization Niche: The Journey to Profits

ACPE UAN: 0207-9999-18-129-L06-P

ACPE UAN: 0207-9999-18-129-L06-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

The number of people who travel for work, play, service, and to see family and friends is constantly increasing. Starting at travel immunizations, you can build on a wide variety of travel services from toiletries and OTCs to high-end games and gadgets, travel is an opportunity for every pharmacy. Learn how one pharmacy has developed a travel clinic model that regularly earns more than traditional pharmacy services and how you can start your own successful niche.

Pharmacist and Technician Learning Objectives:

1. Discuss the most common travel immunizations and protocols.
2. Identify the opportunities in your area to promote and detail your travel services.
3. Describe basic resources for implementation of a travel clinic.

Speakers: Beverly Schaefer, RPh, Kattermans Sand Point Pharmacy, Seattle, Washington

Managing Pharmaceutical Waste

ACPE UAN: 0207-9999-18-130-L04-P

ACPE UAN: 0207-9999-18-130-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

What's your prescription for compliance on pharmaceutical waste? This session will help you to update your policy and procedures to make sure that they cover all of the nuances of the laws and provide you with resources to manage your pharmaceutical waste in an environmentally responsible and business savvy manner.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Describe pharmaceutical waste and the characteristics of hazardous wastes.
2. Discuss the business risks related to pharmaceutical waste.
3. Discuss proper management of pharmaceutical waste in the retail pharmacy.

Speaker: Alex Darragh, Vice President of Environmental Health and Safety, Cardinal Health, Columbus, Ohio

2:45 – 4:15 pm

Generation Rx: Effective Prevention Messages and How Pharmacists Can Lead Prevention Education in the Community

ACPE UAN: 0207-9999-18-131-L04-P

ACPE UAN: 0207-9999-18-131-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Community pharmacists play a vital role in preventing the misuse of prescription medications by teaching safe medication practices. The Generation Rx prevention education resources are based on well-established prevention practices for working with K-12, university, and community based-audiences. This session will discuss the differences between effective and harmful prevention messages when working with different audiences, and how to identify and avoid them. It will also discuss how pharmacists can make a difference in this public health epidemic through collaboration with local schools and community coalitions.

Pharmacist and Technician Learning Objectives:

1. Discuss compelling information relating to the scope of prescription drug misuse and how Generation Rx plays a role in preventing prescription drug misuse.
2. Explain the differences between effective and harmful prevention practices among youth and adult audiences and the definitions of environmental and individual prevention strategies.
3. Describe how community pharmacists are making a difference in this public health epidemic through collaboration with local schools and community coalitions.

Speakers: Brittany Sandidge, MBA, Wellness and Prevention Specialist, The Ohio State University College of Pharmacy, Columbus, Ohio; Larry Schieber, RPh, Schieber Family Pharmacy, Circleville, Ohio; Emlah Tubuo, RPh, PharmD, Kroger Pharmacy, Columbus, Ohio; Besty Walker, Director, Community Relations & Generation Rx Co-Director, Cardinal Health, Columbus, Ohio

Keeping up to Date: New Developments in Immunizations

ACPE UAN: 0207-9999-18-132-L06-P

ACPE UAN: 0207-9999-18-132-L06-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

New blockbuster immunizations are entering the market and crowding the pipeline. This program will highlight these new players and delve into suggestions for how to take your immunization program beyond influenza.

Pharmacist and Technician Learning Objectives:

1. Describe the advantages and disadvantages of new therapies compared to current therapies.
2. Outline patient identification techniques and outreach.
3. Identify practical ways to add non-flu immunization volume to your pharmacy.

Speakers: John Beckner, Senior Director, Strategic Initiatives, NCPA, Alexandria, Virginia; Hannah Fish, PharmD, Associate Director, Strategic Initiatives, NCPA, Alexandria, Virginia

Marketing is More than a Buzz Word: Using Digital Tools to Engage and Retain Patients

ACPE UAN: 0207-9999-18-133-L04-P

ACPE UAN: 0207-9999-18-133-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Consumers' reliance on digital, and increasingly, mobile, has changed the game when it comes to marketing your pharmacy and engaging with your patients. Customers expect 24x7 access to information and services, and you want to provide them with a consistent experience whether they are in your store, on your mobile app, visiting your Facebook page or searching your website. In this course, you'll learn cost-effective and efficient ways to "up your game" with digital tools designed to create deep engagement with your patients, enhance your pharmacy's reputation and grow your business.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss consumer expectations for digital information and communication with their pharmacy.
2. Evaluate marketing as a component of pharmacy priorities and outreach.
3. Discuss how to use digital engagement tools to leverage and promote your pharmacy brand.

Speaker: Chris Loughlin, Chief Executive Officer, Digital Pharmacist Inc., Austin, Texas

Using Telepharmacy to Serve Patients in Underserved Areas

ACPE UAN: 0207-9999-18-134-L04-P

ACPE UAN: 0207-9999-18-134-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Bringing technology to pharmacy services through telepharmacy is providing patients consistent access to care in pharmacy deserts and gives pharmacy an opportunity to improve metrics and care.

Pharmacist and Pharmacy Technician Objectives:

1. Discuss the use of advanced technician roles to grow and improve patient care in telepharmacy.
2. Discuss methods of expanding the service model of telepharmacy based on scheduling of rotating pharmacists and services that can be provided to a community to expand care.
3. Discuss the barriers to the adoption of the telepharmacy model.

Speaker: Adam Chesler, PharmD, Director of Regulatory Affairs, Cardinal Health, Dublin, Ohio; Jason Reading, PharmD, Gooding Pharmacy, Gooding, Idaho

Saturday, June 30

7:30 – 9 am

Yes You Can! How Community Pharmacies Have Profitably Implemented Enhanced Patient Care

ACPE UAN: 0207-9999-18-135-L04-P

ACPE UAN: 0207-9999-18-135-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

All over the country community pharmacies are providing, and getting paid for providing, patient centric care. Some of these services are being done with third party reimbursement and some are being paid for by the people getting the care; or, by their family caregiver. This program will provide details on how these pharmacies decided which services to provide, where they got the support they needed to implement the program and how providing these enhanced care services have a synergistic effect on their traditional dispensing services.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss services that community pharmacies are providing patients to enhance their care at the pharmacy level.
2. Discuss payment models for enhanced care at the pharmacy level.
3. Describe marketing being effectively used by pharmacies to attract patients to new services.

Speaker: Bruce Kneeland, Community Pharmacy Specialist, Kneeland Services, Prescott, Arizona

Finding the Savings: Increasing Your Operational Efficiencies

ACPE UAN: 0207-9999-18-136-L04-P

ACPE UAN: 0207-9999-18-136-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

There are valuable tools and new approaches to helping the independent pharmacy owner with improving their efficiencies with personnel, internal audit procedures, finance, accounting, marketing and scheduling of MTM and medication adherence. This program will give you inside the practice tips from a pharmacy peer that has made a significant bottom line difference by increasing the efficiency of his operation.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Simplify and clarify essential areas of pharmacy management.
2. Diagnose problems that lead to decreased profits in pharmacies.
3. Discuss solutions to common barriers to profitability.

Potential Speaker: Mark BonDurant, RPh, Chief Consultant, Independent Rx Consulting, Dayton, Ohio

Expert Advisor: Valuation Insight in a Changing Market

ACPE UAN: 0207-9999-18-137-L04-P

ACPE UAN: 0207-9999-18-137-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

The critical importance of due diligence can't be overstated when purchasing a pharmacy. This on target program will share insights from an expert in using your capital wisely. Keys to seller/buyer communication and transparency and how to negotiate the best deal in this changing market.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Explain key data to gather in assessing pharmacy purchase.
2. Discuss trends in pharmacy valuation.
3. Review the proper instruments of negotiation.

Speaker: Jimmy Neil, General Manager, Pharmacy, Live Oak Bank, Wilmington, North Carolina

Guideline Updates for the Front Line & Patient Counseling Tips to Improve Care

ACPE UAN: 0207-9999-18-138-L04-P

ACPE UAN: 0207-9999-18-138-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

This program will highlight chronic diseases with recent practice guideline updates by providing an overview of new evidence and up-to-date treatment recommendations. New guideline recommendations will also be translated into practical counseling tips to apply to MTM activities for prevention and management of chronic diseases in a retail pharmacy practice setting. Disease states to be covered will include hypertension, diabetes, heart failure, and hyperlipidemia.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Summarize new or updated treatment recommendations for various chronic diseases.
2. Develop a patient-specific pharmacologic treatment plan including appropriate drug selection and establishment of proper monitoring parameters and/or treatment goals.
3. Communicate key patient counseling points including dosing/titration, adherence, potential adverse effects, drug-, disease-, or food-interactions, monitoring, and appropriate follow-up for drugs used to treat various chronic diseases.

Speaker: Jorge Berrios, PharmD, MBA, Clinical Director, Innovative Delivery Solutions, Cardinal Health, Dublin, Ohio; Jaclyn Shine, PharmD, MBA, Sr. Specialist, OutcomesMTM Clinical Services, Cardinal Health, Dublin, Ohio

11 am – 5 pm

Profit Mastery: Proven Performance Management Tools for Increasing Profits and Cash Flow to Drive Pharmacy Valuation

ACPE UAN: 0207-9999-18-139-L04-P

ACPE UAN: 0207-9999-18-139-L04-T

6.0 contact hours (0.6 CEUs)

Activity Type: Application-Based

This program is specifically designed to give pharmacists the tools needed to more effectively work to identify, measure, and manage the key "drivers" of profits and cash flow – and how to benchmark your performance against your peers. Lead by perennial RBC favorite, Steve LeFever, Chairman and Founder of Profit Mastery. You'll learn to use a unique Financial Road Map and a Profit Mastery® Assessment as invaluable advisory tools to help you identify and quantify opportunities to positively impact both profits and cash flow.

Learn how to increase profitability by controlling costs, by understanding cost behavior, by improving strategic cost management skills and by analyzing the present to make better decisions about the future. By gaining a more detailed understanding of cost behavior, pharmacy owners and managers will be better equipped to evaluate the impact of strategic decisions on the profitability of their companies, including third-party reimbursement plans and expansion plans.

We go beyond the basics to explore strategic financial analysis. When you don't know where you are, it is difficult to chart a future course. Participants will work with a customized, pharmacy specific case study to learn how to solve the root cause of financial problems – instead of just treating the symptoms. We'll also show participants how to analyze

company performance with financial ratios and how to use industry comparison analysis. A key component of the ratio analysis is the Financial Road Map. This valuable visual tool will help pharmacy owners see how different parts of a company can drive financial performance. Participants will understand what financial statements really tell them about their pharmacy operation and gain expertise and confidence to take-action.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Identify the three uses of profits in a business.
2. Describe the Financial Operating Cycle that operates in any business.
3. Create a "scorecard" for a business using ratios and pharmacy industry benchmarks, identifying strengths, weaknesses, and areas of opportunity.
4. Create goals and action plans to implement positive changes within the organization.
5. Evaluate the financial performance of their pharmacy.
6. Create a practical process, using ratios, to assess financial performance: identifying strengths, weaknesses and areas of opportunity.
7. Identify the causes behind unsatisfactory performance.
8. Use financial analysis as a tool to improve profits, increase cash flow.
9. Create goals and action plans to implement positive changes within the organization.
10. Enhance relationships and ability to communicate with bankers and other financing partners.

Speaker: Steve LeFever, Chairman & Founder, Profit Mastery, Hobart, Washington

12:30 – 2 pm

Mastering the Message: Marketing for Your Community Pharmacy

ACPE UAN: 0207-9999-18-122-L04-P

ACPE UAN: 0207-9999-18-122-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Roughly 1 in 8 people move every year according to the census so bringing new customers into your pharmacy is necessary for survival and growth, who wouldn't want to have more patients?? Whatever media you choose, and each community differs in what media will have the greatest effect – without the right message you will miss your target. This program will help you hone your message(s) to your community to help you build your pharmacies brand.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Identify your pharmacy strengths to craft marketing messages that build on your capabilities.
2. Discuss the merits of available marketing media.
3. Discuss how to keep messages to the point and targeted for your audience.

Speaker: Gabe Trahan, Senior Director of Store Operations and Marketing, NCPA, Burlington, Vermont

Managing a Safe and Productive Pharmacy

ACPE UAN: 0207-9999-18-140-L04-P

ACPE UAN: 0207-9999-18-140-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

An ounce of prevention is worth a pound of cure is a very true adage for creating a safe and secure pharmacy environment. You need to know the risks, and make the necessary physical and procedural adjustments to minimize them. This program will help you with risk and threat assessment and give you tools to put systems in place both to avoid problems and to deal with crisis.

Pharmacist and Pharmacy Technician Learning Objectives

1. Create a program that assesses and minimizes risk and liability.
2. Describe how to implement safety and security processes and procedures.
3. Differentiate between pro-active and re-active security and safety engagement, and define a basic crisis response.

Speaker: Joel Jordan, Director of Global Security, Cardinal Health, Dublin, Ohio

1 – 5 pm

Community Pharmacy-Based Point-of-Care Testing

ACPE UAN: 0206-0000-17-012-B04-P

Activity Type: Practice-Based

20 contact hours (2.0 CEUs) – Home Study: 16 contact hours (1.6 CEUs), Live Training: 4 contact hours (0.4 CEUs)

Release date: June 1, 2018

Expiration date: June 1, 2018

There is a recognized need for community pharmacists to collaboratively improve patient access to care through the use of point-of-care tests. This course provides community pharmacists and members of academia, industry and government with the skills necessary to develop and implement a collaborative testing program for influenza, Group A streptococcus, HIV and hepatitis C. The course will cover information on the targeted disease state, the physical assessment of a patient presenting to a community pharmacist, point-of-care tests, and how to establish a point-of-care testing service.

Pharmacist Learning Objectives:

1. Identify at least three opportunities for expanding patient-centered services in the community pharmacy setting using point of care testing.
2. Discuss the value and limitations of patient reported symptoms, medical history, and drug allergies.
3. Describe and perform the following physical assessments, when appropriate to patient care: blood pressure, pulse, respiratory rate, oxygenation, cervical lymph node inspection, and body temperature.
4. Describe and perform the following specimen collections used in point of care testing: throat swab, oral fluid collection, nasal swab, and finger stick.
5. Identify characteristics of the four exemplar infectious diseases – influenza, Group A streptococcus, Human Immunodeficiency Virus, and Hepatitis C – regarding causative agents, transmission, immunizations, symptoms and presentation, appropriate therapy, and point-of-care testing.
6. Define and contrast the following terms as they relate to point-of-care testing in community pharmacies: CLIA, CLIA-waived, collaborative agreement, protocol, prescribe, and diagnose.
7. Explain the value and limitations of point-of-care tests, including rapid diagnostic tests, and list the steps a pharmacist can take to improve test performance.
8. Apply all information to patient-specific cases based on common community pharmacy-based patient interactions.

Speaker: Kevin Day, PharmD, Staff Pharmacist, Day's Miami Heights Pharmacy, Cincinnati, Ohio

1 – 5 pm

AHA BLS Provider

ACPE UAN: 0207-9999-18-103-L04-P

ACPE UAN: 0207-9999-18-103-L04-T

4.0 contact hours (0.4 CEUs)

Activity Type: Application-Based

The AHA **Basic Life Support (BLS) Course** is designed to provide healthcare professionals the ability to recognize many life-threatening emergencies, provide CPR for Adult, Child, and Infant, use an AED, and relieve choking. This course is intended for both certified or noncertified, licensed or non-licensed healthcare professionals. The course can also be modified to meet workplace requirements.

Pharmacist and Pharmacy Technician Learning Objectives:

1. Perform the steps of basic life support (BLS) and cardiopulmonary resuscitation (CPR).
2. Discuss the signs and appropriate actions to take for severe airway obstruction in the responsive and unresponsive victim.
3. List the individual links in the Chain of Survival.
4. Describe the signs and symptoms of multiple common life threatening emergencies that might require intervention.

Speaker: TBD

**Clinical Compounding Workshop –
Dermatology: Opportunities in Compounding to Meet Patient Needs**

ACPE UAN: 0207-9999-18-141-L07-P

ACPE UAN: 0207-9999-18-141-L07-T

4.0 contact hours (0.4 CEUs)

Activity Type: Application-Based

Compounding pharmacies are consistently looking for new formulas and offerings to add to their practice. This workshop will take a deep dive into various types of dermatological conditions that can be catered to with compounded medications. Clinical compounding pharmacists will share the latest research to help you grow your business in the field of dermatology.

Pharmacist and Pharmacy Technician Learning Objectives

1. Explain how growth in the skincare and cosmeceutical industry has led physicians and patients to look for patient-specific solutions.
2. Summarize the anatomy and physiology overview of common dermatological conditions affecting patients.
3. Describe the compounding options for conditions such as psoriasis, rosacea, acne, atopic dermatitis, and actinic keratosis and other dermatological disease states and conditions.
4. Plan how to market your pharmacy to dermatologists and family practice physicians.

Speakers: Mark Gonzalez, RPh, Clinical Compounding Pharmacist, PCCA, Houston, Texas; George Harris, RPh, Clinical Compounding Pharmacist, PCCA, Houston, Texas



Educational programming for the 2018 Cardinal Health Retail Business Conference are accredited by the National Community Pharmacists Association (NCPA), with the exception of "Delivering Medication Management services," "Pharmacy-Based Immunization Delivery," "Pharmacy-Based Travel Health Services" which are accredited by APhA, and "NACDS Point-of-Care Testing," which is accredited by the NACDS Foundation. NCPA, the American Pharmacists Association and NACDS Foundation are accredited by the Accreditation Council for Pharmacy education as providers of continuing pharmacy education. Specific program credit is delineated in the individual program summaries.