



## RBC Continuing Education Class Descriptions

### Wednesday, July 17, 2019

**8 am – 5:30 pm**

#### **Enhanced Services Boot Camp**

This boot camp 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, and students. There is no pre-work required for this session, but registration is required.

ACPE UAN: 0207-9999-19-060-L04-P

ACPE UAN: 0207-9999-19-060-L04-T

7.5 Contact hours (0.75 CEU)

Activity Type: Application-Based

#### **Pharmacist & 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:** Ashley Branham, PharmD, Co-owner, Moose Pharmacy of Mount Holly, Director of Network Development, CPESN® USA, Jay Williams, Marketing Communications Lead, CPESN® USA, Tripp Logan, PharmD, Owner L and S Pharmacy

**8am – 5 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 Live Program:**

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:** Denise Barker, DPh, District 3 Pharmacy Practice Coordinator, Nashville Division, The Kroger Co.

**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 Contact hours (0.8 CEUs)

Activity Type: Application-Based

Mental Health First Aid is an eight-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 illness. There is no pre-work for this session and there is no additional cost to attend. Registration is required.

### **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:** Talia Puzantian, Pharm D, BCPP Associate Professor, Keck Graduate Institute; Michelle R. Easton, PharmD., Dean, University of Charleston School of Pharmacy, Robert C. Byrd Center for Pharmacy Education

**9 – 10:30 am**

**9 Accounting Secrets that Actually Work**

ACPE UAN: 0207-9999-19-100-L04-P

ACPE UAN: 0207-9999-19-100-L04-T

1.5 Contact hours (0.15 CEU)

Activity Type: Knowledge-Based

In this pharmacy climate, you cannot afford to skim your financial statements. Knowing these 9 accounting areas backwards and forwards helps you manage cash flow and assess the financial health of your business. Everything from understanding each item on a balance sheet and how to examine a profit and loss statement, this program has it all.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. List nine best practices for managing community pharmacy operations.
2. Discuss strategies for managing inventory effectively.
3. Describe key financial indicators and benchmarks for your own business.

**Speakers:** Ollin B. Sykes, CPA.CITP, CMA, President, Sykes & Company, P.A., Scotty Sykes, CPA, Sykes & Company, P.A.

**9 – 10:30 am**

**Telepharmacy: A Patient's Perspective**

ACPE UAN: 0207-9999-19-101-L04-P

ACPE UAN: 0207-9999-19-101-L04-T

1.5 Contact hours (0.15 CEU)

Activity Type: Knowledge-Based

Telepharmacy has been proven to be a safe and effective means to provide pharmacy services and allows pharmacists to maximize their expertise and provide better access to essential pharmacy services in both rural and urban communities. This presentation takes a look at the impacts of telepharmacy from the eyes of the patient and how this new practice model is changing the way they access their medications and other pharmacy services.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Explain the current trends in the pharmacy industry and their effect on patient access.
2. Discuss the impact of telepharmacy on patients in rural and urban communities.
3. Describe the regulatory environment and what states are doing with rules surrounding telepharmacy.

**Speakers:** Adam Chesler, Director of Regulatory Affairs, Cardinal Health; Jessica Adams, PharmD, Manager of Regulatory Affairs, TelePharm

**10:45 am – 12:15 pm**

### **Protecting Yourself and Your Business: Important Employment Law Updates**

ACPE UAN: 0207-9999-19-102-L04-P

ACPE UAN: 0207-9999-19-102-L04-T

1.5 Contact hours (0.15 CEU)

Activity Type: Knowledge-Based

One complaint against you, an employee, or your business can destroy your bottom line. In a post-#MeToo world, certain safeguards in anti-harassment laws can protect small businesses from liability. At this session, attorney, Kara Maciel, will outline what steps to take to minimize your risk and share best practices for complying with employment laws, including strategies for developing social media policies; how to effectively document and implement disciplinary actions; and tips on drafting an employee handbook that every pharmacy owner needs.

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

1. Discuss harassment and how to recognize and react to situations in your pharmacy.
2. Explain employment policies regarding social media that address employee use, content management, and privacy.
3. Express the importance of an employee handbook in mitigating legal risk.

**Speaker:** Kara M. Maciel, Chair, Labor, Employment Practice Group, Conn Maciel Carey, LLP

**10:45 am – 12:15 pm**

### **Incorporation of Pharmacogenomics into your Pharmacy Business**

ACPE UAN: 0207-9999-19-103-L01-P

ACPE UAN: 0207-9999-19-103-L01-T

1.5 Contact hours (0.15 CEU)

Activity Type: Knowledge-Based

Did you know there are more than 250 drug-gene interactions and 325 unique medications with genomic-related information in their FDA label? Having pharmacogenomic information for a patient could be just as important as knowing their drug allergies. In this session, hear how utilizing pharmacogenomics can improve patient care and increase revenue for the pharmacy.

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

1. Define pharmacogenomics and state the pharmacogenes of interest in pharmacy practice.
2. Summarize resources for evidence-based information on pharmacogenomics.
3. Describe a model of pharmacogenomics (PGx) implementation.
4. Describe the synergy of a combining PGx with medication therapy management.

**Speaker:** Thomas Smith, PharmD, BCPP, Associate Professor of Pharmacy Practice and Pharmacogenomics, Manchester University College of Pharmacy, Natural and Health Sciences

**1 – 2:30 pm**

### **Creating Connections: Using Social Media to Expand Your Patient Outreach**

ACPE UAN: 0207-9999-19-104-L04-P

ACPE UAN: 0207-9999-19-104-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

With nearly 70% of Americans using social media, having an online presence is no longer an option for businesses. In addition to advertising your pharmacy, social media allows you to market services and new products as well as provide education to patients. In this session, learn tips and tricks necessary for making an impression in the social media world.

#### **Pharmacist and Pharmacy Technician Learning Objectives**

1. Recognize the impact social media can have on interacting with patients and the community.
2. Compare available social media platforms and best practices for utilizing each platform.
3. Outline a social media marketing plan.

**Speaker:** Nicolle McClure, President, GRX Marketing

**1 – 2:30 pm**

### **Flip or Flop: Pharmacy Front-End Makeovers**

ACPE UAN: 0207-9999-19-119-L04-P

ACPE UAN: 0207-9999-19-119-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

There is no TV show for pharmacy makeovers, so this session is the next best thing. Whether a coat of paint or a complete demolition, it is important to look at your store with a fresh eye. In this session, NCPA Front end guru and merchandising expert Gabe Trahan walks attendees through more than nine examples of pharmacy front end makeovers. Find out what to do—and what to avoid—in this engaging session.

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

1. Discuss simple, low cost ideas that can improve the look and feel of your front end.
2. Identify common pharmacy redesign mistakes that can cost you.
3. Outline a plan for your pharmacy's remodel.

**Speakers:** Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA

## 1 – 2:30 pm

### Therapeutics for Older Adults Review

ACPE UAN: 0207-9999-19-106-L01-P

ACPE UAN: 0207-9999-19-106-L01-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Whether you are working in the LTC consulting setting, owner of a community pharmacy, or LTC operator, understanding the intricacies of older adults is important. Get a better understanding of how this will impact your bottom line in this program.

#### Pharmacist and Pharmacy Technician Learning Objectives:

1. Review changes in 2019 to the Beers Criteria for Potentially Inappropriate Medication Use in Older Adults.
2. Identify strategies for approaching Prescribers about Beers list medications.
3. Identify advice effect profiles and drug interactions of antipsychotic use in older adults.

**Speaker:** Eric Christianson, PharmD, BCGP, BCPS, Consultant Pharmacist

## 2:45 – 4:15 pm

### Putting out the Ring of Fire: Successful Smoke Cessation Services

ACPE UAN: 0207-9999-19-107-L01-P

ACPE UAN: 0207-9999-19-107-L01-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

According to the CDC, nearly 40 million Americans smoke cigarettes resulting in nearly half-a-million deaths each year. Your role goes beyond supplying a cessation product. In this session, get a clinical refresher and discover real-life examples of how community pharmacies like yours have been able to help some of their most vulnerable patients kick the habit while remaining profitable.

#### Pharmacist and Pharmacy Technician Learning Objectives:

1. Identify treatment options for smoking cessation.
2. Discuss opportunities to address smoking cessation in pharmacy workflow and available patient engagement tools.
3. Outline opportunities for connecting with local employers on offering a smoking cessation program.

**Speakers:** Julie Kissack, Pharm.D., BCPP, Professor and Chair, Pharmacy Practice, Harding University College of Pharmacy; Shelley S. Hammond, MMC, Health Communication Specialist, CDC's Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

## 2:45 – 4:15 pm

### Stemming the Tide of the Opioid Epidemic from the Pharmacy Bench

ACPE UAN: 0207-9999-19-108-L01-P

ACPE UAN: 0207-9999-19-108-L01-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

In 2017, nearly 72,000 Americans died due to drug overdoses with approximately two-thirds of those deaths involving opioids. Educating patients on the potential risks, proper pain management, and what to do in the event of an overdose are critical. Join peers to discuss concrete methods for discussing the risk of opioid use and misuse with patients and how your pharmacy can help right the ship in the opioid crisis.

#### Pharmacist Learning Objectives:

1. Discuss best practices for identifying patients in need of opioid counseling within workflow.
2. Explain motivational interviewing techniques to patient counseling regarding opioid use and misuse.
3. Describe non-opioid pain treatment including, but not limited to, other prescription and non-prescription medications and non-pharmacologic treatments.

#### Pharmacy Technician Learning Objectives:

1. Discuss best practices for identifying patients in need of opioid counseling within workflow.
2. List non-opioid pain treatment including, but not limited to, other prescription and non-prescription medications and non-pharmacologic treatments.

**Speakers:** Carlie Traylor, PharmD, Associate Director, Strategic Initiatives, NCPA; Tripp Logan, PharmD, L and S Pharmacy; Jessica Page, PharmD, MBA, Manager of Ambulatory Pharmacy, ProHealth Care

## 3 – 6 pm

### The Patient-Driven Payment Model (PDPM): Some Things Old, Most Things New, Come Assess How the New Model Will Impact You

ACPE UAN: 0207-9999-19-145-L03-P

ACPE UAN: 0207-9999-19-145-L03-T

1.25 contact hours (0.125 CEUs)

Activity Type: Knowledge-Based

Starting October 1, 2019, CMS's Patient-Driven Payment Model (PDPM), a new case-mix classification model, will be used under the Skilled Nursing Facility (SNF) Prospective Payment System (PPS) for classifying SNF patients in a covered Part A stay.

#### Pharmacist and Pharmacy Technician Learning Objectives:

1. Identify how the Patient-Driven Payment Model (PDPM) will transform reimbursement considerations for pharmacies and dramatically change the foundation of the skilled nursing facility (SNF) business model.
2. Define how PDPM will affect how pharmacies may collaborate with SNFs to secure reimbursement for drugs.
3. Summarize why the PDPM is likely to alter the relationships between SNFs and pharmacies, for better or worse.

**Speakers:** Daniel J. Hettich, Partner, King & Spalding; Juliet M. McBride, Partner, King & Spalding; Alek Pivec, Associate, King & Spalding



## Thursday, July 18, 2019

7:30 – 9 am

### **Medical Billing: How to Turn Physician Relationships into New Revenue Streams**

ACPE UAN: 0207-9999-19-140-L04-P

ACPE UAN: 0207-9999-19-140-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

In recent years, Medicare has established programs to encourage care coordination. During this program you will learn about billing opportunities and how community pharmacists can provide Part B chronic care management services, annual wellness visits, and play a role in transitional care management services. In this session, a pharmacist who has helped independent pharmacies grow their businesses and manage patients' conditions through successful collaboration with physicians will share his experiences with you. Come learn how to take your patient care services to the next level while improving patient outcomes and generating new revenue streams.

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

1. Discuss community pharmacist-provided annual wellness visits and chronic care management services.
2. Explain how community pharmacists can play a role in transitional care management services.
3. Outline a plan that implements collaborative services for physician partners while remaining profitable.

**Speaker:** Aaron Garst, PharmD, Project Manager, CPhT Pilot Project, Tennessee Pharmacists Association

7:30 – 9 am

### **Creating a Remarkable Company Culture the Chick-fil-A Way**

ACPE UAN: 0207-9999-19-110-L04-P

ACPE UAN: 0207-9999-19-110-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

What is the culture of your pharmacy? In a world of tight margins and online reviews, every interaction with a patient or prescriber is crucial to your pharmacy business. It does not take much to see how Chick-fil-A has done a great job with culture. Chick-fil-A multi-restaurant owner and best-selling author, Arthur Greeno, will share with business pearls from his experience and give you the tools to develop your employees into ambassadors of your brand in this session.

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

1. Describe components of a remarkable company culture.
2. Discuss real-life examples of how company culture directly impacts business growth.
3. Identify strategies for communicating and reinforcing your pharmacy's culture with every member of the pharmacy team.

**Speaker:** Arthur Greeno, Multi-Owner/Operator, Chick-fil-A

**7:30 – 9 am**

### **Investing for Retirement and Your Future: Tax Reductions and Investment Strategies from Starting to Exiting Your Pharmacy**

ACPE UAN: 0207-9999-19-111-L04-P

ACPE UAN: 0207-9999-19-111-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Tax and tax reduction, retirement planning and succession planning is a necessity for the independent pharmacist. The presentation will discuss the importance of business succession planning and the six important steps in the process. We will revisit the 2017 Tax and Jobs Act and the effect on business along with the business legal and tax implications regarding whether you own your business and real estate as an LLC, C or S Corporation or Sole Proprietorship. We will explore different strategies that may be employed to build your retirement assets along with how the government uses the IRS Tax Code to shape the economy and promote social, agricultural and energy policies through tax savings opportunities to the taxpayer.

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

1. Discuss business succession planning and the six steps involved along with the legal and tax implications on how to own your business and real estate.
2. Explain the 2017 Tax Cuts and Jobs Act and how the government uses the IRS Tax Code to promote tax savings opportunities to the taxpayer.
3. Discuss the different strategies that may be employed to build your retirement assets while reducing tax liability.

**Speaker:** Lawrence C. Barrett, CLU, ChFC, AEP®, Independent Pharmacy Consulting Group, LLC

**7:30 – 9 am**

### **Enhancing your LTC Pharmacy's Value Proposition with Skilled Nursing Regulatory & Reimbursement Challenges**

ACPE UAN: 0207-9999-19-112-L04-P

ACPE UAN: 0207-9999-19-112-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

The payment model for skilled nursing facilities is changing and your pharmacy's approach to serving the facilities should follow suit. Your ability to cater your services locally is a phenomenal asset to facilities struggling to meet new requirements. Get the latest trends on how facilities are implementing change following the patient-driven payment model and hone in on your pharmacy's value proposition in this program.

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

1. Explain the changes in skilled nursing payment models and facility' pain points.
2. Discuss collaborative partnerships between pharmacists and skilled nursing facilities.
3. Discuss marketing and communication tactics when calling on facility' decision makers.

**Speaker:** Lou Ann Brubaker, President, Brubaker Consulting

**12:30 – 2pm**

**Understanding Care Planning and Clinical Documentation to Improve Communication, Patient Care and Profits**

ACPE UAN: 0207-9999-19-113-L04-P

ACPE UAN: 0207-9999-19-113-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Care planning, an increasingly used term in pharmacy, is an important practice for effectively following up and monitoring patient behavior and response to treatment, with frequent assessments and adjustments. In this session you'll learn how and why clinical documentation systems will lead to increased workflow productivity and better patient care. You'll also learn the basic principles of care plan documentation.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Identify opportunities to increase documentation in workflow.
2. Explain how clinical documentation improves communication and increases profitability.
3. Describe the pharmacist eCare plan as a standard of clinical documentation.

**Speakers:** David Figg, CEO, Rice's Pharmacy; Ashley Branham, PharmD, Co-owner, Moose Pharmacy of Mount Holly, Director of Network Development, CPESN® USA

**12:30 – 2pm**

**Secret to Working with and Managing Millennials**

ACPE UAN: 0207-9999-19-114-L04-P

ACPE UAN: 0207-9999-19-114-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

By 2025, millennials will comprise 75% of the workforce. What does that mean for your pharmacy team and customer base? Too often millennials are categorized with words like 'slacker', 'entitled' or self-involved.' In this fast-paced, fun 90-minute program, the speaker will tackle these preconceptions head-on – sorting out what is really known and what is not. Examine the top myths and the truths about Millennials and walk away with insights on how to manage and sell to this often-misunderstood generation.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Identify the similarities and differences between millennials and older generations.
2. Discuss strategies for strengthening your relationship with millennials.
3. Outline a plan for managing and leveraging millennial talent in the pharmacy.

**Speaker:** Lou Ann Brubaker, President, Brubaker Consulting

## 12:30 – 2pm

### Functional Medicine: Getting to the Root of the Problem

ACPE UAN: 0207-9999-19-115-L01-P

ACPE UAN: 0207-9999-19-115-L01-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Sometimes a disease can have many causes. Other times, a single cause can contribute to multiple disease states. Learn about the role many body systems play in overall health as we dive into functional medicine and the impact it can have in treating your patients.

#### Pharmacist and Pharmacy Technician Learning Objectives:

1. Describe functional medicine.
2. Explain the difference between functional medicine and traditional medicine.
3. Discuss the role of functional medicine in pharmacy.

**Speakers:** Kathy M. Campbell, PharmD, Owner Medicap Pharmacy; Beverly Schaefer, RPh, Owner Kattermans Sand Point Pharmacy; Elise Damman, Executive Resident, NCPA

## 2 – 5 pm

### Basic Life Support

ACPE UAN: 0207-9999-19-116-L04-P

ACPE UAN: 0207-9999-19-116-L04-T

3 contact hours (0.3 CEUs)

Activity Type: Application-Based

The BLS Instructor-led course teaches both single-rescuer and team basic life support skills for application in both prehospital and in-facility environments, with a focus on High-Quality CPR and team dynamics.

#### 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. Explain 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

### USP <800>: Considerations for Community Pharmacy

ACPE UAN: 0207-9999-19-117-L04-P

ACPE UAN: 0207-9999-19-117-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Are you familiar with the USP <800> standard on reconstitution, mixing or splitting medications? Compounders and traditional, community pharmacies alike must abide by USP <800> standards by the end of this year, and nuances on the books can mean changes to your practice. Find out what is most relevant to your operation and get a blueprint for how to prepare for USP <800> in this session.

#### Pharmacist and Pharmacy Technician Learning Objectives:

1. Review important updates to USP standards and the impact on community pharmacy.
2. Discuss common medications most likely impacted by USP <800> standards.
3. Discuss best practices for preparing your practice site for implementation.

**Speakers:** Saad Dinno, RPh, FACA, FIACP, President, Acton Pharmacy, Inc., Patricia Kienle, RPh, MPA, FASHP, Director, Accreditation and Medication Safety, Cardinal Health

**2:15 – 3:45 pm**

### **Just Breathe – COPD and Asthma Management**

ACPE UAN: 0207-9999-19-118-L01-P

ACPE UAN: 0207-9999-19-118-L01-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Millions of Americans suffer from asthma and chronic obstructive pulmonary disease (COPD) each year. Care of these patients, undergoing frequent exacerbations, is a heavy burden on healthcare systems. Community pharmacists and their teams can help decrease unnecessary ER visits and improve patient outcomes through population health interventions. Walk away from this session with the essential aspects of clinical management, tools for patient engagement, ideas for interdisciplinary collaboration, and business opportunities for improving population health in patients with asthma or COPD. Community pharmacists can develop a practice model that is effective, efficient, and sustainable.

#### **Pharmacist Learning Objectives:**

1. Summarize clinical interventions that improve patient-centered outcomes and lower the overall cost of care in patients with COPD and asthma.
2. Identify strategies for educating pharmacy teams and patients on the proper use of asthma and COPD medications.
3. Discuss strategies for integrating COPD consultation into existing pharmacy workflow.

#### **Pharmacy Technician Learning Objectives:**

1. Discuss the pharmacy team's role in improving patient-centered outcomes and lower the overall cost of care in patients with COPD and asthma.
2. Identify rescue inhaler medications and inappropriate frequency of use by patients.
3. Discuss strategies for integrating COPD consultations into existing pharmacy workflow.

**Speakers:** Jason Wang, PharmD, Medicine Shoppe; Kathryn Holt, PharmD, BCPS, Clinical Assistant Professor, University of Missouri-Kansas City

**2:15 – 3:45 pm**

### **Advocacy Update: The Issues Impacting your Business**

ACPE UAN: 0207-9999-19-105-L03-P

ACPE UAN: 0207-9999-19-105-L03-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

The community pharmacy environment is rapidly evolving, presenting new opportunities and challenges for independent pharmacy. Get the latest developments on pharmacy issues from the Hill and around the country and insights on what this means for your business from the NCPA advocacy team.

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

1. Outline current initiatives focused on reforming the pharmacy payment model.
2. Discuss legislative activities on DIR fees.
3. Discuss important regulatory updates including the drug rebate rule, EPA rule, and other policies affecting community pharmacy.

**Speaker:** Karry K. La Violette, Senior Vice President, Government Affairs & Director of the Advocacy Center, NCPA; Ronna B. Hauser, PharmD, Vice President of Pharmacy Policy & Regulatory Affairs, NCPA

#### 4 - 5:30 pm

### Your Team – The Most Important Part of Your Security Program

ACPE UAN: 0207-9999-19-120-L04-P

ACPE UAN: 0207-9999-19-120-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Together, both physical and cyber security are the key to keeping your pharmacy safe. Join us as we discuss how to defend against attacks through your front door and your digital door.

The physical security session will cover elements of a comprehensive security program, effective training programs, building relationships with local law enforcement and robbery prevention and survival. We will discuss how your team members are important in each one of these areas.

The cybersecurity session will focus on how your team members play a vital role in keeping you digitally safe as well as how to mitigate vulnerabilities. We will also provide valuable resources for establishing a plan should you get breached. Finally, we will offer tips for interacting with IT providers and establishing a security awareness program.

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

1. Describe elements of a comprehensive security program.
2. Explain the value of law enforcement relationships.
3. Discuss the vulnerabilities of small businesses and pharmacies.
4. Describe tips to protect your pharmacy and what you need to do if you are breached.

**Speakers:** Dan Sheehy, Sr. Engineer, Information Security Security Awareness, Cardinal Health; John Rodriguez, Global Security Director, Texas, Florida, Caribbean & Latin America, Cardinal Health

#### 4 - 5:30 pm

### National Diabetes Prevention Program: An Opportunity for Pharmacy

ACPE UAN: 0207-9999-19-121-L04-P

ACPE UAN: 0207-9999-19-121-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

According to the CDC, approximately 84.1 million Americans have prediabetes – how can community pharmacy teams respond to this epidemic? The YMCA recently made headlines for deploying the National Diabetes Prevention Program across hundreds of locations. It's your turn to do the same. In this session, get the who, why, what, and, most importantly, how on implementing this important public health program in your business.

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

1. Summarize the National Diabetes Prevention Program.
2. Discuss the role that lifestyle and nutrition can have in diabetes care.
3. Outline a plan for implementing the program in your pharmacy.

**Speaker:** Kristen Hartzell, PharmD, BCACP, Vice President Hartzell's Pharmacy; Ashley Keller, Director of Strategic Partnerships, STRAND Clinical Technologies; Bill Popomaronis, Vice President, Professional Affairs, NCPA

#### 4 - 5:30 pm

##### **Audits on my Mind: Protecting the Bottom Line**

ACPE UAN: 0207-9999-19-122-L04-P

ACPE UAN: 0207-9999-19-122-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

A typo or omission can cost your pharmacy thousands of dollars. Find out the most common audit targets, how to avoid them, and improve your pharmacy business.

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

1. Discuss the most common audit targets.
2. Discuss workflow processes to catch mistakes.
3. List top 11 audit discrepancies

**Speaker:** Trenton Thiede, Vice-President, PAAS National

## **Friday, July 19, 2019**

#### 8:30 am – 12 pm

##### **Ratio Analysis: Using a Unique Scorecard and Roadmap to Drive Improved Financial Performance**

ACPE UAN: 0207-9999-19-123-L04-P

ACPE UAN: 0207-9999-19-123-L04-T

3.5 contact hours (0.35 CEUs)

Activity Type: Application-Based

"If you can't measure it, you can't manage it." Be enlightened in this session and learn how 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. Learn to use a unique Financial Road Map and a Profit Mastery® Assessment as invaluable advisory tools to help you identify and quantify strategic opportunities to positively impact both profits and cash flow.

You will understand what financial statements really tell them about your pharmacy operation and gain expertise and confidence develop their own strategic action plan.

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

1. Explain "inside the numbers" in a plain English journey what the income statement and balance sheet really tell you about your business.
2. Create a "scorecard" for a business using ratios and pharmacy industry benchmarks, identifying strengths, weaknesses, and areas of opportunity.
3. Develop a unique visual "Financial Roadmap" as a uniquely powerful strategic plan – and operational execution-tool.

**Speaker:** Steve LeFever, MBA, CFE, Chairman and Founder, Profit Mastery

#### 8:30 am – 10 am

##### **Reward Success and Drive Productivity with Staff Incentives**

ACPE UAN: 0207-9999-19-124-L04-P

ACPE UAN: 0207-9999-19-124-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

It's not always about money...In this session learn effective ways of motivating team members through various incentive programs. From verbal recognition to some extra PTO, discover new strategies for rewarding your staff without breaking your budget.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Identify different types of incentive programs.
2. Describe how to effectively implement new incentive programs.
3. Outline an incentive program that is fiscally fit for the pharmacy.

**Speaker:** Owen BonDurant, President, Independent Rx Consulting

**8:30 am – 10 am**

**340B Contract Pharmacy: Historical Context and Current Considerations**

ACPE UAN: 0207-9999-19-125-L04-P

ACPE UAN: 0207-9999-19-125-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

This session briefly covers key events in the history of the 340B program, outlines the most important eligibility and compliance requirements, and describes in detail key stakeholders and their roles in the program. The session then focuses in detail on the 340B Contract Pharmacy business model, including registration processes, contracting options, administration models, technology involvement, operational and financial considerations for the store owner, and logistics. Finally, the program describes several of the most important 340B trends and possibilities in terms of legislation, regulation, and market dynamics.

**Pharmacist and Technician Learning Objectives:**

1. Explain what kind of healthcare organizations are eligible to participate in the 340B program, the role of other key stakeholders (HRSA, Apexus, Manufacturers, etc.), and the primary compliance requirements for 340B covered entities
2. Describe publicly available, online resources to access government-approved information about 340B, identify current 340B covered entities and/or contract pharmacies, and view program registration requirements.
3. Discuss the business impact of any current or future 340B contract pharmacy opportunities' basic elements, including different administration options, dispensing fee models and inventory management.

**Speaker:** Daniel Neal, 340B Product and Service Leader, Cardinal Health

**9 am – 12 pm**

**Basic Life Support**

ACPE UAN: 0207-9999-19-116-L04-P

ACPE UAN: 0207-9999-19-116-L04-T

3 contact hours (0.3 CEUs)

Activity Type: Application-Based

The BLS Instructor-led course teaches both single-rescuer and team basic life support skills for application in both prehospital and in-facility environments, with a focus on High-Quality CPR and team dynamics.

**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. Explain 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



**10:15 – 11:45 am**

### **Coming to a Pharmacy Near You: A Guide to Prescribing Workflow Solutions and Enhancements in 2020**

ACPE UAN: 0207-9999-19-126-L04-P

ACPE UAN: 0207-9999-19-126-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Beginning in January, the e-prescribing standard will be entering a new version and you won't want to be left behind. Workflow solutions like "CancelRx", "RxFill", and "FillStatus indicator" are available through the new version, SCRIPT 2017071, which will be required for Medicare Part D compliance. Pharmacies servicing the long term and post-acute care settings and services as well as compounding pharmacies will find improved electronic communication solutions with the prescriber and care setting/service valuable. Learn about ePrescribing enhancements that benefit community pharmacies plus a drilldown to specific LTPAC messaging and data opportunities; plus time for question and answer.

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

1. Describe new transactions that are possible in SCRIPT v.2017071.
2. Explain new data elements that will be available for prescribers and pharmacies to exchange in SCRIPT v.2017071.
3. Identify gaps in communication between pharmacy systems that provide both retail and PTPAC services and the LTPAC care settings as it pertains to the ePrescribing transactions discussed.

**Speaker:** Kori Eastman, Sr. Business Analyst, E Prescribing, Surescripts

**10:15 – 11:45 am**

### **Managing Pharmaceutical Waste and Safety Hazards**

ACPE UAN: 0207-9999-19-127-L04-P

ACPE UAN: 0207-9999-19-127-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

What's your prescription for compliance on pharmaceutical waste? How has it changed with EPA's new rule? The new rules are designed to make it easier to manage waste pharmaceuticals but there are nuances. This session will help you to update your policy and procedures 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:** Helen Revelas, MBA, CHMM, Director, Environmental, Health and Safety, Cardinal Health

**10:15 – 11:45 am**

### **7 Habits of Highly Successful Pharmacy Owners**

ACPE UAN: 0207-9999-19-128-L04-P

ACPE UAN: 0207-9999-19-128-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

At a time when community pharmacy owners have a multitude of hurdles to overcome, successful ownership is obtainable, but not guaranteed. By blending 25 years of observation with feedback from successful pharmacy owners from across the country, NCPA CEO Hoey has generated a list of 7 Habits common to pharmacists who have achieved ownership excellence. These behaviors appear to be reliable predictors of a successful business when exhibited by pharmacy owners - no matter how you define that success.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Identify the 7 Habits of Highly Successful Pharmacy Owners.
2. Discuss how these habits have benefited each owners' business and patient care.
3. Outline strategies to incorporate the 7 habits into pharmacy ownership.

**Speaker:** Doug Hoey, RPh, MBA, NCPA CEO/Executive Director

**12:45 – 2:30 pm**

**Breakeven 360 – The Absolute Best Way to Measure and Manage Sustained Profitability**

ACPE UAN: 0207-9999-19-129-L04-P

ACPE UAN: 0207-9999-19-129-L04-T

1.75 contact hours (0.175 CEUs)

Activity Type: Application-Based

Would it benefit you as a manager if you had a powerful, strategic tool to evaluate every operating decision you'll make — pricing, 3rd party contracts, adding service and health screening options, DME, and equipment purchases?

If so don't miss this session — as it is specifically designed to give you the tools needed 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. Through a customized, pharmacy specific case study, you will learn to determine the break-even level in your business, determine where/if it is appropriate to cut costs, determine where/if it is appropriate to raise prices, and evaluate the impact of hiring on sales volume.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Discuss how to separate P&L costs in "fixed" or "variable".
2. Explain how to strategically apply "The Cup Theory" to every P&L decision you make.
3. Evaluate the impact of pricing decisions.

**Speaker:** Steve LeFever, MBA, CFE, Chairman and Founder, Profit Mastery

**1 – 2:30 pm**

**Buying and Selling Independent Pharmacies – What You need to know**

ACPE UAN: 0207-9999-19-130-L04-P

ACPE UAN: 0207-9999-19-130-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

The independent pharmacy plays a strong and vital role in the community and in patients' lives. When transitioning ownership of an independent pharmacy both the buyer and seller play an important role in protecting its legacy. This program will give you what you need to prepare for the complex buying and selling process and look closely at the benefits to keeping pharmacies independently owned.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Discuss key steps and roles played in the pharmacy buy/sell process.
2. Outline key performance metrics and market factors that translate to a pharmacy valuation.
3. Describe financing opportunities and structuring deals to maximize resources available.

**Speakers:** Roger White, Director of Pharmacy Acquisition West Region - Cardinal Health; Chad Sanders, Director of Pharmacy Acquisition, Cardinal Health; Brett Fortier - Director of Pharmacy Acquisition, Cardinal Health

**1 – 2:30 pm**

**“Dos and Don’ts” of Working with Physicians**

ACPE UAN: 0207-9999-19-131-L03-P

ACPE UAN: 0207-9999-19-131-L03-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

There are a number of ways that pharmacies can legally work with physicians. At the same time, there are pitfalls that need to be avoided. This program will discuss the federal laws that regulate what pharmacies can do...and cannot do...with physicians. These laws include the Stark physician self-referral statute (and the many exceptions contained in the statute) and the federal anti-kickback statute (and the many “safe harbors” to the statute). This program will also generally discuss the state laws that govern a pharmacy’s relationship with a physician. Equally as important, the program will discuss the types of arrangements that the pharmacy can enter into with a physician (e.g., Medical Director Agreement) and the arrangements that need to be avoided (e.g., profit-sharing arrangement).

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Summarize federal and state laws that govern the type of relationship a pharmacy can have with a physician.
2. Describe the “tools” that the pharmacy can develop to assist it in reviewing its arrangements with physicians.
3. Explain legally acceptable strategic relationships with physicians in order to provide excellent patient care and facilitate referrals from physicians.

**Speakers:** Jeff Baird, Esq., Chairman of Health Care Group, Brown & Fortunato, P.C.; Brad Howard

**1 – 2:30 pm**

**Care Transitions for the Long-Term Care Pharmacy**

ACPE UAN: 0207-9999-19-132-L04-P

ACPE UAN: 0207-9999-19-132-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Hospitals and LTC facilities face increasing financial penalties for 30-day readmissions, and your pharmacy has solutions. Industry expert and leader Frank Grosso shares insights on the needs and wants of the evolving older adult population and how the well-positioned pharmacy could leverage that knowledge to partner with hospitals and nursing facilities. Learn how these opportunities could provide new revenue streams while improving your pharmacy’s role in the promotion of health in your community. We’ll explore what a transitions of care program entails, how to prepare a pitch and go to local hospital or LTC facility decision makers, and many of the potential benefits of a implementing a program at your LTC pharmacy.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Discuss changes in the hospital, LTC and physician payment structure that make transitions of care programs more attractive to health systems.
2. Outline the business model for an existing transition of care program and discuss how it can be adapted to your pharmacy setting.
3. Outline specific ways that you can target patients discharging from LTC facilities.

**Speaker:** Frank L. Grosso, RPh, FASCP, Principal, HealthCare Consults, LLC

### 1:30 – 4:30 pm

#### Basic Life Support

ACPE UAN: 0207-9999-19-116-L04-P

ACPE UAN: 0207-9999-19-116-L04-T

3 contact hours (0.3 CEUs)

Activity Type: Application-Based

The BLS Instructor-led course teaches both single-rescuer and team basic life support skills for application in both prehospital and in-facility environments, with a focus on High-Quality CPR and team dynamics.

#### 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. Explain the individual links in the Chain of Survival.
4. Describe the signs and symptoms of multiple common life-threatening emergencies that might require intervention.

**Speakers:** TBD

### 2 – 4 pm

#### Empowering Women Pharmacists to Change the Status Quo

ACPE UAN: 0207-9999-19-133-L04-P

ACPE UAN: 0207-9999-19-133-L04-T

0.5 contact hours (0.05 CEUs)

Activity Type: Knowledge-Based

The Leadership Forum will be a 30-minute presentation followed by an audience Q&A session and the wrapping-up with a networking reception. The keynote speaker is a female leader who has a diverse career in pharmacy and healthcare, who has a personal story to tell and can share industry insights relevant to gender diversity, leadership development and education. While community pharmacy ownership is a principle of WIP, our speaker will also provide observations gained from working across different facets of the profession, and the changing landscape of the profession with emphasis on the role of the pharmacist as a provider and valuable member of the healthcare team advancing patient care.

#### Pharmacist and Pharmacy Technician Learning Objectives:

1. List statistics on women leadership in pharmacy practice.
2. Describe barriers a female pharmacist may face when pursuing leadership in the industry, along with strategies to address barriers.
3. Identify strategies to pursue women's dreams of intrapreneurship and entrepreneurship.

**Speakers:** Erin Albert, PharmD, JD, MBA, PAHM, Senior Director of Education, ASCP

### 2:45 – 4:15 pm

#### Successes Performing Enhanced Services

ACPE UAN: 0207-9999-19-134-L04-P

ACPE UAN: 0207-9999-19-134-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Hear an update on CPESN, community pharmacy enhanced services networks, and learn about recent payer successes. Peers from local CPESN networks will share their methods for approaching plan sponsors to negotiate value-based programs and payment for providing enhanced services.

#### Pharmacist and Pharmacy Technician Learning Objectives:

1. Discuss updates from CPESN USA.
2. Summarize tangible examples of enhanced services that plan sponsors will reimburse.
3. Describe strategies for engaging plan sponsors in new value-based payment opportunities.

**Speakers:** Staci Hubert, PharmD, Ashland Pharmacy, Nebraska Enhanced Services Pharmacy Network; Cheri Schmit, RPh, Director of Clinical Pharmacy, GRX Holdings, LLC

**2:45 – 4:15 pm**

### **Adherence Targeting: Maximizing Your Return on Investment**

ACPE UAN: 0207-9999-19-135-L04-P

ACPE UAN: 0207-9999-19-135-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Whether you just started medication synchronization or have been doing it for years, it's important to make sure you are getting a return on all the time and resources you've put into your program. By being intentional about who you enroll in your program you can increase your number of inventory turns, lower your DIR fees, and give your staff the time it needs to care for your patients the way they deserve to be cared for.

#### **Pharmacist and Pharmacy Technician Objectives:**

1. Review incentive programs from third party payors.
2. Discuss team engagement strategies to keep multiple groups accountable to company goals.
3. Describe best practices for enrolling patients in your med sync program.

**Speaker:** Carlie Traylor, PharmD, Associate Director, Strategic Initiatives, NCPA

**2:45 – 4:15 pm**

### **Financial Gap: The Absolute Best Tool to Manage Cash Flow and Capitalize Growth**

ACPE UAN: 0207-9999-19-136-L04-P

ACPE UAN: 0207-9999-19-136-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Application-Based

Without carefully managing your pharmacy's balance sheet to take positive control of growth, you can fall into the "Financial Gap" - often expressed as "My sales and profits are increasing; why is my cash flow drying up?" Financial Gap holds the key to unlocking this mystery, and it represents the best financial analysis tool to come out of the financial services industry in the last two decades.

Although pharmacy owners typically expend most of their management energy on the income statement, it's the balance sheet that is the primary "driver" of cash flow in a pharmacy operation, and it's the balance sheet that 'financial gap' demystifies.

#### **Pharmacist and Pharmacy Technician Objectives:**

1. Distinguish the relationship between the P & L and the balance sheet in a growth situation and learn how to capitalize growth.
2. Apply the four sources of capital available to expand a pharmacy business.
3. Analyze the 10 management strategies to maximize cash flow.

**Speaker:** Steve LeFever, MBA, CFE, Chairman and Founder, Profit Mastery

## **Saturday, July 20, 2019**

**7:30 – 9 am**

### **A Business Case for Solving Nutrient Depletion**

ACPE UAN: 0207-9999-19-137-L01-P

ACPE UAN: 0207-9999-19-137-L01-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

From known nutrient depleting effects due to medications, to more complex deficiencies that exists in our diets – this session will dive into some of the most common ways that you can enhance supplement recommendations in your pharmacy.

#### **Pharmacist Learning Objectives:**

1. Explain the difference between nutrient deficiencies and nutrient depletions.
2. Describe common drug-induced nutrient depletions that impact the body.
3. Outline how to market supplements in the store.

#### **Pharmacy Technician Learning Objectives:**

1. Distinguish between nutrient deficiencies and nutrient depletions.
2. List drugs that cause nutrient depletion.
3. Outline how to market supplements in the store.

**Speakers:** Gabe Trahan, Sr. Director of Store Operations and Marketing, NCPA; Kathy Campbell, PharmD, Medicap Pharmacy

**7:30 – 9 am**

### **Help! I Need Somebody: Staff Utilization**

ACPE UAN: 0207-9999-19-138-L04-P

ACPE UAN: 0207-9999-19-138-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Are your employees working at the top of their license, so you can work at the top of yours? Join this session to discuss emerging roles of technicians and interns that can increase your profits without increasing pharmacist hours.

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

1. Review how traditional roles of technicians and interns can evolve to adapt to the changing pharmacy environment.
2. Explain training and accountability when introducing a staff member to a new responsibility.
3. Discuss on boarding best practices for new technicians and interns.

**Speakers:** Carlie Traylor, PharmD, Associate Director, Strategic Initiatives, NCPA; Chelsea R. Doherty, Pharm D, Director of Retail Pharmacy, Auburn Pharmacies

**7:30 – 9 am**

### **Compounding Solutions for Household Animals**

ACPE UAN: 0207-9999-19-139-L07-P

ACPE UAN: 0207-9999-19-139-L07-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Animals are patients too! Unfortunately, we didn't learn much about them in pharmacy school. During this session, join PCCA's Clinical Consultant Pharmacist, Mike Leake, as he shares basic information on veterinary compounding and meeting the unique needs of dogs and cats. He will provide an overview of anatomy and physiology, discuss some disease states that are very common in dogs and cats, and then explain the role compounding can play in helping to treat these animals.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Describe basic anatomy and physiology of canines and felines.
2. Explain common disease states seen in canine and feline patients and which drugs are commonly prescribed.
3. Discuss appropriate dosage form suggestions for compounded preparations for household animals.

**Speaker:** Mike Leake, RPh, Clinical Consultant, PCCA

**9:15 – 10:45 am**

**Reward Success and Drive Productivity with Staff Incentives**

ACPE UAN: 0207-9999-19-124-L04-P

ACPE UAN: 0207-9999-19-124-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

It's not always about money...In this session learn effective ways of motivating team members through various incentive programs. From verbal recognition to some extra PTO, discover new strategies for rewarding your staff without breaking your budget.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Identify different types of incentive programs.
2. Describe how to effectively implement new incentive programs.
3. Outline an incentive program that is fiscally fit for the pharmacy.

**Speaker:** Owen BonDurant, President, Independent Rx Consulting

**9:15 – 10:45 am**

**Meeting Patients' Needs and Business Opportunities**

ACPE UAN: 0207-9999-19-141-L01-P

ACPE UAN: 0207-9999-19-141-L01-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

As a result of ever-increasing pressure on the prescription side of their business and constantly decreasing margins, community pharmacists are seeking ways to enhance their value in the area of patient care. This program examines one approach that centers on patients' needs and how pharmacies can become the solutions. Walk away with the know-how on creating centers of excellence—destinations for educational information, appropriate product offerings, and care guidance—to provide your patients and their caregivers solutions help to manage the health condition.

**Pharmacist and Pharmacy Technician Learning Objectives:**

1. Discuss six patient need states and how to tailor conversations to meet those needs.
2. Review the categories and types of products patients need for six need states.
3. Describe tools and approaches that may enhance your patient conversations.

**Speaker:** Dave Wendland, Vice President, Strategic Relations, Hamacher Resource Group

**9:15 – 10:45 am**

### **What's Your Gut Telling You**

ACPE UAN: 0207-9999-19-142-L01-P

ACPE UAN: 0207-9999-19-142-L01-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Just like the mitochondria is the powerhouse of the cell, the gut is the powerhouse of the body. In this session, learn what gut health is and why it is so important. Walk away with a better understanding of the gut's role in achieving optimal health and recommendations you can make to patients.

#### **Pharmacist Learning Objectives:**

1. Discuss the importance of having a healthy gut micro biome.
2. Identify other bodily functions or disease states that can be impacted by an individual's gut health.
3. Recognize considerations to be made when recommending a probiotic.

#### **Pharmacy Technician Learning Objectives:**

1. Discuss the importance of having a healthy gut micro biome.
2. List other bodily functions or disease states that can be impacted by an individual's gut health.
3. Recognize situations where a pharmacist may recommend a probiotic.

**Speaker:** David Foreman, RPh, President, Herbal Pharmacist

**11 am – 12:30 pm**

### **Convenience Packaging: Implementation and Marketing Tips**

ACPE UAN: 0207-9999-19-143-L04-P

ACPE UAN: 0207-9999-19-143-L04-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

In the post PillPack/Amazon world you need to stand out. Convenience packaging is no longer the new kid on the block, it's a standard of practice. In this session, pharmacy peers will share their successes with convenience packaging and how to best promote the service to your customer base.

#### **Pharmacist and Pharmacy Technician Learning Objectives**

1. Discuss the benefits and challenges of common types of compliance packaging.
2. Describe best practices for operating a compliance packaging service in your pharmacy.
3. Identify how to target marketing to patients and caregivers.

**Speakers:** Carlie Traylor, PharmD, Associate Director, Strategic Initiatives, NCPA; Phil LaFoy, DPh, Owner Blount Discount Pharmacy; Cheri Schmit, RPh, Director of Clinical Pharmacy, GRx Holdings, LLC

**11 am – 12:30 pm**

### **2019 Clinical Pearls for Community Pharmacy**

ACPE UAN: 0207-9999-19-144-L01-P

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Stay at the top of your pharmacy game with this program. During this session you will refresh and hone your skills on new clinical guidelines while also reviewing new drugs that have hit the market.

#### **Pharmacist Learning Objectives:**

1. Discuss pharmacotherapy updates in clinical guideline revisions.
2. Explain clinical guideline and pharmacotherapy updates to patient cases.
3. Review pearls on new drug updates.



**Speaker:** Chelsea Phillips Renfro, PharmD, Assistant Professor & Coordinator of Simulation-based Education, Department of Clinical and Translational Science, University of Tennessee Health Science Center.

**11 am – 12:30 pm**

**Flu Plus: Improving Immunization Practices to Maximize your Business**

ACPE UAN: 0207-9999-19-109-L06-P

ACPE UAN: 0207-9999-19-109-L06-T

1.5 contact hours (0.15 CEUs)

Activity Type: Knowledge-Based

Flu season is quickly approaching and right now is the ideal time to plan for optimizing your immunization business. Hear a general overview of immunization guideline updates and discover new ways to increase vaccination rates beyond influenza.

**Pharmacist and Pharmacy Technician Learning Objectives:**

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

**Speakers:** John Beckner, Senior Director, Strategic Initiatives, NCPA; Hannah Fish, PharmD, CPHQ, Associate Director of Strategic Initiatives, NCPA



Educational programming for the 2019 Cardinal Health Retail Business Conference is accredited by the National Community Pharmacists Association (NCPA), with the exception of "Pharmacy-Based Immunization Delivery," which is accredited by APhA. NCPA, the American Pharmacists Association is accredited by the Accreditation Council for Pharmacy education as providers of continuing pharmacy education. Specific program credit is delineated in the individual program summaries.