

## **Jumpstart Your Pharmacy Business: A Seminar for Owners Agenda**

### **Saturday**

7:30 am - 8:00 am

**Breakfast** (non-CE)

8:00 am - 10:30 am

#### **Merchandising Tools You Need**

Gabe Trahan, Senior Director, Store Operations, NCPA

ACPE # 207-000-12-036-L04-P (2.5 contact hours, 0.25 CEUs)

Activity Type: Application-based

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

1. Recognize potential out-front layout and merchandising flaws that may be contributing to poor customer traffic flow.
2. Compare the costs and benefits of store modifications that can change your store's image with customers and increase front-end sales.
3. Outline a merchandising plan for pharmacy sub group merchandise that maximizes your profit per square foot.

10:30 am - 10:45 am

**Break** (non-CE)

10:45 am -12:15 pm

#### **Marketing - Beyond the Basics and Taking it to a New Level**

Liz Tiefenthaler, President, Pharm Fresh Media

ACPE # 207-000-12-037-L04-P (1.5 contact hours, 0.15 CEUs)

Activity Type: Knowledge-based

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

1. Discuss the components of an effective pharmacy marketing campaign.
2. Analyze the composition of the customer base for community pharmacy.
3. Discuss the needs of each sub group of patients of the community pharmacy.
4. Discuss utilizing differing tools to reach market segments.

12:15 pm - 1:15 pm

**Lunch** (non-CE)

1:15 pm - 2:00 pm

#### **Peer Discussion on Compounding**

Kristen Riddle, US Compounding

ACPE # 207-000-11-028-L04-P (0.75 contact hours, 0.075 CEUs)

Activity Type: Knowledge-based

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

1. Outline steps to assess the potential for success of a new niche in your pharmacy practice.
2. Describe workflow changes necessary to deploy a niche.
3. Explain appropriate technology for implementing a niche service.
4. Discuss the regulations that affect specialty niche markets.

2:00 pm – 2:45 pm

**Peer Discussion on Diabetes**

Bill Popomaronis, Vice President HHC/LTC, NCPA

ACPE # 207-000-11-038-L04-P (0.75 contact hours, 0.075 CEUs)

Activity Type: Knowledge-based

**Pharmacist Learning Objectives:**

1. Outline steps to assess the potential for success of a new niche in your pharmacy practice.
2. Describe workflow changes necessary to deploy a niche.
3. Explain appropriate technology for implementing a niche service.
4. Discuss the regulations that affect specialty niche markets.

2:45 pm – 3:00 pm

**Break** (non-CE)

3:00 pm – 3:45 pm

**The Wellness Rx: Integration of Wellness in Pharmacy**

Dr. Natasha Ryan, Regional Wellness Manager, Knowles Apothecary

ACPE # 207-000-12-039-L04-P (0.75 contact hours, 0.075 CEUs)

Activity Type: Knowledge-based

**Pharmacist Learning Objectives:**

1. Describe the benefits of incorporating wellness products and services into the traditional retail pharmacy.
2. Discuss working with complementary and alternative medical providers as employees or referral sources.
3. Explain the steps necessary to create a comprehensive wellness business.
4. Discuss marketing strategies to position the pharmacy as a community hub for all things related to health and wellness.

3:45 pm – 4:45 pm

**Marketing Niche Panel**

Gabe Trahan, Senior Director, Store Operations, NCPA

Liz Tiefenthaler, President, Pharm Fresh Media

Kristen Riddle, US Compounding

Bill Popomaronis, Vice President HHC/LTC, NCPA

Dr. Natasha Ryan, Regional Wellness Manager, Knowles Apothecary

ACPE # 207-000-11-030-L04-P (1.0 contact hours, 0.1 CEUs)

Activity Type: Application-based

**Pharmacist Learning Objectives:**

1. Discuss effective media for marketing a specialty niche.
2. Describe the importance of detailing your niche practice to the local medical community.

4:45 pm – 5:45 pm

**Reception** (non-CE)

## Sunday

7:30 am – 8:00 am

**Breakfast** (non-CE)

8:00 am – 9:45 am

### **Analyzing Your Finances**

Richard Jackson, PhD, Community Pharmacy Consulting

ACPE # 207-000-11-020-L04-P (1.75 contact hours, 0.175 CEUs)

Activity Type: Application-based

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

1. Evaluate business financials to look at key ratios of business status.
2. Compare business ratios to industry benchmarks to assess financial health in your pharmacy.
3. Analyze the effect of key changes to financial policy.

9:45 am – 10:00 am

**Break** (non-CE)

10:00 am – 11:00 am

### **Tax & Accounting Information You Need to Know**

Ollin Sykes, President, Sykes & Company

ACPE # 207-000-12-038-L04-P (1.0 contact hours, 0.1 CEUs)

Activity Type: Knowledge-based

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

1. List the steps to take to minimize tax obligations.
2. Discuss the impact of recent tax regulations on small business and how this can affect your tax liability.
3. Discuss how corporate structure affects tax burden.

11:00 am – 12:15 pm

### **Investing in Technology**

Jeff Harrell, PharmD, Peninsula Pharmacy

ACPE # 207-000-11-023-L04-P (1.25 contact hours, 0.125 CEUs)

Activity Type: Application-based

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

1. Discuss when you should consider adding technology to your pharmacy.
2. Describe how appropriate technology can increase your business efficiency and profits.
3. Outline how to compare technologies by feature and compatibility with current systems to improve integration into your business.

12:15 pm – 1:00 pm

**Lunch** (non-CE)

1:00 pm – 2:00 pm

### **Ask the Experts Panel**

Richard Jackson, PhD, Community Pharmacy Consulting

Ollin Sykes, President, Sykes & Company

Jeff Harrell, PharmD, Peninsula Pharmacy

ACPE# 207-000-11-026-L04-P (1.0 contact hours, 0.1 CEUs)

Activity Type: Application-based

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

1. Discuss issues likely to be encountered in the opening of a pharmacy business.
2. Describe operational concerns for a new community pharmacy.

2:00 pm

**Closing remarks, adjournment**