

**Pharmacy Ownership Workshop, sponsored by McKesson
Program Agenda
San Francisco, California
May 18 - 20, 2012**

Friday, May 18, 2012	
10:00 am to 10:30 am	Registration
10:30 am to 11:00 am	<p>Entrepreneurship in Community Pharmacy Richard Jackson, PhD, Community Pharmacy Consulting <i>ACPE # 207-000-12-032-L04-P (0.5 contact hours, 0.05 CEUs)</i></p> <ol style="list-style-type: none"> Describe the characteristics of people most likely to succeed in business.
11:00 am to 12:30 pm	<p>How to Write a Business Plan/Loan Package Richard Jackson, PhD, Community Pharmacy Consulting <i>ACPE # 207-000-10-121-L04-P (1.5 contact hours, 0.15 CEUs)</i></p> <ol style="list-style-type: none"> Describe the component parts of a business plan. Discuss how to write a business plan for the establishment or purchase of a community pharmacy. Discuss why a business plan is needed for a pharmacy.
12:30 pm to 1:15 pm	Lunch (no CE credit)
1:15 pm to 1:45 pm	Meet and Greet with the Exhibitors (no CE credit)
1:45 pm to 3:15 pm	<p>Community Pharmacy Valuation and Junior Partnership Establishment Richard Jackson, PhD, Community Pharmacy Consulting <i>ACPE # 207-000-12-033-L04-P (1.5 contact hours, 0.15 CEUs)</i></p> <ol style="list-style-type: none"> Describe how to determine an equitable selling/purchase price for a community pharmacy. Discuss the steps to establish a junior partnership. Determine which factors will affect the price of the pharmacy.
3:15 pm to 3:30 pm	Break (no CE credit)
3:30 pm to 5:00 pm	<p>The Shape and Flow of Your Pharmacy Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA <i>ACPE # 207-000-12-040-L04-P (1.5 contact hours, 0.15 CEUs)</i></p> <ol style="list-style-type: none"> Identify key features of store layout. Describe how layout affects traffic flow. Discuss the impact on profitability of a poorly designed layout.
5:00 pm to 5:45 pm	<p>The Road to Pharmacy Ownership Craig Wear, PharmD, Wear Drug <i>ACPE # 207-000-12-013-L04-P (0.75 contact hours, 0.075 CEUs)</i></p> <ol style="list-style-type: none"> Describe one pharmacist's challenges to pharmacy ownership and steps to overcome them. Outline 3 key strategies to assist with moving from pharmacy management into pharmacy ownership. Discuss how expansion into niche services can increase financial success of a new pharmacy.
5:45 pm to 6:45 pm	Networking Reception (no CE credit)

Saturday, May 19, 2012

7:00 am to 7:30 am	Continental Breakfast (no CE credit)
7:30 am to 9:00 am	<p>Financial Analysis Richard Jackson, PhD, Community Pharmacy Consulting <i>ACPE # 207-000-10-125-L04-P (2.5 contact hours, 0.25 CEUs)</i></p> <ol style="list-style-type: none"> 1. Explain the dynamic relationships that exist between the balance sheet and income statement. 2. Outline how to use financial analysis as a tool to improve profits and increase cash flow. 3. Discuss a pharmacy's financing needs.
9:00 am to 9:15 am	Break (no CE credit)
9:15 am to 10:15 am	<p>Financial Analysis (con't.) Richard Jackson, PhD, Community Pharmacy Consulting <i>ACPE # 207-000-10-125-L04-P (2.5 contact hours, 0.25 CEUs)</i></p> <ol style="list-style-type: none"> 1. Explain the dynamic relationships that exist between the balance sheet and income statement. 2. Outline how to use financial analysis as a tool to improve profits and increase cash flow. 3. Discuss a pharmacy's financing needs.
10:15 am to 11:30 am	<p>Acquisition Target and Opening an In-Store Pharmacy Harry Lattanzio, President, PRS Pharmacy Services <i>ACPE # 207-000-12-035-L04-P (1.25 contact hours, 0.125 CEUs)</i></p> <ol style="list-style-type: none"> 1. List and define the licensure requirements to open or transfer a pharmacy. 2. Identify the details to close a pharmacy and the local, state and federal agencies that must be dealt with to close a transaction. 3. Discuss the implications of third party payer contracts that can impact on the acquisition of a pharmacy. 4. Describe how supermarket traffic counts improve in-store pharmacy entrepreneurial success. 5. Compare and contrast initial in-store and start up pharmacy opening expenses.
11:30 am to 11:45 am	Break (no CE credit)
11:45 am to 1:15 pm	<p>The How To's of Financing Your Pharmacy Deal Brian Faulk, Senior Loan Officer, Live Oak Bank Ed Webman, RPh, Senior Loan Officer, Live Oak Bank <i>ACPE # 207-000-11-036-L04-P (1.5 contact hour, 0.15 CEUs)</i></p> <ol style="list-style-type: none"> 1. List the protections that SBA loans afford the buyer and seller. 2. Discuss borrower eligibility for SBA loans. 3. Describe the SBA loan process from application to settlement.
1:15 pm to 2:15 pm	Lunch (no CE credit)
2:15 pm to 3:00 pm	<p>A Guide to Accounting in Independent Pharmacy Don Vonk, Partner, Considine and Considine Troy T. Faris, Manager, Considine and Considine <i>ACPE # 207-000-11-056-L04-P (0.75 contact hours, 0.075 CEUs)</i></p> <ol style="list-style-type: none"> 1. List the pros and cons for each of the corporate structures. 2. Discuss the important components of the financials that need to be prepared for a business loan package.
3:00 pm to 4:15 pm	<p>Advice and Counsel and Legal Instruments Jeff Baird, Esq., Brown & Fortunato, P.C. <i>ACPE # 207-000-11-057-L04-P (1.25 contact hours, 0.125 CEUs)</i></p> <ol style="list-style-type: none"> 1. Describe the importance of advisors to the community pharmacy owner. 2. Discuss how to select an advisor. 3. Explain which legal documents may be involved with the transfer of ownership. 4. Identify key legal documents used in the purchase or sale of a pharmacy. 5. Discuss terms that protect both the buyer and seller. 6. Outline key components of a buy/sell agreement for partners in a pharmacy.

4:15 pm to 4:30 pm	Break (no CE credit)
4:30 pm to 5:30 pm	<p>Technology to Improve Your Workflow Patrick Pugliese, Vice President, PANTHERx Specialty Pharmacy ACPE # 207-000-10-132-L04-P (1.0 contact hours, 0.1 CEUs)</p> <ol style="list-style-type: none"> 1. Discuss the different areas where pharmacy technology can improve efficiency of pharmacy operations. 2. Outline budgeting needs for the incorporation of pharmacy technology systems into your business plan. 3. Discuss how to phase in technology as the business grows.
5:30 pm to 6:30 pm	<p>Ask the Experts Don Vonk Jeff Baird Brian Faulk Ed Webman Patrick Pugliese ACPE # 207-000-10-131-L04-P (1.0 contact hours, 0.1 CEUs)</p> <ol style="list-style-type: none"> 1. Discuss how an accountant can assist pharmacy owners during the start of a new pharmacy or acquisition of an existing pharmacy. 2. Discuss how an attorney can protect pharmacy owners during the start of a new pharmacy or acquisition of an existing pharmacy. 3. Outline the small business resources available to pharmacy owners.
6:30 pm to 7:30 pm	Networking Reception (no CE credit)

Sunday, May 20, 2012

7:00 am to 7:30 am	Continental Breakfast (no CE credit)
7:30 am to 9:00 am	<p>Floor Plan, Product Placement, and Pricing Strategies 101 Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA ACPE # 207-000-12-043-L04-P (1.5 contact hours, 0.15 CEUs)</p> <ol style="list-style-type: none"> 1. Describe the attributes of a well laid out pharmacy retail floor plan, and create a plan that will be inviting to customers, encourage complete full store browsing while maintaining a professional pharmacy atmosphere. 2. Discuss out-front pricing strategies that deliver value to patients and utilize options and formulas available for pricing and maintaining profit margins on price sensitive personal care products and health related items. 3. Outline a marketing strategy using curbside appeal, word of mouth, media, exterior and interior signage that will encourage sustained constant growth.
9:00 am to 9:15 am	Break (no CE credit)
9:15 am to 11:15 am	<p>Practical Marketing: Tips for Success Liz Tiefenthaler, President, Pharm Fresh Media ACPE # 207-000-10-133-L04-P (2 contact hours, 0.2 CEUs)</p> <ol style="list-style-type: none"> 1. List and describe the four cornerstones of marketing. 2. Describe the key aspects of marketing within an immediate trading area (ITA). 3. Discuss the importance of reach and frequency. 4. Identify the “must-do’s” of marketing. 5. Discuss how to create a social media communication plan for your patients. 6. List types of information communicated to patients and the most effective media for each type of information. 7. Describe components of an effective multi-media communication plan for your pharmacy patients.
11:15 am to 11:30 am	Break (no CE credit)
11:30 am to 12:30 pm	<p>Marketing Principles Case Discussion ACPE # 207-000-10-134-L04-P (1 contact hours, 0.1 CEUs) Liz Tiefenthaler, President, Pharm Fresh Media</p> <ol style="list-style-type: none"> 1. Review case studies and discuss practical applications of marketing principles. 2. List 3 techniques that can be applied by the pharmacist to the case regarding marketing principles.
12:30 pm	Closing remarks, adjournment (no CE credit)