

Jumpstart Your Pharmacy Business: A Seminar for Owners Agenda

Saturday, July 17, 2010

7:30 am - 8:00 am

Breakfast

8:00 am - 9:45 am

Analyzing Your Finances

Richard Jackson, PhD

ACPE # 207-000-10-070-L04-P (1.75 contact hours, 0.175 CEUs)

Pharmacist Learning Objectives:

1. Describe the value of amending your business plan on a regular schedule.
2. Explain the importance reviewing your budget on a regular basis and the impact this can have on your pharmacy practice.
3. Identify line item excesses that most impact your profits and discuss potential solutions.

9:45 am - 10:00 am

Break

10:00 am -11:15 am

Tax & Accounting Information You Need to Know

Paul Dickinson, CFO, Leesburg Pharmacy

ACPE # 207-000-10-071-L04-P (1.25 contact hours, 0.125 CEUs)

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.

11:15 am - 11:30 am

Break

11:30 am - 1:15 pm

Merchandising Tools You Need

Gabe Trahan, Director of Retail Services, Burlington Drug Co.

ACPE # 207-000-10-072-L04-P (1.75 contact hours, 0.175 CEUs)

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.

1:15 pm - 2:15 pm

Lunch

2:15 pm - 3:30 pm

Investing in Technology

Tim Davis, RPh, Beaver HealthMart Pharmacy

ACPE # 207-000-10-073-L04-P (1.25 contact hours, 0.125 CEUs)

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.

3:30 pm - 3:45 pm

Break

3:45 pm - 5:15 pm

Third Party Audits: Survival Guide

Mark Jacobs, RPh, PAAS National

ACPE # 207-000-074-L04-P (1.5 contact hours, 0.15 CEUs)

Pharmacist Learning Objectives:

1. Describe new auditing procedures being deployed by Third Party Administrators.
2. List common audit triggers and the proper steps to take to document proper dispensing.
3. List steps to challenge audit results.
4. Discuss what an auditor can do and cannot do during an audit.

5:15 pm - 6:15 pm

Networking Reception

Sunday, July 18, 2010

7:30 am – 8:00 am

Breakfast

8:00 am – 9:30 am

Take Your Marketing to a New Level

Liz Tiefenthaler, President, Pharm Fresh Media

ACPE # 207-000-10-075-L04-P (1.5 contact hours, 0.15 CEUs)

Pharmacist Learning Objectives:

1. Calculate the appropriate percentage of store revenue that should be invested in advertising and marketing.
2. Discuss ways to improve the functionality of your website.
3. Explain new methods of communication effective in reaching current customers and attracting new customers.

9:30 am – 9:45 am

Break

9:45 am – 12 noon

Niche Q & A Panel

Bill Popomaronis - Diabetes

Michael Kim - Specialty

Kristen Riddle - Compounding

Lisa Scholz - 340B

ACPE # 207-000-10-076-L04-P (2.25 contact hours, 0.225 CEUs)

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.

12 noon

Closing remarks, adjournment