

2008 NCPA STEERING COMMITTEES INITIATIVES

NCPA Committee on Communications:

Initiatives:

Develop and execute strategies to communicate initiatives of each steering committee to members, non-member pharmacy professionals, and the general public.

- This entails helping each committee create a succinct message that resonates with the target audiences.
- It also means recommending the best communications vehicles for disseminating those messages to the target audiences, which includes America's Pharmacist, Executive Update, eNews, press releases, faxes, media interviews and the creation of a section on ncpa.net devoted to the activities of the steering committees. An untapped communications vehicle will be the utilization of third party groups that have natural alliances with NCPA members to help disseminate our message when appropriate. There will also be possible experimentation with audio e-mails that automatically broadcast the email's message the moment it is opened.
- Timelines will be developed for when the messages will be disseminated from each committee to maximize their impact.
- Committee members will serve as a working advisory panel to implement the aforementioned options in conjunction with the communications department and all of the other committees.

NCPA Special Committee on Compounding:

Initiatives

1. Create a proactive educational campaign about the benefits of compounding for the FDA and Congress.
2. Provide pharmacists with tools to achieve Pharmacy Compounding Accreditation Board (PCAB) accreditation by doing the following things:
 - Produce a PCAB training 101 program.
 - Generate a checklist for state boards to give to pharmacy inspectors.
3. Develop an introduction to compounding website that includes the following tools:
 - A compounding programming calendar.
 - A webpage devoted to mentoring.
 - Marketing materials that include sample letter to prescribers.
 - Links to other websites will also be provided.

NCPA Committee on Home Health Care

Initiatives:

1. Create and implement an accreditation awareness campaign.
 - The initiative includes the creation of a single sheet with bulleted messages, timeline, and a special emphasis in conveying the messages that pharmacies must be accredited to continue to bill Medicare for diabetes testing supplies, along with information on accrediting organizations and the financial impact of keeping your patients with diabetes

- Vehicles to ensure single sheet gets sent out include blast fax, emails, membership renewals, Americas Pharmacist, buying groups, State Associations, and National Convention Programming materials.
- 2. Develop a comprehensive diabetes CE program that is different in nature from any current offerings.
 - Elements of this comprehensive program: Need to know is focus, not “nice to know”, more practical, less clinical, conducive to the business model in small town, USA. The skills gained differentiate the pharmacists from the competition, marketing pearls, business modeling, break even analysis exercise, ROI

NCPA Special Committee on Innovation and Technology

Initiatives:

1. Committee members will solicit their POS vendors, researching whether their POS system is certified for use in or the vendor is a member of SIGIS/IIAS, with a conference call following up on this effort.
2. A second conference call will establish questions we need answered and will include a SIGIS/IIAS representative.
3. Committee members will serve as the beta test group for the launch of the Web 2.0 enabled, Pharmacist e-Link website. Committee members will be updated via email on the expected beta test period, their access credentials to the protected beta site and the bug reporting interface to be used during the beta test period. A follow-up conference call will be scheduled to coincide with the beta launch and completion of the test period.

NCPA Committee on Long Term Care

Short Term Initiatives

1. Increase attendance and political influence to the Legislative Conference through a one page communiqué that will be sent to members.
2. Increase attendance and awareness to the Annual Convention through a one page communiqué that will be sent to members.

Long Term Initiatives

1. Develop a series of four short electronic surveys that are practice-site specific that will be sent to members.
2. Review NCPA Digest long term care survey questions from 2006 and 2007 and then make any adjustments that you determine are necessary for next year’s Digest.

NCPA Committee on Management

Initiatives:

1. Investigate the development of a list serve for community pharmacy to share front end products and management tools.
2. Create a business plan templates for community pharmacy that members will be able to utilize.
3. The business plan template will also include the various niche services (i.e. long term care, immunization, diabetes, medication therapy management and natural products).

4. The Committee will pick out the best aspects from this year's NCPA Pruitt-Schutte Business Plan Competition and incorporate them into one business plan. This will help pharmacists and future pharmacists in pharmacy ownership.

NCPA Committee on Multiple Locations

Initiative:

Work on putting together a protocol between the State Associations and NCPA to ensure state visits are done with the knowledge of the state pharmacy leaders. Any differences that may exist between the State Association and NCPA will be discussed and addressed prior to the visit. Likewise, NCPA should be notified of State Associations visits occurring at the federal level with the goal of discussing and addressing any differences prior to those visits occurring.

NCPA Committee on National Legislation

Initiative:

Develop a nationwide independent pharmacies' media advertisement campaign. The television, radio and print ads will focus on legislation important to independent pharmacies. NCPA members' will use them in lieu of their normal advertising rotations for short time periods.

NCPA Committee on Third Party Payment Programs

Initiative:

Update current NCPA resources about PBMs and encourage members to use those resources to educate employers in their communities, their legislators, their patients and benefits consultants. Examples of resources to update include the *10 Questions Company Benefits Managers Must Ask their PBM* and the *PBM Fact Sheet*. The Committee will review the current *NCPA PBM models*, complete the *Prompt Pay model* and update the *Audit Integrity Act model*. Another tool that the Committee will promote is the distribution of the video done by Mark Riley on PBMs. In addition, the Committee would like to promote wider distribution of the programs that document savings when pharmacists are allowed to participate as health care providers (i.e. the *Bridge Project* in Pennsylvania and the *Asheville Project* in North Carolina).