**Educational Programming**

**Nashville October 2011**

**The PBM Landscape: A Critical Update**

PBM issues have a dominant impact on the independent community pharmacy marketplace and your business everyday and information and resources are crucial in the daily fight to control that influence. Don’t miss this unique opportunity to get a landscape view of PBM issues and gain critical insight into the decision making that supports the plan designs that affect your practice. This program will shed light on the other players in the field, the Pharmacy Benefit Consultant and the Plan Sponsor and help you to understand how they make the decisions that affect how you do business. The program will also review tools and tactics you can use to change your relationship with local payers.

**In-Depth PBM Briefing: Generics First and MAC Prices and Reimbursement**

Segment one this deep dive program will give you data, tools and “make the case” information on generics first as an attractive alternative to mandatory mail plan design and show you how to effectively use these resources to change the game. Information is power and segment two of the program will bring you important insight into the market drivers of the PBM MAC processes behind pharmacy reimbursement strategies and how to use this information to make your case to your local payor community.

**340B Opportunity Knocks – Should you Answer?**

340B presents an opportunity for the community pharmacy to engage a new patient and payer, to increase your patient base and expand care to the uninsured and underinsured populations in your coverage area in a government subsidized program where the community pharmacy can provide excellent care. However, for some practices, there is a steep downside that makes 340B a non-starter. This program will discuss the relationships involved, how to manage formulary and contract terms and practice requirements that you will need to understand to create a successful proposal. You will learn the role of the fiscal intermediary, how to define fair and reasonable reimbursement to factor in all of your costs.

**Opportunities in Diabetes: The Pharmacists Guide to Insulin Pumps and Training Your Patients**

Diabetes is an explosive disease state across the country, this population continues to grow and may reach epidemic proportions by 2050. The needs of this patient are becoming more complex and their treatment more cost prohibitive. Proper medication management of the diabetes patient has increasingly moved to insulin delivery systems to provide tighter glycemic control. Training your patients on the proper use of insulin pumps is vital in improving patient outcomes and
presents an opportunity to the pharmacist to engage the patient, improve lifestyle and minimize the complications of diabetes.

**Opportunities in Long Term Care**

Assisted living, Community Care Retirement Centers, Adult Day Care, Hospice, Group Homes, Correctional facilities these are just a few of the opportunities that may be right next door for your practice to branch out into the professionally and financially rewarding niche represented in Long Term Care. Learn what these settings require, how to best serve these populations and market your services to them. The program will consider workflow changes and available technology to efficiently provide long term care services to your community.

**A Critical Guide to Audit Survival for the Community Pharmacy**

The number of pharmacy audits is sharply on the rise and there is no end in sight. It is of vital importance to safeguard your pharmacy against this surge! The program will cover the audit process from what the auditors are looking for to how you can properly document and prepare so that the process goes as smoothly as possible. What are your rights in an audit and how can technology expedite the process to keep your business focused on business and not on the audit.

**Closing the Image Gap: Merchandising with a Critical Difference**

There is a science and an art to arranging your pharmacy's merchandise to best suit your patient's needs and convenience. With a wealth of experience in what works and makes a difference, this program’s speaker will show you how to project your image from the patient’s first impression of the pharmacy to their last thought as they walk out your door where they become either your best or worst advertisement.

**Mastering Your Message: Crystal Communication of Your Pharmacies Value**

Take complete control of your media message! Put into words the very reasons why you chose to become a pharmacist and transpose them into compelling ads that will attract patients who are looking for the care that your pharmacy gives. This program will focus on clearly communicating to patients that you understand their needs and worries and that you want to become a part of their healthcare equation.

**A Lesson in 5-Star Leadership: 7 Principles to Fully Engage Your Pharmacy Staff**

The most important asset of the community pharmacy is patient loyalty, the most valuable resource to ensure that loyalty is having a patient focused team of employees. The presenter of this program comes from a background with the Ritz Carleton Hotel chain, long legendary for their world class customer focus, but you don’t have to be the Ritz for your customers to feel welcomed, valued, cared for and engaged with your pharmacy. You will take away valuable insight into how to inspire and engage your pharmacy staff to deliver an unforgettable patient experience.
Special Symposia and Educational Events:

**Medicare Part D Update: Navigating the Potholes and Discovering New Opportunities**
Symposium Dinner CE

*Sponsored by Community CCRx sm*

The Medicare Part D program has evolved from 2006. This session will focus on recent changes to the Part D program and their direct impact on your pharmacy. We’ll teach you how to identify potential Part D eligibility issues so you can reduce rejections and avoid retroactive coverage issues. This session will also update you on operational and compliance changes and how to best prepare for 2012 to avoid potential downtime and recoupments. Finally, we’ll tell you how new Part D quality measures could boost your pharmacy’s bottom line and show you how to find additional revenue potential from new adherence and patient safety initiatives.

**Integrating GLP-1 Agonists into a Comprehensive Treatment Plan for Patients with Type 2 Diabetes**
Luncheon Symposium CE

*Sponsored by Novo Nordisk*

The management of type 2 diabetes, and in particular blood glucose, can be complex and burdensome. A large proportion of patients are not achieving glycemic goals and many are frustrated with the limitations of currently available agents with regard to hypoglycemia, tolerability issues, and weight effects. Patient adherence to diabetes regimens is a major barrier to the ideal management of diabetes. Ongoing patient education and feedback is critical to successful self-management for patients with type 2 diabetes -- a role that can be successfully fulfilled by pharmacists. This continuing education symposium will enhance the ability of participants to describe the benefits and limitations of GLP-1 agonists as a part of successful diabetes care with evidence-based support through active participation and the use of interactive audience response technology.

**Product Theater Breakfast:**

**Highlighting the Advances in Aerosolized Medicine and How They are Impacting Asthma Outcomes**

*Sponsored by Teva Respiratory*

This presentation will bring you up to date on recent advances in the treatment of Asthma. From a review the underlying causes of asthma to the most up to date treatment guidelines and insight into
the recent FDA guidance on LABA containing products such as Advair. This promotional educational activity is not accredited.

**Stay Tuned for Much More:**

Comprehensive track programming in Compounding with a focus on Veterinary Medicine, Peer Best Practices for Marketing for your Compounding Practice, Clinical Pearls Panel, and the Myths and Mysteries of HCG

Back by popular demand the NCPA Technology Seminar featuring: New Standards for Labeling and Patient Information; eHit and Electronic Health Records; Navigating Hardware and Software Maze; RxTech Walk-Through and more high tech topics!

**Valuable in-depth programming on Professionally Rewarding Niches:**

Community Aging, Assisted Living, and Long-Term Care (CAALLTC)

Diabetes Accreditation Standards – Practical Applications (DASPA)

Compounding