

McKesson

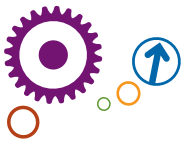
ideaShare 2013

las vegas | june 26-30

CONTINUING EDUCATION COURSES 2013



www.McKessonideaShare.com



Continuing Education Courses

Wednesday, June 26

Time



		Business	Results	Future
SESSION 1				
Opportunities in Long-Term Care	10:00 am – 11:30 am		X	
Community Pharmacy’s Role in an ACO	10:00 am – 11:30 am			X
Strategies for Reducing Current Taxable Income	10:00 am – 11:30 am	X		
SESSION 2				
Pharmacy Quality: It’s Written in the Stars	1:00 pm – 3:00 pm			X
Compounding: Issues and Trends	1:00 pm – 3:00 pm	X		
340B Contract Pharmacy — Business and Professional Opportunities in a Changing Healthcare Marketplace	1:00 pm – 3:00 pm		X	
Immunizations 2013 — ACIP Updates and Vaccine Innovations	1:00 pm – 3:00 pm		X	
SESSION 3				
New Drug Update 2013	3:30 pm – 5:30 pm	X		
Cardiovascular Update	3:30 pm – 5:30 pm		X	
Providing Diabetic Footwear from Start to Finish	3:30 pm – 5:30 pm		X	
Pain Management: Challenges with Regulations	3:30 pm – 5:30 pm	X		

Thursday, June 27

SESSION 1				
Helping Patients Understand and Manage Risks Associated with Medications	7:30 am – 9:30 am	X		
Enhancing the Bottom Line	7:30 am – 9:30 am	X		
The Business of Diabetes: The Path to Diabetes Accreditation	7:30 am – 9:30 am		X	
Utilizing Cause, Viral and Social (CVS) Marketing to Expand Your Advertising	7:30 am – 9:30 am	X		
Immunization Administration Training: Live Workshop	7:30 am – 9:30 am		X	

Continuing Pharmacy Education (CPE) at McKesson ideaShare 2013 is provided by the Collaborative Education Institute (CEI).

		Better		
		Business	Results	Future
Thursday, June 27	Time			
SESSION 2				
Leveraging Mobile Apps	10:00 am – 11:30 am		X	
Rapid Diagnostic Testing in the Community Pharmacy	10:00 am – 11:30 am		X	
Win-Win: Increasing Adult Immunizations and Your Business	10:00 am – 11:30 am		X	
Diabetes Update 2013	10:00 am – 11:30 am		X	
Merchandising That Works	10:00 am – 11:30 am	X		
SESSION 3				
Best Practices — How Successful Pharmacy Managers Make It Happen!	1:00 pm – 2:30 pm	X		
If General Patton Ran Your Pharmacy	1:00 pm – 2:30 pm	X		
Finding, Developing and Motivating a Superstar Team	1:00 pm – 2:30 pm			X
How to Open a Pharmacy	1:00 pm – 2:30 pm			X
Thrombosis Jeopardy	1:00 pm – 2:30 pm		X	
Friday, June 28				
SESSION 1				
The U.S. Pharmaceutical Market: Looking Back and Looking Ahead	7:45 am – 8:45 am			X
The Art and Science of Weight Loss	7:45 am – 8:45 am		X	
Legislative and Regulatory Update 2013	7:45 am – 8:45 am	X		X
Improving Adherence to Impact Practice	7:45 am – 8:45 am		X	
Saturday, June 29				
SESSION 1				
Public Policy Forum	9:00 am – 10:00 am			X



The Collaborative Education Institute is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

WEDNESDAY, JUNE 26

SESSION 1 -----

Opportunities in Long-Term Care**Speaker:**

Albert Barber, PharmD, CGP, FASCP
Consulting Pharmacist, Clinical Rx Consulting

Learning Objectives:

The past year included many changes and proposals affecting the long-term care pharmacy industry. This activity will provide an update on those changes and their impact to date on pharmacy services in LTC facilities. Included will be a discussion of antipsychotic use, 14-day supply limits, MTM and transparency.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Discuss current statistics of the CMS initiative to reduce antipsychotic use in nursing home residents by 15% by the end of 2012.
- Describe issues and solutions to the Medicare Part D regulation to dispense only 14-day supply or less of brand-name medications to nursing home residents.
- Describe the role of pharmacists in providing medication therapy management (MTM) to nursing home residents.
- Discuss the implications of CMS's request to increase transparency and reduce drug overuse through long-term care pharmacy services.
- Discuss the importance of educating residents' families when providing consultant services to nursing home residents.

COURSE DETAILS

 **Better Results**

 **Time: 10:00 am – 11:30 am**

1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-056-L04-P**

Community Pharmacy's Role in an ACO**Speaker:**

Bruce Thompson, RPh, MS, Director of Health System Pharmacy Services, Hennepin County Medical Center

Learning Objectives:

This activity will provide a background on new models of healthcare reimbursement that include Accountable Care Organizations and total care concepts. Barriers in transition of care and positioning the community pharmacy as a member of the healthcare team will be identified, and opportunities where community pharmacy can provide value to the patient and the healthcare model will be highlighted. Outcome data of experience over the past two years with an ACO pilot project with 6,000–8,000 members will be shared.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Describe the principles of an Accountable Care Organization and total care concepts.
- Recognize current barriers and opportunities in transition of care.
- Discuss opportunities for pharmacy in an ACO model.
- Describe the benefits pharmacies can provide with outcome data.
- Discuss strategies to overcome community pharmacy barriers to be a viable member of the healthcare system.

COURSE DETAILS

 **Better Future**

 **Time: 10:00 am – 11:30 am**

1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-075-L04-P**

WEDNESDAY, JUNE 26**Strategies for Reducing Current Taxable Income****Speaker:**

Stephen Blahunka, Vice President-Financial Advisor, CRPC®, Merrill Lynch Wealth Management

Learning Objectives:

In this time of changing tax laws, it is most important to understand when and how the changes may affect you and your business. This activity will update pharmacy owners on tax law changes and ways to defer income to save now and prepare better for retirement.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Apply knowledge of The American Taxpayer Relief Act of 2012 to identify the personal tax rate for 2013 estimated income.
- Describe a 401(k) plan design feature that will allow Business Owners and Highly Compensated Employees (HCE's) to contribute the maximum salary deferral limit of \$23,000 for individuals age 50 and above.
- Define the maximum percentage of compensation and annual compensation limits for determining the allowable profit sharing contributions for employees and owners.
- Explain how a profit sharing plan feature called the New Comparability alternative formula can be used to increase profit sharing contributions for business owners and key employees.
- Describe the features of cash balance defined benefit plans and the benefits that they provide to business owners.
- Summarize the method for calculating the annual contribution amount allowable for business owners under a cash balance defined benefit plan.
- Explain the differences between a 401(k)/profit sharing plan and a cash balance defined benefit plan and the benefits of utilizing these retirement strategies for business owners.

COURSE DETAILS

 **Better Business**

 **Time: 10:00 am – 11:30 am**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-059-L04-P**

SESSION 2 -----**Pharmacy Quality: It's Written in the Stars****Speaker:**

Mike Case Haub, PharmD, Provider Services, OutcomesMTM™

Learning Objectives:

Pharmacy is no longer taking a back seat when it comes to quality. Discover the ways in which your pharmacy can impact quality measures and improve patient care through the CMS five-star rating system. This activity will discuss the framework of the star rating system and assist you in positioning your pharmacy to take advantage of opportunities with Medicare patients.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Define the five levels of star ratings.
- Identify clinical, operational and administrative opportunities to impact quality.
- Evaluate potential impact of medication therapy management (MTM) to improve star ratings.
- Evaluate potential impact of medication reconciliation to improve star ratings.
- Identify opportunities for collaboration on other aspects of a health plan to enhance quality for Medicare beneficiaries.

COURSE DETAILS

 **Better Future**

 **Time: 1:00 pm – 3:00 pm**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-060-L05-P**

WEDNESDAY, JUNE 26

Compounding: Issues and Trends

Speaker:

Chris V. Simmons, RPh, Vice President Creative Development, PCCA

Learning Objectives:

Compounding pharmacies have faced a new level of attention in the past year as safe practices have been under scrutiny following the outbreak of fungal meningitis. This activity will discuss current issues and trends in compounding pharmacy practices. Clinical advances, marketing strategies and regulatory updates will shape a discussion of this timely topic.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Discuss the current state of compounding in the wake of NECC.
- Discuss various therapeutic categories in demand for compounding.
- Describe innovative ways to solve medication compliance issues with the use of compounding.
- Discuss, through case studies, how unique dosage forms have been used to solve patient problems.
- Describe quality processes that insure quality outcomes.
- Review safety concerns in compounding.
- Develop ways to market your compounding practice.

COURSE DETAILS

 **Better Business**

 **Time: 1:00 pm – 3:00 pm**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-061-L05-P**

340B Contract Pharmacy — Business and Professional Opportunities in a Changing Healthcare Marketplace

Speakers:

Andrew L. Wilson, PharmD, FASHP, Vice President, 340B Solutions, McKesson Pharmaceutical

Julie Houston, Director, 340B Retail Solutions, McKesson Pharmaceutical

Learning Objectives:

The 340B Drug Pricing Program is a potential opportunity for pharmacies. Attend this session to learn the ins and outs of 340B contract pharmacy models, including rules and regulations; stakeholder goals and perspectives; and business, patient care, and clinical pharmacy opportunities available in 340B provider relationships.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Describe key rules and regulations supporting 340B contract pharmacy.
- Outline three business models supporting 340B contract pharmacy.
- Describe stakeholder goals and perspectives in 340B contract pharmacy relationships.
- Define drivers of business opportunity, revenue and cost in 340B contract pharmacy.
- Describe related patient care and clinical pharmacy opportunities available in 340B provider relationships.

COURSE DETAILS

 **Better Results**

 **Time: 1:00 pm – 3:00 pm**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-062-L04-P**

WEDNESDAY, JUNE 26

Immunizations 2013 — ACIP Updates and Vaccine Innovations

Speaker:

Miranda Wilhelm, PharmD, Clinical Assistant Professor
Southern Illinois University Edwardsville School of Pharmacy

Learning Objectives:

Recommendations regarding both adult and pediatric immunizations are constantly changing. This session will discuss the new 2013 Advisory Committee on Immunization Practices (ACIP) recommendations and changes to the Centers for Disease Control and Prevention (CDC) Pink Book. Included in the discussion will be new vaccine storage recommendations, influenza vaccine considerations in preparation for the 2013–14 season, and an in-depth review of adult vaccine recommendations for patients with chronic medical conditions.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Discuss new 2013 ACIP recommendations and changes to the CDC Pink Book regarding adult and pediatric immunizations.
- Describe the new ACIP vaccine storage recommendations.
- Review influenza vaccine considerations such as nomenclature, characteristics, schedule, contraindications and precautions in preparation for the 2013–2014 season.
- Identify appropriate vaccine recommendations for adult patients based on chronic medical conditions.
- Evaluate a patient’s immunization history to determine appropriate vaccine recommendations based on the appropriate immunization schedule.

COURSE DETAILS

 **Better Results**

 **Time: 1:00 pm – 3:00 pm**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-063-L01-P**

SESSION 3

New Drug Update 2013

Speaker:

Daniel A. Hussar, PhD, Remington Professor of Pharmacy
Philadelphia College of Pharmacy, University of the Sciences
in Philadelphia

Learning Objectives:

As a yearly update, this activity discusses the properties and uses of selected new therapeutic agents. The indications and routes of administration for these new drugs will be reviewed, as will the most important precautions and practical considerations regarding their use. Where possible, the properties of the new drugs will be compared with those of older drugs marketed for the same indications. A New Drug Comparison Rating (NDCR) will be provided, and you will also have the opportunity to cast your “vote” about the patient-care role of the new agents.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Identify the indications and routes of administration of the new therapeutic agents.
- Identify the important pharmacokinetic properties and the unique characteristics of the new drugs.
- Identify the most important adverse events and precautions of the new drugs.
- Compare the new drugs to the older therapeutic agents to which they are most similar in activity.
- Identify information regarding the new drugs that should be communicated to patients.

COURSE DETAILS

 **Better Business**

 **Time: 3:30 pm – 5:30 pm**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-064-L01-P**

WEDNESDAY, JUNE 26

Cardiovascular Update

Speaker:

CoraLynn B. Trewet, MS, PharmD, BCPS, CDE, Associate Professor (Clinical), University of Iowa

Learning Objectives:


New guidelines for hypertension and cholesterol are expected to be released in 2013. This activity will update pharmacists on the new guidelines with a focus on opportunities for pharmacist-managed medication therapy management services.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Identify and explain recent changes to clinical practice guidelines for the management of hypertension.
- Identify and explain recent changes to clinical practice guidelines for the management of dyslipidemia.
- Summarize noteworthy recent findings from large clinical trials that have the potential to influence the care of patients with cardiovascular disease.
- Discuss new evidence about the efficacy and safety of currently marketed therapies for cardiovascular disease.
- Identify opportunities to improve hypertension and cholesterol management with patients.

COURSE DETAILS

 **Better Results**

 **Time: 3:30 pm – 5:30 pm**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-065-L01-P**

Providing Diabetic Footwear from Start to Finish

Speaker:

Brian V. Lane, CPed Director of Education/Customer Service Dr. Comfort

Learning Objectives:

Providing services for patients with diabetes is an important part of caring for them and assuring positive outcomes in their daily lives. This activity will discuss key steps to providing diabetic footwear in a pharmacy, including tools, documentation, proper measurement techniques and education.


Upon successful completion of this knowledge-based CPE activity, pharmacists and pharmacy technicians should be able to:

- Identify the key steps to provide diabetic footwear in a pharmacy setting.
- Recognize the correct tools necessary to provide diabetic footwear.
- Describe the documentation required to dispense and bill shoes.
- List the steps to properly measure and fit a patient.
- Provide the appropriate follow-up and pharmacist-led education necessary for the diabetic patient.

COURSE DETAILS

 **Better Results**

 **Time: 3:30 pm – 5:30 pm**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-067-L04-P**
Pharmacist ACPE # 107-999-13-067-L04-T

WEDNESDAY, JUNE 26**Pain Management: Challenges with Regulations****Speaker:**

Marsha K. Millonig, MBA, BSPHarm, President and CEO
Catalyst Enterprises, LLC

Associate Fellow, University of Minnesota Center for
Leading Healthcare Change

Learning Objectives:

In this case-based session, participants will learn the latest regulatory information that may impact how they manage patients with chronic pain. Information about state prescription monitoring programs, potential rescheduling of pain medications, REMS programs, alternative pain management, best pain management practices and dealing with early refills will be discussed.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Describe the current status of state prescription drug monitoring programs and how they may be used to help in management of pain medications.
- Explain the current status of FDA REMS programs and discussions related to rescheduling pain medications.
- Discuss current pain management best practices and tools to help monitor chronic pain patients.
- Name strategies for dealing with problematic issues related to pain medications, such as early refills, doctor shopping, and potential addiction.

COURSE DETAILS

 **Better Business**

 **Time: 3:30 pm – 5:30 pm**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-068-L03-P**

THURSDAY, JUNE 27**SESSION 1** -----**Helping Patients Understand and Manage Risks Associated with Medications****Speaker:**

Donna Horn, RPh, DPh

Director, Patient Safety-Community Pharmacy
Institute for Safe Medication Practices (ISMP)

Learning Objectives:

Although medications can significantly improve patient health, they are not without risk. Risks include those that are preventable (e.g., medication errors) and those that are unpreventable (e.g., adverse events). Patient education by pharmacists is important for patients to understand these risks and how to manage them. Even brief communications with patients can reduce the number of adverse events and can minimize the impact of medication errors. This activity will discuss how pharmacists can educate patients about medication risks within the context of the risks and benefits of the medication, as well as how to manage adverse events.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Describe distinctions between preventable risks and unpreventable errors.
- Discuss how portrayals of medication risks in the media affect patient perceptions.
- Explain how pharmacists can use patient education strategies to reduce preventable risks.
- Discuss strategies for pharmacists to use to explain the risks associated with a medication to patients.
- Explain why medication adherence is a patient-safety issue.

COURSE DETAILS

 **Better Business**

 **Time: 7:30 am – 9:30 am**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-069-L05-P**

THURSDAY, JUNE 27

Enhancing the Bottom Line

Speaker:

Dave Wendland, Vice President
Hamacher Resource Group, Inc.

Learning Objectives:

Profit. We all want it. We all need it. But how do we maximize it? This knowledge-based activity will assist you in identifying key profit triggers within a financial statement, and discuss real elements that directly affect profitability and generate significant returns in your business.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Identify key profit triggers within a financial statement.
- Describe five elements that directly affect profitability.
- Explain how incremental changes impact bottom-line profits.
- Distinguish which of the five variables generates the most significant return.
- Develop strategies that link the profit variables together.

COURSE DETAILS

 **Better Business**

 **Time: 7:30 am – 9:30 am**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-070-L04-P**

The Business of Diabetes: The Path to Diabetes Accreditation

Speaker:

Jonathan G. Marquess, PharmD, CDE, CPT
Multiple Pharmacy Owner and CEO, The Institute for Wellness and Education

Learning Objectives:

There are great opportunities to grow your practice through diabetes management. This activity will discuss the potential impact of diabetes accreditation in a community pharmacy. The pros and cons of accreditation as well as a “how to” guide will be presented.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Describe the diabetes accreditation process.
- Identify the pros and cons to applying for diabetes accreditation.
- Describe the appropriate steps to a successful accreditation.
- Evaluate opportunities for billing patients, providers and insurance companies.
- Identify potential impact of diabetes accreditation on pharmacy and patient-care services.

COURSE DETAILS

 **Better Results**

 **Time: 7:30 am – 9:30 am**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-071-L04-P**

THURSDAY, JUNE 27**Utilizing Cause, Viral and Social (CVS) Marketing to Expand Your Advertising****Speaker:**

Tom Shay, CSP, Certified Speaking Professional
Profits+Plus Solutions, Inc

Learning Objectives:

Developing a plan to engage customers can sometimes seem daunting. This activity will assist you in calculating an appropriate budget for traditional advertising, marketing and promotion, as well as utilization of social media and viral marketing to expand your advertising reach in your community.

Upon successful completion of this knowledge-based CPE activity, pharmacists and pharmacy technicians should be able to:

- Calculate the appropriate dollar amount to be budgeted for an annual advertising plan.
- Develop a breakdown of the annual budget into categories of traditional advertising, marketing and promoting.
- Create a plan to utilize select social media in conjunction with traditional advertising.
- Utilize social media to market to existing and referred customers.
- Select a non-profit cause within your community to support based upon demographics of customers and supporters.
- Include a plan to engage customers to talk about your products, services and staff.
- Create a calendar to track the efforts and results of the total advertising budget.

COURSE DETAILS

 **Better Business**

 **Time: 7:30 am – 9:30 am**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-999-13-072-L04-P**
Pharmacist ACPE # 107-999-13-072-L04-T

Immunization Administration Training: Live Workshop**Speaker:**

Kara Llano, PharmD, Clinical Pharmacist

Learning Objectives:

The Immunization Administration Training is a 20-hour continuing pharmacy education activity. This two-hour, live workshop is the last module of training to provide pharmacists and student pharmacists with the information and skills necessary to become vaccine educators, facilitators and immunizers. In order to participate in this live workshop, you must register on your ideaShare registration prior to April 30. You will be notified about how to access the online prerequisite training. In order to participate in this live workshop, pharmacists need to complete all self-study requirements prior to attending. For complete CPE information, please go to **www.GoToCEI.org**, Immunization Training for Pharmacists. PREREGISTRATION REQUIRED. This course must meet a minimum attendance threshold by April 30, or it will be canceled. NOTE: This course is not currently recognized by Boards of Pharmacy in Colorado, Maine, Maryland, New York and West Virginia.

COURSE DETAILS

 **Better Results**

 **Time: 7:30 am – 9:30 am**
2.0 hours (0.2 CEU) live

 **Pharmacist ACPE # 107-000-11-062-H01-P AND**
Pharmacist ACPE # 107-000-11-063-L01-P

THURSDAY, JUNE 27

SESSION 2

Leveraging Mobile Apps**Speaker:**

Kevin A. Clauson, PharmD, Associate Professor and Director
Center for Consumer Health Informatics Research, Nova
Southeastern University

Learning Objectives:

Sometimes it seems as though technology is advancing at lightning speed. Not only is it difficult to keep abreast of all the latest and greatest technology, but it can be even more difficult to weed through it all to determine what works.

This activity will specifically discuss the emerging area of mobile health (mHealth), and demonstrate how mobile apps (applications) and devices can enhance patient engagement and the provision of care. You won't want to miss this activity to learn how you can use apps to facilitate patient-centric medication adherence plans.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Define terminology used in the emerging area of mobile health (mHealth).
- Recognize specific roles within practice and research for pharmacy professionals in mHealth.
- Choose a relevant mobile application (app) for use in a specific practice setting.
- Formulate a plan for introducing a mobile app and/or device within the pharmacist's scope of practice.
- Delineate risks associated with use of mobile applications.

COURSE DETAILS

 **Better Results**

 **Time: 10:00 am – 11:30 am**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-073-L04-P**

Rapid Diagnostic Testing in the Community Pharmacy**Speaker:**

Michael E. Klepser, PharmD, FCCP, Professor of Pharmacy
Ferris State University

Learning Objectives:


Pharmacy-based rapid diagnostic testing has the potential to positively impact patient access to quick, simple diagnostic tests that could result in quicker treatment for infectious diseases. This activity will describe the rationale and business model for this concept, and help you determine whether this practice is a good fit for your pharmacy.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Describe public health opportunities for community pharmacists in the area of rapid diagnostic testing (RDT).
- List the CLIA-waived tests currently available.
- Discuss limitations for RDT in the community pharmacy.
- Discuss the target disease states where pharmacy can have a public health impact in RDT.
- Describe the business model for RDT in the community pharmacy.

COURSE DETAILS

 **Better Results**

 **Time: 10:00 am – 11:30 am**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-074-L04-P**

THURSDAY, JUNE 27

Win-Win: Increasing Adult Immunizations and Your Business

Speaker:

Kara Llano, PharmD, Clinical Pharmacist

Learning Objectives:

The CDC recently issued a report that indicated that vaccination coverage levels among adults are unacceptably low. This activity will discuss ways in which community pharmacists can have a great impact on both their pharmacy business and increasing adult immunization rates. Unique ways to promote adult immunizations in the pharmacy, as well as identify at-risk patients, will be discussed.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Compare current adult immunization rates for ACIP-recommended adult vaccines with Healthy People 2020 targets.
- Identify potential areas for adult immunization growth within a community pharmacy practice.
- Identify appropriate adult patients to target for immunization based on chronic medical conditions.
- Describe practices shown to improve vaccination rates.
- Discuss unique marketing techniques to increase immunization utilization.

COURSE DETAILS

 **Better Results**

 **Time: 10:00 am – 11:30 am**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-057-L01-P**

Diabetes Update 2013

Speaker:

Jonathan G. Marquess, PharmD, CDE, CPT

Multiple Pharmacy Owner and CEO, The Institute for Wellness and Education

Learning Objectives:


This activity will provide a current update of diabetes guidelines and advances in drug therapy. New oral agents and insulin formulations will be discussed. In addition, new guidelines for blood pressure in patients with diabetes will be presented, as well as recent recommendations for diabetes control in pediatric and older patients.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Outline the impact of diabetes on the healthcare system and on patients.
- List and discuss the American Diabetes Association's 2013 Standards of Medical Care in Diabetes.
- Describe treatment algorithms for managing Type 2 diabetes.
- Discuss the importance of reducing cardiovascular risk in patients with Type 2 diabetes.
- Identify key interventions that will make a difference for patients with diabetes.

COURSE DETAILS

 **Better Results**

 **Time: 10:00 am – 11:30 am**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-076-L01-P**

THURSDAY, JUNE 27

Merchandising That Works

Speaker:

Dave Wendland, Vice President
Hamacher Resource Group, Inc.

Learning Objectives:


Developing a systematic approach to merchandising is key to efficiency and effectiveness. This activity will review techniques that work in other retail settings and assist you in applying them to your store. In addition, 15 techniques that will enhance your merchandising activity and increase customer satisfaction will be shared.


Upon successful completion of this knowledge-based CPE activity, pharmacists and pharmacy technicians should be able to:

- Describe 15 techniques that enhance a drugstore's merchandising activity.
- Apply eight factors that work together to increase customer satisfaction.
- Evaluate current merchandising practices and recommend enhancements.
- Identify techniques working in other retail settings applicable to their operation.
- Develop a systematic approach to front-of-store merchandising that works.

COURSE DETAILS

 **Better Business**

 **Time: 10:00 am – 11:30 am**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-077-L04-P**
Pharmacist ACPE # 107-999-13-077-L04-T

SESSION 3

Best Practices — How Successful Pharmacy Managers Make It Happen!

Speaker:

Bruce Kneeland, National Account Manager
Epicor Software Solutions, Inc.

Learning Objectives:

This activity features insights gleaned from the presenter's on-site visits and interviews with successful pharmacy owners all across the country. The content is organized around several themes, including curb appeal, merchandising, technology, referrals from healthcare professionals, managing employees, and free publicity. You won't want to miss this best-practice session!

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- State the primary reason USA Today says social media tools are more effective for locally owned retailers than large chains.
- Develop a program to insure the pharmacy is neat, clean and well lit.
- Implement a coordinated program for generating positive word-of-mouth.
- List three technology tools/features that can be used to improve adherence, compliance and consumer acceptance of enhanced care services.
- Develop a plan to meet with editors of their local newspaper and effectively present reasons why the paper would write about some aspect of their pharmacy's offering.
- Organize a program for cleaning up and improving the exterior appearance of their store.

COURSE DETAILS

 **Better Business**

 **Time: 1:00 pm – 2:30 pm**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-078-L04-P**

THURSDAY, JUNE 27

If General Patton Ran Your Pharmacy

Speaker:

Tom Shay, CSP, Certified Speaking Professional

Profits+Plus Solutions, Inc.

Learning Objectives:

You will always have competition. The strategy to overcome competition often lies in marketing and relationship building. This activity will discuss the advantages of various marketing strategies and help you determine what your winning tactic should be.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Detect how other retail businesses deal with competition.
- Determine the appropriate marketing strategy for your pharmacy in your community.
- Identify which pharmacies in the market area are using which of the four strategies detailed.
- Select the appropriate tactic(s) for your pharmacy to implement the strategy selected.
- Create a list of advantages by an independent pharmacy to be cultivated into tactics.

COURSE DETAILS

 **Better Business**

 **Time: 1:00 pm – 2:30 pm**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-079-L04-P**

Finding, Developing and Motivating a Superstar Team

Speaker:

Dan Benamoz, RPh, CEO/Founder, Pharmacy Development Services, Inc.

Learning Objectives:

Are you frustrated or concerned about where pharmacy is headed? The fact is we live in a new world and a new economy. The “proven” methods of doing business simply aren’t enough anymore, and if you want to succeed, you need a new set of skills and information.

In this activity, you will learn that your employees are your touchpoints with your customers. When you have the very best people, their skills and personalities will drive the WOW customer experience; it will drive the right service at the right time; and it will bring in more business than you’ve ever imagined. Attend this session and you will not only know WHAT to do and HOW to do it, you’ll skyrocket.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Discuss changes in business and the economy that impact independent pharmacy practices.
- Describe how to reposition yourself and revamp your business in order to change your customers’ perception of your business.
- Discuss how to “get the right people on the bus” (i.e., hire the right people).
- Describe how to “get the people on the bus into the right seats” (i.e., match people with the correct job for their skill set).
- Explain how creating a productive work environment can drive business.

COURSE DETAILS

 **Better Future**

 **Time: 1:00 pm – 2:30 pm**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-080-L04-P**

THURSDAY, JUNE 27

How to Open a Pharmacy

Speaker:

Bob Graul, RPh, MBA, National Vice President – RxOwnership, McKesson Pharmaceutical

Learning Objectives:

Designed to give an overview of the requirements and process of opening a new pharmacy from the ground up, this activity will cover a variety of topics ranging from a business plan, to financing, to marketing. Am I the right person? How much money will I need? Is location important? What are the licensing and accreditation requirements? How do I design it? How do I finance it? Attend this session to learn the answers to these questions and much, much more!

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Describe requirements and processes to open a new pharmacy from the ground up.
- Discuss financing options and business relationships needed to open a new pharmacy.
- Describe licensing requirements to open a new pharmacy.
- Discuss why location, design and marketing are important aspects to consider prior to opening a pharmacy.
- Evaluate whether opening a new pharmacy is the right career and business decision.

COURSE DETAILS

 **Better Future**

 **Time: 1:00 pm – 2:30 pm**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-081-L04-P**

Thrombosis Jeopardy

Speaker:

Stuart T. Haines, PharmD, BCPS, BCACP, Professor and Vice Chair for Clinical Services, University of Maryland School of Pharmacy

Learning Objectives:

During the last two years, three new medications have been approved for anticoagulation. This activity will discuss the new agents and their place in therapy. Participants will also investigate ways to assure success with new anticoagulants that do not have routine laboratory monitoring, and explore potential opportunities for medication therapy management with these medications.

During this engaging and interactive session — based on the TV game show Jeopardy — the presenter will explore a variety of key concepts related to anticoagulation therapy and patient management.

Upon successful completion of this application-based CPE activity, pharmacists should be able to:

- Identify indications where anticoagulation therapy is superior to antiplatelet therapy. (Jeopardy Category: Stop Clots)
- Describe the potential advantages and disadvantages of the new oral anticoagulants — apixiban, dabigatran and rivaroxaban — when compared to warfarin. (Jeopardy Category: Drugs Drugs Drugs)
- Recommend appropriate monitoring parameters for patients who are taking anticoagulation therapies. (Jeopardy Category: Test Me)
- Develop a plan to minimize the risk of adverse effects or manage a minor bleeding event. (Jeopardy Category: Risky Business)
- Educate patients regarding the optimal use of anticoagulation therapies including warfarin, apixiban, dabigatran, rivaroxaban, fondaparinux, and low-molecular-weight heparins. (Jeopardy Category: Do This, Not That)

COURSE DETAILS

 **Better Results**

 **Time: 1:00 pm – 2:30 pm**
1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-082-L01-P**

FRIDAY, JUNE 28

SESSION 1

The U.S. Pharmaceutical Market: Looking Back and Looking Ahead

Speaker:

Douglas M. Long, Vice President, Industry Relations
IMS Health, Inc.

Learning Objectives:

The U.S. pharmaceutical dollar market declined in 2012 for the first time since the inception of measuring it 60 years ago. This activity will discuss the reasons for the decline, and ways for retail pharmacy to keep a hold of their market share with specialty and generic drugs. Predictions for what will make retail pharmacies successful in the future will be discussed, including achieving cost savings through responsible medicine use and patient-focused care.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Discuss reasons why the U.S. pharmaceutical dollar market declined in 2012.
- Describe the main areas for pharmaceutical growth in the future.
- Discuss retail pharmacy's current and future role in the specialty market.
- Review the impact of the substantial 2012–13 flu season.
- Review the potential impact of the DEA's potential schedule change.
- Describe the six levers needed for substantial cost savings when medications are used responsibly.

COURSE DETAILS

 **Better Future**

 **Time: 7:45 am – 8:45 am**
1.0 hours (0.1 CEU) live

 **Pharmacist ACPE # 107-999-13-083-L03-P**

The Art and Science of Weight Loss

Speaker:

Seena L. Haines, PharmD., FASHP, FAPhA, BCACP, BC-ADM, CDE, Professor of Pharmacy Practice and Associate Dean for Faculty, Residency Director (PGY-1), Palm Beach Atlantic University, Gregory School of Pharmacy

Learning Objectives:

More than one third of adults in the United States, at least 78 million Americans, are obese, and another one third are considered to be overweight. For the first time in more than a decade, new medications have been approved for chronic weight management. Emerging information from clinical trials is providing direction on optimal dietary and physical activity approaches to long-term weight loss. This application-based activity will provide information about key recommendations, updates since the NHLBI guidelines were released in 1998, and emerging drug therapy options, arming pharmacists with important knowledge and tools to work with patients on their weight-loss goals.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- State important recent changes to clinical practice guidelines for the identification and treatment of obesity.
- Evaluate lifestyle recommendation for weight loss as advocated by the U.S. Preventative Services Task Force.
- Review the American College of Sports Medicine recommendations for appropriate physical activity interventions related to weight loss and prevention of weight regain.
- Discuss new and emerging drug therapy options for chronic weight management in terms of efficacy, adverse effects, monitoring and other key characteristics.
- Given a description of a specific patient, develop a medication regimen that reflects application of evidence-based medicine and current guidelines.

COURSE DETAILS

 **Better Results**

 **Time: 7:45 am – 8:45 am**
1.0 hours (0.1 CEU) live

 **Pharmacist ACPE # 107-999-13-084-L01-P**

FRIDAY, JUNE 28

Legislative and Regulatory Update 2013

Speaker:

Mark E. Kinney, RPh, Vice President of Government Affairs,
Independent Pharmacy Cooperative

Jim Driscoll, Director of State Government Affairs
Independent Pharmacy Cooperative

Learning Objectives:


This activity will provide an update on recent government policy decisions, including how new laws and regulations will impact the practice of pharmacy.

Upon successful completion of this knowledge-based CPE activity, pharmacists should be able to:

- Discuss the American Taxpayer Relief Act of 2012 provision to pay retail pharmacies the national mail-order competitive bid rate for diabetic test strips under Medicare Part B beginning in late 2013.
- Describe the 113th Congress's considerations for legislation to provide the FDA with new authority to regulate compounded medications.
- Identify three ways the FDA may distinguish between compounding and manufacturing.
- Recognize certain requirements of the Affordable Care Act (ACA) beginning in 2014 that will impact small business.
- Discuss the timeline for the California drug pedigree requirements for pharmacies.
- Review the most recent federal proposals to implement a secure supply chain track-and- trace system.
- Explain the Average Actual Acquisition Cost (AAC) pharmacy reimbursement methodology and how it will impact pharmacies.
- Outline state legislation on pharmacy audit reform and Maximum Allowable Cost (MAC) pricing and how it will affect the bottom line.

COURSE DETAILS

 **Better Future**

 **Time: 7:45 am – 8:45 am**
1.0 hours (0.1 CEU) live

 **Pharmacist ACPE # 107-999-13-085-L03-P**

Improving Adherence to Impact Practice

Speaker:

CoraLynn B. Trewet, MS, PharmD, BCPS, CDE, Associate
Professor (Clinical), University of Iowa

Learning Objectives:


Adherence is critically important to nearly every aspect of medication management as it impacts patient outcomes and healthcare costs. This activity will discuss common adherence tools including education strategies, packaging, and refill reminders, and will assist pharmacists and technicians in determining a process for improving adherence in their patients.


Upon successful completion of this application-based CPE activity, pharmacists and pharmacy technicians should be able to:

- Summarize the impact of adherence on patient outcomes.
- Discuss factors that increase or decrease patient adherence.
- Examine common adherence tools used by pharmacists.
- Identify opportunities to improve patient adherence through education, packaging and refill reminders.
- Apply knowledge of adherence to develop individualized action plans.

COURSE DETAILS

 **Better Results**

 **Time: 7:45 am – 8:45 am**
1.0 hours (0.1 CEU) live

 **Pharmacist ACPE # 107-999-13-086-L04-P**
Pharmacist ACPE # 107-999-13-086-L04-T

SATURDAY, JUNE 29

SESSION 1

Public Policy Forum

Speaker:

Ann Berkey
Senior Vice President, Public Affairs
McKesson Corporation

Learning Objectives:

Healthcare and policy experts will highlight trends that are rapidly reshaping healthcare and discuss the potential impacts on community pharmacy. Attend this session to gain insights that can help you better understand and take advantage of emerging opportunities for community pharmacy at the local, state and national levels.

Upon successful completion of this knowledge-based CPE activity, pharmacists and technicians should be able to:

- Discuss key policy issues and trends shaping healthcare and pharmacy, including the implementation of healthcare reform.
- Anticipate opportunities and challenges for community pharmacy.
- Describe ideas for how community pharmacy can help shape policy at the local and national levels.

COURSE DETAILS

 **Better Future**

 **Time: 9:00 am – 10:00 am**

1.5 hours (0.15 CEU) live

 **Pharmacist ACPE # 107-999-13-087-L03-P**

Pharmacist ACPE # 107-999-13-087-L03-T