



Continuing Education Courses 2017

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Continuing Education Courses

		Opportunities**	Clinical/financial**	Med sync**	Engage patients**	Partnerships**
Wednesday, July 12						
Speakers						
1:00 pm – 2:30 pm						
Staffing for Success	Dave Wendland , Vice President, Strategic Relations Hamacher Resource Group, Inc., Waukesha, WI	X				
Financial Fundamentals: Tools to Manage the Key Profit Drivers	Rod Bristol , CFE, Executive Vice President Business Resource Services/Profit Mastery, Seattle, WA		X			
Enhancing Non-Prescription Sales with Medication Synchronization	Hashim Zaibak , PharmD, President/CEO Hayat Pharmacy, Milwaukee, WI				X	
Helping Patients Make Sense of Their Diabetes: Taking Steps Toward Improving Adherence and Outcomes	Bruce Berger , PhD, President and Professor Emeritus Berger Consulting, LLC and Auburn University Harrison School of Pharmacy, Auburn, AL				X	
Conversation Starters: Engaging Your Patients at Pickup	Dennis Song , BSPHarm, Pharmacist Owner Flower Mound Pharmacy & Herbal Alternatives, Flower Mound, TX				X	
3:00 pm – 5:00 pm						
Point-Of-Care Testing: Making it Work in Your Pharmacy	Don Klepser , PhD, MBA, Associate Professor University of Nebraska Medical Center, Omaha, NE				X	
How to Maximize Your Workflow to Make Every Encounter Count	Randy P. McDonough , PharmD, MS, CGP, BCPS, FAPhA Co-Owner and Director of Clinical Services Towncrest, Solon Towncrest, and Towncrest Compounding Pharmacies, Iowa City, IA		X			
Enhancing Prescriber Relationships: Making it a Win-Win	John Gregg , PharmD, Chief Operations Officer Thrive Pharmacy Solutions, Prosper, TX					X
Integrating Technology into Your Workflow: How to Enhance the Patient Experience and Pharmacy Business Growth	Aaron Sihota , BSc (Pharm), RPh, Clinical Faculty and Primary Care Pharmacist UBC Faculty of Pharmacy/BioPro Biologics, Vancouver, BC	X				
Immunization Administration Training and Refresher*	Miranda Wilhelm , PharmD, Clinical Associate Professor SIUE School of Pharmacy, Edwardsville, IL				X	
Thursday, July 13						
9:00 am – 10:00 am						
Legislative and Regulatory Update	Mark Kinney , RPh, Senior Vice President Government Relations Independent Pharmacy Cooperative, Louisville, CO	X				
DIR Fees: What You Need to Know	Valerie C. Fortin , Sr. Director, PBM Relations McKesson Corporation, AccessHealth, Columbus, OH		X			
Navigating the Billing Maze: The Basics of Medicare Part B Billing	David Pope , PharmD, CDE, Chief of Innovation Creative Pharmacist, Evans, GA				X	
What MACRA Means for Prescriber-Pharmacist Partnerships	John Gregg , PharmD, Chief Operations Officer Thrive Pharmacy Solutions, Prosper, TX Lisa Umfleet , RPh, CDE, CGP, Owner Parkland Health Mart Pharmacy, Desloge, MO					X
10:30 am – 12:00 pm						
Best Use of Social Media	Elizabeth Estes , Chief Idea Officer Meraki Social, LLC, Holland, MI	X				
Building a Culture of Quality: How to Get There	Elliott Sogol , PhD, RPh, FAPhA, VP Professional Relations Pharmacy Quality Solutions, Durham, NC		X			
Gamechangers in Pharmacy	Geoffrey Wall , PharmD, FCCP, BCPS, CGP, Professor Drake University, Des Moines, IA	X				
Immunization Update	Miranda Wilhelm , PharmD, Clinical Associate Professor SIUE School of Pharmacy, Edwardsville, IL				X	
Finding Niche Opportunities	Dave Wendland , Vice President, Strategic Relations Hamacher Resource Group, Inc., Waukesha, WI				X	

* There will be an additional fee of \$240 for the Immunization Administration Certificate Training course. Register before McKesson ideaShare at GoToCEI.org.

Legend:	Get educated on the challenges and opportunities	Engage the patient during pickup
	Monitor clinical and financial performance	Build deeper partnerships
	Adopt med sync for your pharmacy	

Continuing Education Courses

		Opportunities**	Clinical/financial**	Med sync**	Engage patients**	Partnerships**
Thursday, July 13 (continued)		Speakers				
1:30 pm – 3:00 pm						
Effective Pharmacy Management – What Others are Doing	Bruce Kneeland , Principal Consultant Kneeland Services, Prescott, AZ	X				
Driving Improved Profits: A Roadmap to Success	Rod Bristol , CFE, Executive Vice President Business Resource Services/Profit Mastery, Seattle, WA		X			
Leading the Team in a Changing Environment	Kelley Babcock , BS, MEd, Chief Operating Officer Pharmacy Development Services, West Palm Beach, FL	X				
340B Contract Pharmacy Basics	Jason Atlas , RPh, MBA, Manager, 340B Education and Compliance Support Apexus, Irving, TX				X	
Choosing Wisely: Pharmacist-Initiated Naloxone Dispensing	Jeffrey Bratberg , PharmD, BCPS, Clinical Professor University of Rhode Island College of Pharmacy, Kingston, RI	X				
Friday, July 14						
7:45 am – 8:45 am						
Buying and Selling a Pharmacy	Jim Springer , Vice President, RxOwnership, Valrico, FL		X			
A Primer on Medication Synchronization	Jason Turner , PharmD, RPh Pharmacy Development Services, West Palm Beach, FL			X		
Focusing on Millennials to Grow Your Business	TBD				X	
Integrating Chronic Care Management into Community Pharmacy Practice	Jonathan G. Marquess , PharmD, CDE, President/CEO The Institute for Wellness and Education, Inc., Acworth, GA					X
Making Marketing Work for You	Kevin Joyce , BA, Senior Vice President EMG3, Falmouth, ME	X				
Saturday, July 15						
7:45 am – 8:45 am						
Making the Most of Your Team: Expanding the Role of the Pharmacy Technician	Christine Cline-Dahlman , BFA, CPhT, Director of Education and Training The Institute for Wellness and Education, Inc., Woodstock, GA				X	
Re-Engineering Your Pharmacy Practice: Promoting Adherence-Based Care	Bri Morris , PharmD, Director, Strategic Initiatives National Community Pharmacists Association, Alexandria, VA	X				
How to Engage Your Patients Through a Systematic Approach	Randy P. McDonough , PharmD, MS, CGP, BCPS, FAPhA Co-Owner and Director of Clinical Services Towncrest, Solon Towncrest, and Towncrest Compounding Pharmacies Iowa City, IA				X	
Ask the Pharmacist: Counseling Your Patients on Contraceptives	Laura Borgelt , PharmD, FCCP, BCPS, Associate Dean and Professor University of Colorado Skaggs School of Pharmacy, Aurora, CO				X	



The Collaborative Education Institute is accredited by the Accreditation Council for Pharmacy Education as a provider of Continuing Pharmacy Education. Full CPE information can be found at McKessonideaShare.com.

Legend:

Get educated on the challenges and opportunities	Engage the patient during pickup
Monitor clinical and financial performance	Build deeper partnerships
Adopt med sync for your pharmacy	

Wednesday, July 12

Staffing for Success

1:00 pm – 2:30 pm

1.5 hours (0.15 CEU) live

Speaker:

Dave Wendland

Vice President, Strategic Relations
Hamacher Resource Group, Inc.
Waukesha, WI

Customers form an impression of a shopping experience within seven seconds. This interactive session reinforces the importance of having the right people representing the community pharmacy. Attendees will discover proven techniques from hiring practices to incentive programs; staff meetings to ongoing training; empowerment to performance measurement.

Learning objectives:

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

- Discuss how to interpret a customer's need and respond appropriately.
- Outline staffing goals, from hiring the right people to creating incentive programs that drive success.
- Describe staffing models focused on high-level service and maximum efficiencies.
- Create a plan for team communication and training.

COURSE DETAILS

Opportunities

Pharmacist ACPE# 0107-9999-17-071-L04-P

Pharmacy technician ACPE# 0107-9999-17-071-L04-T

Financial Fundamentals: Tools to Manage the Key Profit Drivers

1:00 pm – 2:30 pm

1.5 hours (0.15 CEU) live

Speaker:

Rod Bristol, CFE

Executive Vice President
Business Resource Services/Profit Mastery
Seattle, WA

Attend this session to learn more about the financial fundamentals that are key to running a successful pharmacy. Attendees will review fundamental concepts such as the use of a balance sheet, profit and loss statement, and cash flow tools. Additionally, we will focus on particular accounts and how they impact each other. This course isn't just for owners but great for a team approach to financial health!

Learning objectives:

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

- Define key financial tools needed to monitor and grow the pharmacy business.
- Describe benefits of a balance sheet and profit and loss statement.
- Discuss various cash flow tools to assist with the pharmacy's financial health.

COURSE DETAILS

Clinical/Financial

Pharmacist ACPE# 0107-9999-17-072-L04-P

Wednesday, July 12

Enhancing Non-Prescription Sales with Medication Synchronization

1:00 pm – 2:30 pm

1.5 hours (0.15 CEU) live

Speaker:

Hashim Zaibak, PharmD
President/CEO
Hayat Pharmacy
Milwaukee, WI

Medication synchronization creates a proactive workflow, allowing more time for patient care. Learn how to grow your business with billable services focused on driving performance. If you are looking to take med sync to the next level, this session is for you!

Learning objectives:

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

- Review the impact of workflow efficiencies, created by med sync, on patient-care opportunities.
- Outline how the medication pickup facilitates additional revenue opportunities.
- Describe a process to determine services needed to meet the needs of your patient population.
- Review successful models for billable patient-care services such as clinic and at-home MTM services, nutrient depletion consultations resulting in OTC sales, and collaboration with local community resources.

COURSE DETAILS

 **Engage patients**

Pharmacist ACPE# 0107-9999-17-104-L04-P

Helping Patients Make Sense of Their Diabetes: Taking Steps Towards Improving Adherence and Outcomes

1:00 pm – 2:30 pm

1.5 hours (0.15 CEU) live

Speaker:

Bruce Berger, PhD
President and Professor Emeritus
Berger Consulting, LLC and Auburn University Harrison
School of Pharmacy
Auburn, AL

Health coaching can often seem complicated, but it doesn't need to be! This session will prepare you to have high-impact patient conversations by simplifying the health coaching process. Attendees will learn skills to incorporate coaching into every patient encounter. Walk through patient scenarios to tailor your approach for "difficult patients" or those resistant to change. Examples will allow you to determine how to choose and apply specific skills with your diabetes patients to promote health behavior change.

Learning objectives:

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

- Choose appropriate communication skills to better manage patients with diabetes.
- Describe how to make distinctions between skills used for patients who are resistant or ambivalent about managing their diabetes for various reasons.
- Analyze cases to identify the skills needed to assist patients who are nonadherent to their diabetes medication regimens.

COURSE DETAILS

 **Engage patients**

Pharmacist ACPE# 0107-9999-17-096-L04-P

Wednesday, July 12

Conversation Starters: Engaging Your Patients at Pickup

1:00 pm – 2:30 pm

1.5 hours (0.15 CEU) live

Speaker:

Dennis Song, BSPHarm

Pharmacist Owner

Flower Mound Pharmacy & Herbal Alternatives

Flower Mound, TX

Engaging your patients in meaningful conversations is paramount to improving outcomes. For the community pharmacist, the key point within workflow to spend time with your patients to improve their health is at the pickup. So how can you get the conversation started? Attend this session to learn what works from an experienced community pharmacist. The session will use real-life scenarios to assist with communication practices.

Learning objectives:

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

- Discuss benefits of using coaching skills vs. traditional counseling at the out-window.
- Review methods to assist with initiation of clinical conversations.
- Describe coaching skills to maximize efficiencies in out-window conversations.

COURSE DETAILS

 **Engage patients**

Pharmacist ACPE# 0107-9999-17-097-L04-P

Point-of-Care Testing: Making it Work in Your Pharmacy

3:00 pm – 5:00 pm

2.0 hours (0.2 CEU) live

Speaker:

Don Klepser, PhD, MBA

Associate Professor

University of Nebraska Medical Center

Omaha, NE

Does developing a point-of-care testing service at your pharmacy seem overwhelming? This session will provide attendees with an overview of obtaining a CLIA waiver and developing a point-of-care testing service in your pharmacy. Hear strategies based on successful models and receive practical tips to overcome the challenges to implementing a sustainable service. Leave this session with a plan to implement this exciting opportunity in your practice setting.

Learning objectives:

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

- Describe the requirements for obtaining a CLIA certificate of waiver.
- Discuss pharmacy-based point-of-care testing opportunities.
- Recognize the challenges to implementing a point-of-care testing program in a community pharmacy.

COURSE DETAILS

 **Engage patients**

Pharmacist ACPE# 0107-9999-17-074-L04-P

Pharmacy technician ACPE# 0107-9999-17-074-L04-T

Wednesday, July 12

How to Maximize Your Workflow to Make Every Encounter Count

3:00 pm – 5:00 pm

2.0 hours (0.2 CEU) live

Speaker:

Randy P. McDonough, PharmD, MS, CGP, BCPS, FAPhA
Co-Owner and Director of Clinical Services
Towncrest, Solon Towncrest, and Towncrest Compounding Pharmacies
Iowa City, IA

Looking to transform your workflow to drive performance and outcomes? Want to be able to spend more time with your patients? Learn how to make this happen in a busy community pharmacy. This session will focus on how to make every encounter count — driving therapeutic outcomes through workflow interventions promoting safe and effective medication use. This is an essential way community pharmacies can position themselves for success in value-based healthcare.

Learning objectives:

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

- Summarize the practice changes needed in a busy community pharmacy to free up the pharmacist(s) to provide clinical services.
- Explain the Continuous Medication Monitoring (CoMM) process.
- Discuss how implementing CoMM can help you identify and resolve your patients' medication-related issues.
- Summarize the impact that CoMM can have on clinical metrics and patient outcomes.
- Create an action plan to implement practice changes at your pharmacy.

COURSE DETAILS

 **Clinical/financial**

Pharmacist ACPE# 0107-9999-17-073-L04-P

Enhancing Prescriber Relationships: Making it a Win-Win

3:00 pm – 5:00 pm

2.0 hours (0.2 CEU) live

Speaker:

John Gregg, PharmD
Chief Operations Officer
Thrive Pharmacy Solutions
Prosper, TX

Community pharmacies play a key role in medication optimization. To deliver patient outcomes, prescriber-pharmacist partnerships are needed by both the pharmacy team and the prescriber. How can you make this partnership successful? This session will leave you with practical tips on growing your business while meeting the needs of local providers.

Learning objectives:

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

- Identify key community pharmacy strengths that meet provider needs based on quality metrics.
- Discuss specific solutions to common prescriber challenges.
- Discuss methods to position your pharmacy as a prime provider partner.
- Create a plan to enhance prescriber relationships at your practice site.

COURSE DETAILS

 **Partnerships**

Pharmacist ACPE# 0107-9999-17-105-L04-P

Wednesday, July 12

Integrating Technology into Your Workflow: How to Enhance the Patient Experience and Pharmacy Business Growth

3:00 pm – 5:00 pm

2.0 hours (0.2 CEU) live

Speaker:

Aaron Sihota, BSc (Pharm), RPh
Clinical Faculty and Primary Care Pharmacist
UBC Faculty of Pharmacy/BioPro Biologics
Vancouver, BC

As healthcare shifts to a patient-centered, outcome-based delivery model, it is crucial that community pharmacies grasp the role of technology in this transformation. Beyond improving workflow, new advancements in the ways patients engage in health management and interact with healthcare providers can positively impact adherence. This session will provide insight into the community pharmacy's role in this digital era. Utilize real-world case examples to determine how can you translate this exciting area into a business opportunity.

Learning objectives:

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

- Assess current innovations and technologies in healthcare with a focus on medication adherence and chronic disease management.
- Describe how to craft a modified Business Model Canvas as a lean start-up template to validate the creation of a new digital patient-care service.
- Discuss the potential role of telehealth in enhancing your pharmacy business operation and increasing patient engagement.
- Formulate a plan to implement digital health monitoring tools into your pharmacy workflow to drive patient adherence and business sustainability.

COURSE DETAILS

X Opportunities

Pharmacist ACPE# 0107-9999-17-077-L04-P

Immunization Administration Training and Refresher*

3:00 pm – 5:00 pm

2.0 hours (0.2 CEU) live

Speaker:

Miranda Wilhelm, PharmD
Clinical Associate Professor
SIUE School of Pharmacy
Edwardsville, IL

This is the eighth and final module in the CEI Immunization Administration Training for Pharmacists. The live training workshop includes a review of screening questionnaires for contraindications and precautions prior to vaccine administration, medical management of emergencies, and tips for vaccine administration technique. Participants will also practice administering intramuscular and subcutaneous injections.

Learning objectives:

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

- Choose a site, route of administration, and appropriate administration supplies for vaccines based on the type of vaccine and the patient.
- Demonstrate patient screening and immunization history technique to identify patients needing immunization.
- Appropriately position the patient to avoid secondary injury if fainting occurs.
- Demonstrate appropriate intranasal, subcutaneous and intramuscular vaccine administration technique.
- Counsel regarding appropriate care after administration.

COURSE DETAILS

X Engage patients

Pharmacist ACPE# 0107-9999-17-075-L01-P

Thursday, July 13

Legislative and Regulatory Update

9:00 am – 10:00 am

1.0 hours (0.1 CEU) live

Speaker:

Mark Kinney, RPh

Senior Vice President Government Relations
Independent Pharmacy Cooperative
Louisville, CO

This session will provide an update on recent federal and state government policy decisions, including how new laws and regulations will impact the practice of pharmacy. New developments in Direct and Indirect Remuneration (DIR) fees, FDA compounding guidance, specialty pharmacy accreditation, and legislative advancements recognizing pharmacist as providers will be discussed.

Learning objectives:

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

- Discuss the implications of the repeal of the Affordable Care Act of 2010 (ACA) and its potential impact on Medicare Part D, PBM transparency and the Medicaid Federal Upper Limits (FULS).
- Review the 2017 developments with Specialty Pharmacy preferred networks and credentialing requirements.
- Evaluate the evolving changes with Direct and Indirect Remuneration in the Medicare Part D Program.
- Discuss the evolving regulatory environment as state compounding standards move into compliance with FDA and USP mandates.
- Summarize California AB 1114 and the implications for pharmacists being paid as providers under the medical benefit.

COURSE DETAILS

X Opportunities

Pharmacist ACPE# 0107-9999-17-076-L03-P

Pharmacy technician ACPE# 0107-9999-17-076-L03-T

DIR Fees: What You Need to Know

9:00 am – 10:00 am

1.0 hours (0.1 CEU) live

Speaker:

Valerie C. Fortin

Sr. Director, PBM Relations
McKesson Corporation, AccessHealth
Columbus, OH

Direct and indirect remuneration (DIR) fee is a term used by Centers for Medicare and Medicaid Services (CMS) and refers to discounts to pharmacy reimbursement not captured at the point of sale. This session will review the history and background of DIR fees and share approaches to help your pharmacy reduce DIR fees. Attend this session to discover what you can do to maximize your management of DIR fees and learn more details about the 2017 CMS Summary Report on DIR fees.

Learning objectives:

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

- Define Direct and Indirect Remuneration (DIR) fees.
- Discuss methods to prepare and accrue for DIRs fees.
- Analyze how performance improves reimbursement.
- Review the 2017 CMS Summary position on DIR fees.

COURSE DETAILS

X Clinical/financial

Pharmacist ACPE# 0107-9999-17-078-L04-P

Thursday, July 13

Navigating the Billing Maze: The Basics of Medicare Part B Billing

9:00 am – 10:00 am

1.0 hours (0.1 CEU) live

Speaker:

David Pope, PharmD, CDE
Chief of Innovation, Creative Pharmacist
Evans, GA

Billing for clinical services within the pharmacy has become a common conversation topic. From diabetes education to CLIA-waived point-of-care testing, simple steps are needed to prepare for billing Medicare for services you're likely already providing. This not-to miss session offers a Part B billing overview and more to jumpstart new revenue streams within your pharmacy. Review common questions including how to obtain a Provider Transaction Access Number and minimum requirements for billing and join a robust discussion on covered services.

Learning objectives:

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

- Describe the Medicare Part B enrollment process, including obtaining a Provider Transaction Access Number (PTAN).
- Outline specific clinical services offered in the pharmacy setting that are generally covered by Medicare Part B, including diabetes self-management education (DSME).
- Describe medical billing via X12, how it differs from typical pharmacy billing, and first steps to take to engage in Part B billing.

COURSE DETAILS

 **Engage patients**

Pharmacist ACPE# 0107-9999-17-079-L04-P

What MACRA Means for Prescriber-Pharmacist Partnerships

9:00 am – 10:00 am

1.0 hours (0.1 CEU) live

Speakers:

John Gregg, PharmD
Chief Operations Officer, Thrive Pharmacy Solutions
Prosper, TX

Lisa Umfleet, RPh, CDE, CGP
Owner, Parkland Health Mart Pharmacy
Desloge, MO

The pharmacist's role in team-based care delivery models is crucial to value-based reimbursement. A changing landscape in quality programs such as STAR ratings and MIPS/MACRA currently exists. Attend this session to gain clarity around what MACRA is and why it matters to community pharmacy. Attendees will leave this session with practical strategies for engaging providers and partnering to impact quality measures.

Learning objectives:

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

- Outline current prescriber quality metrics of prescriber measures pharmacy teams can impact.
- Identify the impact pharmacists can have on quality improvement activities.
- Identify common prescriber challenges and discuss methods to position your pharmacy to provide solutions.
- Describe strategies to adapt community pharmacy practice in order to participate in provider partnerships focused on improving outcomes.

COURSE DETAILS

 **Partnerships**

Pharmacist ACPE# 0107-9999-17-080-L04-P

Thursday, July 13

Best Use of Social Media

10:30 am – 12:00 pm

1.5 hours (0.15 CEU) live

Speaker:

Elizabeth Estes

Chief Idea Officer
Meraki Social, LLC
Holland, MI

Online, mobile and social marketing are moving at the speed of light. How do you keep up? What should you do? What will be the most effective use of your time and money in this space? Whether you are brand new to digital marketing or a seasoned veteran, this high-energy and interactive session will help you get up-to-date on the latest online marketing platforms, describe changes to current platforms, and prioritize your efforts moving forward. Ideas for content creation and determining key metrics for gauging success will also be discussed.

Learning objectives:

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

- Review how to prioritize your digital and mobile efforts and focus on what's right for your business.
- Describe how to find and target potential customers.
- Outline specific, results-oriented action steps to promote your pharmacy via social media and online media, including key performance metrics.
- Discuss the mobile patient.

COURSE DETAILS

Opportunities

Pharmacist ACPE# 0107-9999-17-098-L04-P

Pharmacy technician ACPE# 0107-9999-17-098-L04-T

Building a Culture of Quality: How to Get There

10:30 am – 12:00 pm

1.5 hours (0.15 CEU) live

Speaker:

Elliott Sogol, PhD, RPh, FAPhA

VP Professional Relations
Pharmacy Quality Solutions
Durham, NC

The shift to quality-based incentives has fully emerged and value-based healthcare is here to stay. Attend this session to ensure your team is up-to-date on quality performance measures as well as how to positively impact measures by leveraging quickly accessed resources. Build a culture of quality in your pharmacy — where every member of the team knows their role in driving performance and patient outcomes.

Learning objectives:

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

- Describe key pharmacy quality measures that pharmacies can impact.
- Describe how quality metrics are calculated.
- Implement a plan of action on how to incorporate quality performance into the workflow process.
- Outline how to position your pharmacy for success in quality improvement programs and value-based reimbursement opportunities.

COURSE DETAILS

Clinical/financial

Pharmacist ACPE# 0107-9999-17-081-L04-P

Thursday, July 13

Gamechangers in Pharmacy

10:30 am – 12:00 pm

1.5 hours (0.15 CEU) live

Speaker:

Geoffrey Wall, PharmD, FCCP, BCPS, CGP
Professor, Drake University
Des Moines, IA

This activity highlights the top 10 “events” in health care that most significantly impacted the practice of pharmacy in the past year. The top 10 list was vetted by a group of pharmacists representing clinical, hospital, community, and long-term care practice. Whether it is a new guideline, a new drug, or a shift in business or regulatory practice, it will be discussed at this informative presentation!

Learning objectives:

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

- List selected Gamechangers that affect your practice.
- Describe reasons the selected Gamechangers were chosen and how they affect the way pharmacists care for patients.
- Describe possible solutions to the clinical problems listed.
- Assess the clinical trials used to support this presentation.
- Apply the information presented to your specific practice.

COURSE DETAILS

 **Opportunities**

Pharmacist ACPE# 0107-9999-17-092-L01-P

Immunization Update

10:30 am – 12:00 pm

1.5 hours (0.15 CEU) live

Speaker:

Miranda Wilhelm, PharmD
Clinical Associate Professor
SIUE School of Pharmacy
Edwardsville, IL

Recommendations regarding adult and pediatric immunizations are updated frequently. This session will discuss the new 2017 Advisory Committee on Immunization Practices (ACIP) recommendations as well as new vaccines to the market. Included in the discussion will be influenza vaccine considerations in preparation for the 2017-2018 season as well as patient cases to review recommended vaccines based on the most current immunization schedules.

Learning objectives:

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

- Discuss the 2017 Advisory Committee on Immunization Practices (ACIP) recommendations regarding adult and pediatric immunizations.
- Review human papilloma virus vaccine considerations such as ACIP recommended schedule and vaccine availability.
- Review influenza vaccine considerations such as nomenclature, characteristics, schedule, contraindications, and precautions in preparation for the 2017-18 season.
- Evaluate a patient's immunization history to determine appropriate vaccine recommendations based on the appropriate immunization schedule.

COURSE DETAILS

 **Engage Patients**

Pharmacist ACPE# 0107-9999-17-091-L01-P

Pharmacy technician ACPE# 0107-9999-17-091-L01-T

Thursday, July 13

Finding Niche Opportunities

10:30 am – 12:00 pm

1.5 hours (0.15 CEU) live

Speaker:

Dave Wendland

Vice President - Strategic Relations
Hamacher Resource Group, Inc
Waukesha, WI

In today's hyper-competitive landscape, finding and building niche opportunities may help independent community pharmacies stand out from the crowd. This session will provide insight around store differentiation and specialization and define the steps needed to develop and promote a niche. Hear examples of successful niche category success stories that will motivate you to launch this opportunity in your pharmacy.

Learning objectives:

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

- Discuss the importance of store differentiation and the consumer experience.
- Explore the pros and cons of making the leap into a niche category.
- Describe what strategies have worked and what have not in launching a niche.
- Define the necessary steps in the niche category development process.
- Develop a scorecard that measures success of niche-building efforts.

COURSE DETAILS

X Engage patients

Pharmacist ACPE# 0107-9999-17-090-L04-P

Effective Pharmacy Management – What Others are Doing

1:30 pm – 3:00 pm

1.5 hours (0.15 CEU) live

Speaker:

Bruce Kneeland

Principal Consultant
Kneeland Services
Prescott, AZ

Finding new and improved ways to attract and retain patients is a key goal of community pharmacy management. Hear the unique perspective of an industry consultant who interviewed dozens of successful pharmacy owners to collect management and marketing techniques that have been proven to work from “real pharmacists” practicing in the “real world”. Leave this session with a list of strategies for increasing referrals and marketing tools for specific patient populations.

Learning objectives:

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

- State the three P's in the pharmacy marketing litmus test.
- List the five goals of advertising.
- Explain the primary reason people whom have recently moved are likely to transfer prescriptions to a chain vs. an independent pharmacy.
- Discuss why a pharmacy's culture is its most important long term competitive advantage.

COURSE DETAILS

X Opportunities

Pharmacist ACPE# 0107-9999-17-099-L04-P

Thursday, July 13

Driving Improved Profits: A Roadmap to Success

1:30 pm – 3:00 pm

1.5 hours (0.15 CEU) live

Speaker:

Rod Bristol, CFE

Executive Vice President
Business Resource Services/Profit Mastery
Seattle, WA

Monitoring and reacting to key financial indicators are critical to the success of your pharmacy. This session builds on the basic fundamental tools through the use of “Scorecard” and the “Roadmap”—unique analysis tools that shed light on profit and cash flow improvement opportunities. Dreams don’t come true; they are made true — and this is your blueprint.

Learning objectives:

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

- Identify the three uses of profits in a business.
- Review the financial operating cycle that drives every business.
- Discuss financial analysis as a tool to improve profits and increase cash flow.
- Create goals and action plans to implement positive changes within the pharmacy.
- Evaluate the financial performance of your pharmacy.

COURSE DETAILS

X Clinical/financial

Pharmacist ACPE# 0107-9999-17-100-L04-P

Leading the Team in a Changing Environment

1:30 pm – 3:00 pm

1.5 hours (0.15 CEU) live

Speaker:

Kelley Babcock, BS, MEd

Chief Operating Officer
Pharmacy Development Services
West Palm Beach, FL

Who isn’t experiencing change? In today’s fast-paced environment, take some time to learn how to lead your team through change. Change evokes a lot of emotions but doesn’t have to be a scary process. Attend this session to learn skills to help promote and accelerate effective change efforts in your pharmacy.

Learning objectives:

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

- Identify leadership styles that promote and accelerate effective change efforts.
- Develop a change management model that promotes team buy-in.
- Create a positive work environment for driving initiatives to successful outcomes.
- Formulate a plan to implement a change model that offers immediate application in business.

COURSE DETAILS

X Opportunities

Pharmacist ACPE# 0107-9999-17-089-L04-P

Pharmacy technician ACPE# 0107-9999-17-089-L04-T

Thursday, July 13

340B Contract Pharmacy Basics

1:30 pm – 3:00 pm

1.5 hours (0.15 CEU) live

Speaker:

Jason Atlas, RPh, MBA
Manager, 340B Education and Compliance Support
Apexus
Irving, TX

Attend this 340B session to discover how to create and maintain a successful 340B program in the independent pharmacy. This session will address considerations for identifying partnerships and how the pharmacy can participate in the selection process.

Learning objectives:

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

- Explain 340B program basics and commonly used terms.
- Discuss how to create a successful relationship with a 340B eligible entity.
- Describe HRSA policies and processes related to audits and expectations of the contract pharmacy.

COURSE DETAILS

Engage Patients

Pharmacist ACPE# 0107-9999-17-088-L04-P

Pharmacy technician ACPE# 0107-9999-17-088-L04-T

Choosing Wisely: Pharmacist-Initiated Naloxone Dispensing

1:30 pm – 3:00 pm

1.5 hours (0.15 CEU) live

Speaker:

Jeffrey Bratberg, PharmD, BCPS
Clinical Professor
University of Rhode Island College of Pharmacy
Kingston, RI

Laws surrounding dispensing and prescribing naloxone have changed in many states. Pharmacists are ideally positioned to take an active role in identifying patients at risk of opioid overdose. This session will introduce practical risk tools to provide guidance on when to consider a co-prescription of naloxone. Attendees will gain insight on new naloxone forms, language to help pharmacists comfortably and compassionately recommend naloxone, as well as the essential patient-specific education to ensure the safe and effective use of this agent, in the event it is needed.

Learning objectives:

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

- Describe legislation surrounding naloxone access in your state.
- Discuss the prevalence of opioid overdose and subsequent need for increased access to naloxone.
- Determine when naloxone co-prescription is appropriate for patients on chronic opioid therapy.
- Assess a patient's risk for overdose or serious opioid-induced respiratory depression (OSORD).
- Select an appropriate naloxone product based on patient-specific and agent-related factors.
- Educate a patient and/or caregiver on appropriate use and administration of naloxone.

COURSE DETAILS

Opportunities

Pharmacist ACPE# 0107-9999-17-087-L01-P

Pharmacy technician ACPE# 0107-9999-17-087-L01-T

Friday, July 14

Buying and Selling a Pharmacy

7:45 am – 8:45 am

1.0 hours (0.1 CEU) live

Speaker:

Jim Springer

Vice President

RxOwnership

Valrico, FL

For those existing pharmacy Owners with a successful business model, you can substantially grow your profit dollars by transferring your model to a new business. For first time buyers, rather than your adding to the net profit of the chain store of which you are employed, why not utilize your talent and experience and make money for yourself? For those owners who don't have the energy, appetite, or desire to continue to fight the competitive battle, it may be time to turn over your business to the next generation of entrepreneurs.

Learning objectives:

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

- Acquire the knowledge that there is another option for owners who may desire to sell their pharmacy.
- Grow your profits in larger increments by buying other independent pharmacies.
- Recognize those personal behaviors and attributes that may be factors in the decision to sell my pharmacy and retire.
- Determine the proper time to buy or sell my pharmacy.
- Recognize the sources for guidance through the specific steps in the processes for buying or selling a pharmacy.

COURSE DETAILS

X Clinical/financial

Pharmacist ACPE# 0107-9999-17-086-L04-P

A Primer on Medication Synchronization

7:45 am – 8:45 am

1.0 hours (0.1 CEU) live

Speaker:

Jason Turner, PharmD, RPh

Pharmacy Development Services

West Palm Beach, FL

Are you ready to implement a medication synchronization model into your pharmacy's workflow? This session will take you step-by-step through the preparation needed to integrate medication synchronization into your workflow model. In addition to reviewing the key steps of the medication synchronization process, attendees will gain tips to overcome common pitfalls. Leave the session with your action plan in hand!

Learning objectives:

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

- Describe how medication synchronization can positively impact pharmacy financials, operations, as well as improve quality performance measures and patient care.
- Outline a stepwise plan to integrate medication synchronization model into the pharmacy's workflow.
- Discuss key success strategies that the pharmacy team can use during preparation and implementation of medication synchronization.

COURSE DETAILS

X Med sync

Pharmacist ACPE# 0107-9999-17-085-L04-P

Pharmacy technician ACPE# 0107-9999-17-085-L04-T

Friday, July 14

Focusing on Millennials to Grow Your Business

7:45 am – 8:45 am

1.0 hours (0.1 CEU) live

Speaker:

TBD

Millennials are the future generation of pharmacy. Are you prepared to meet the upcoming shift in your patient population? This session will provide insight on the unique needs of this customer group and how they differ from previous generations. Gain insight on prescription and over-the-counter products and services to offer to attract and retain the millennial customer and help you grow your business.

Learning objectives:

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

- Define health care needs across the various generations.
- Review millennial health care trends and how this can impact pharmacy.
- Outline services, products and tools to attract and retain the millennial customer.

COURSE DETAILS

 Engage patients

Pharmacist ACPE# 0107-9999-17-106-L04-P

Integrating Chronic Care Management into Community Pharmacy Practice

7:45 am – 8:45 am

1.0 hours (0.1 CEU) live

Speaker:

Jonathan G. Marquess, PharmD, CDE

President/CEO

The Institute for Wellness and Education, Inc.

Acworth, GA

Looking to grow your business with reimbursable clinical services? This session is for you! Learn how to integrate Chronic Care Management (CCM) into your community pharmacy practice. This session provides specific details on a successful diabetes focused CCM from an experienced independent, community pharmacy team.

Learning objectives:

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

- Define Chronic Care Management.
- Review how Chronic Care Management can fit into a community pharmacy practice site.
- Discuss established methods to identify and develop a prescriber partnership.
- List steps for how to complete a patient care appointment.
- Outline billing opportunities and appropriate chronic care management CPT code utilization.

COURSE DETAILS

 Partnerships

Pharmacist ACPE# 0107-9999-17-101-L04-P

Friday, July 14

Making Marketing Work for You

7:45 am – 8:45 am

1.0 hours (0.1 CEU) live

Speaker:

Kevin Joyce, BA
Senior Vice President
EMG3
Falmouth, ME

As the pharmacy landscape continues to evolve, effective marketing has never been more important. Attend this session to gain insights from recent research and varied past experiences on “what works,” including feedback and “tips” from other pharmacies, patients, prescribers and more. Hear recommendations on how to select, organize and execute the best strategies and tactics for your patient population, market and pharmacy offerings. Join a discussion on the increasing importance of digital and social marketing and receive helpful tips on how to get started (and progress) with your digital efforts.

Learning objectives:

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

- Review marketing insights from patient, pharmacy and prescriber research efforts.
- Discuss how to select strategies and tactics that are tailored to your patient population, market and pharmacy offerings.
- Review key considerations related to marketing next steps - Creative needs, budget setting, measurement approach and more.
- Describe the increasing importance of a pharmacy's digital and social presence relative to patient acquisition (and retention).
- Identify potential digital/social next steps (based on current presence, available resources and other considerations).

COURSE DETAILS

X Opportunities

Pharmacist ACPE# 0107-9999-17-084-L04-P
Pharmacy technician ACPE# 0107-9999-17-084-L04-T

Saturday, July 15

Making the Most of Your Team: Expanding the Role of The Pharmacy Technician

7:45 am – 8:45 am

1.0 hours (0.1 CEU) live

Speaker:

Christine Cline-Dahlman, BFA, CPhT
Director of Education and Training
The Institute for Wellness and Education, Inc.
Woodstock, GA

With the transformation of healthcare, pharmacy technicians will continue to see significant changes in their roles and responsibilities. This session will discuss the benefits of a strong working relationship between the pharmacist and the pharmacy technician to advance patient care. Attend this session to learn how to evolve the role of the pharmacy technician to meet the needs of the current pharmacy landscape. Attendees will learn from an experienced community pharmacy technician as she shares examples from her daily engagement in the patient care process.

Learning objectives:

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

- Discuss how the roles and responsibilities of pharmacy technicians are changing.
- Review the benefits of a strong working relationship between pharmacy technicians and pharmacists.
- Describe ways pharmacy technicians can assist pharmacists in providing optimal patient care.
- List the 4 primary tasks that a pharmacy technician can complete in the patient care process.
- Outline the technician skill set needed to advance your role.

COURSE DETAILS

X Engage patients

Pharmacist ACPE# 0107-9999-17-102-L04-P
Pharmacy technician ACPE# 0107-9999-17-102-L04-T

Saturday, July 15

Re-Engineering Your Pharmacy Practice: Promoting Adherence-Based Care

7:45 am – 8:45 am

1.0 hours (0.1 CEU) live

Speaker:

Bri Morris, PharmD

Director, Strategic Initiatives

National Community Pharmacists Association

Alexandria, VA

What is the impact of value based health care to community pharmacy? What does this mean to your business and your practice workflow? Attend this session to learn how it all fits together. This session will address common care opportunities and how they work together to create optimal patient outcomes.

Learning objectives:

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

- Identify opportunities for patient care in your pharmacy.
- Describe how collaboration can improve patient outcomes.
- Discuss logistics and benefits of pharmacist-provider collaboration in various care settings.

COURSE DETAILS

 Opportunities

Pharmacist ACPE# 0107-9999-17-103-L04-P

How to Engage Your Patients Through a Systematic Approach

7:45 am – 8:45 am

1.0 hours (0.1 CEU) live

Speaker:

Randy P. McDonough, PharmD, MS, CGP, BCPS, FAPhA

Co-Owner and Director of Clinical Services

Towncrest, Solon Towncrest, and Towncrest Compounding

Pharmacies

Iowa City, IA

Interested in learning how to systematically assess medication profiles within workflow? This session will review how to implement continuous medication monitoring (CoMM) and more. As pharmacists transform their practices, engaging in clinical discussions becomes essential to success. This session will review how to systematically review patient medication profiles, identify medication-related issues, engage patients in clinical discussions, and successfully communicate interventions to prescribers.

Learning objectives:

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

- Review how to systematically assess patients' medication profiles in workflow to identify medication related issues.
- Discuss how to overcome challenges pharmacists encounter when evaluating and identifying drug therapy problems.
- Summarize practice strategies and communication techniques used to engage patients and prescribers to resolve medication related issues.

COURSE DETAILS

 Engage patients

Pharmacist ACPE# 0107-9999-17-083-L04-P

Saturday, July 15

Ask the Pharmacist: Counseling Your Patients on Contraceptives

7:45 am – 8:45 am

1.0 hours (0.1 CEU) live

Speaker:

Laura Borgelt, PharmD, FCCP, BCPS

Associate Dean and Professor

University of Colorado Skaggs School of Pharmacy

Aurora, CO

Patients often reach out to pharmacists with questions about contraception, especially oral contraceptive pills. Pharmacists should be well-equipped to screen for contraceptive use or pregnancy planning, promote appropriate product selection and medication adherence and minimize side effects. This session will provide clinical pearls on this topic to help you confidently address these concerns. Walk through patient cases to demonstrate how common contraceptive questions can be answered using tools for effective communication with patients. Hear a review of protocols which have been implemented for pharmacists to provide hormonal contraception directly to patients.

Learning objectives:

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

- Review various forms of currently available contraceptives and their effectiveness.
- Compare and contrast various contraceptives to determine the most appropriate contraceptive for a specific patient based on her medical history.
- Discuss appropriate screening, initiation and continuation of various combined hormonal contraceptives (pills, ring, patch).
- Design a therapeutic plan to manage the most common side effects associated with combined hormonal contraceptives.
- Explain protocols that could be implemented to authorize qualified pharmacists to perform appropriate screening and prescribe combined hormonal contraceptives.

COURSE DETAILS

 **Engage patients**

Pharmacist ACPE# 0107-9999-17-082-L01-P