

Welcome to **McKesson ideaShare 2022**



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Events" and find
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Schedule

From large group sessions and smaller roundtable discussions, to our energetic exhibit floor, this year's schedule has something for everyone.

Thursday, July 7

Time	Event	Location
7:30 am – 8:00 pm	Registration Open	● Prince George's Foyer
11:00 am – 12:30 pm	Lunch and Learn: Proper Injection Technique: <i>The Important Role of Pharmacists in Patient Education and Training</i> (sponsored by BD)	● Woodrow Wilson A
1:00 pm – 2:00 pm	CE: Diabetes Update: Guidelines and Trends	● Maryland A
	CE: Public Health and Pharmacy: Two Peas in a Pod	● Maryland B
	CE: An Ounce of Error Prevention Is Worth ...	● Maryland C
2:15 pm – 3:15 pm	CE: Naloxone Education: The Role of Pharmacy Team Members	● Maryland A
	CE: HIPAA-Compliant Emails and Texts: To Send or Not to Send	● Maryland B
	CE: Accounting 201 for Pharmacies: Success and Sustainability	● Maryland C
3:30 pm – 4:30 pm	CE: Active Advocacy: Help Make a Difference (A Panel Discussion)	● Maryland A
	CE: Herbal Products and Supplements: The Truth Is in the Details	● Maryland B
	CE: Wheel of Pharmacy: The Pharmacists' Patient-Care Process	● Maryland C
5:00 pm – 8:00 pm	Exhibits & Welcome Reception	● Prince George's Exhibit Hall

Friday, July 8

Time	Event	Location
8:00 am – 5:00 pm	Registration Open	● Prince George's Foyer
8:30 am – 9:45 am	Opening General Session	● Potomac Ballroom
9:45 am – 11:15 am	Strong Vision for the Future Learning Map Experience	● Potomac Ballroom
11:30 am – 1:00 pm	Lunch and Learn: Women in Rx <i>Powered by RxOwnership</i> (Keynote sponsored by Live Oak Bank)	● Woodrow Wilson A
	Lunch	● Prince George's Exhibit Hall
11:30 am – 4:00 pm	Exhibits Open	● Prince George's Exhibit Hall
12:00 pm – 12:20 pm	Pharma Talk: Taking Care of Business and Patients	● Prince George's Exhibit Hall
12:30 pm – 12:50 pm	Pharma Talk: Maximizing Pharmacy Operations	● Prince George's Exhibit Hall
1:00 pm – 1:20 pm	Pharma Talk: Managing Pharmacy Inventory	● Prince George's Exhibit Hall
1:00 pm – 2:00 pm	Roundtable: Affect Your Reimbursement: Payer Performance	● Maryland A
	Roundtable: Get Results: Point of Care Testing	● Maryland B
1:30 pm – 1:50 pm	Pharma Talk: Adherence is Key	● Prince George's Exhibit Hall
2:00 pm – 2:20 pm	Pharma Talk: Follow Me: Attract an Online Audience	● Prince George's Exhibit Hall
2:15 pm – 3:15 pm	Roundtable: Affect Your Reimbursement: Payer Performance	● Maryland A
	Roundtable: Get Results: Point of Care Testing	● Maryland B
2:30 pm – 2:50 pm	Pharma Talk: A Spoonful of Efficiency Makes the Medicine Go Down	● Prince George's Exhibit Hall
3:00 pm – 3:20 pm	Pharma Talk: Building Brand Recognition	● Prince George's Exhibit Hall
3:30 pm – 3:50 pm	Pharma Talk: All Up in Your (Front-End) Business	● Prince George's Exhibit Hall
4:15 pm – 5:00 pm	IPC Business Meeting (for members only)	● Potomac Ballroom
5:00 pm – 6:00 pm	APCI Stockholder's Meeting (for members only)	● Riverview Ballroom
5:00 pm – 7:00 pm	IPC Member Reception (for members only)	● Potomac Foyer
5:30 pm – 7:00 pm	EPIC Member Reception (for members only)	● Eastern Shores 2
5:30 pm – 7:30 pm	Hi-School Reception (for members only)	● Eastern Shores 1
	APSC Member Meeting and Reception (for members only)	● Cherry Blossom
	USAVE Reception (for members only)	● Magnolia 3
	Pharma Group Alliance Reception (for members only)	● Eastern Shores 3
6:00 pm – 9:00 pm	APCI Reception (for members only)	● Riverview Ballroom

Saturday, July 9

Time	Event	Location
8:00 am – 4:30 pm	Registration Open	● Prince George's Foyer
8:30 am – 9:30 am	Public Policy Session	● Potomac Ballroom
9:45 am – 10:45 am	Roundtable: A Look Ahead on PBM Reform	● Potomac Ballroom
	Roundtable: Advocacy 101 - Your Story, Your Voice, Your Power	● Maryland A
	Roundtable: How PSAO Legislation Impacts Community Pharmacy	● Maryland B
11:00 am – 12:30 pm	Lunch and Learn: Unlocking Managed Care: The <i>Right</i> Solutions Are Key to Pharmacy Success (sponsored by Health Mart Atlas)	● Woodrow Wilson A
	Lunch	● Prince George's Exhibit Hall
11:00 am – 3:00 pm	Exhibits Open	● Prince George's Exhibit Hall
11:30 am – 11:50 am	Pharma Talk: It's a Balancing Act	● Prince George's Exhibit Hall
12:00 pm – 12:20 pm	Pharma Talk: Extreme Makeover: Pharmacy Edition	● Prince George's Exhibit Hall
12:30 pm – 12:50 pm	Pharma Talk: Expand Services with a Small Business Administration (SBA) Loan	● Prince George's Exhibit Hall
12:30 pm – 1:30 pm	Roundtable: Boost Your Business: Immunization Strategy	● Maryland A
	Roundtable: Formulate Your Brand: Marketing Your Pharmacy	● Maryland B
1:00 pm – 1:20 pm	Pharma Talk: Clinical Support for Your Team: Essential Provider Tools	● Prince George's Exhibit Hall
1:45 pm – 2:45 pm	Roundtable: Boost Your Business: Immunization Strategy	● Maryland A
	Roundtable: Formulate Your Brand: Marketing Your Pharmacy	● Maryland B
3:00 pm – 4:30 pm	CE: Prescription Processing and Dispensing: Best Practices for Accuracy	● Maryland A
	CE: Social Media Marketing: Reach Your Audience and Your Full Potential	● Maryland B
	CE: The Importance of Cultural Competence in Pharmacy Practice	● Maryland C
6:30 pm – 10:00 pm	Final Night Party	● Potomac Ballroom

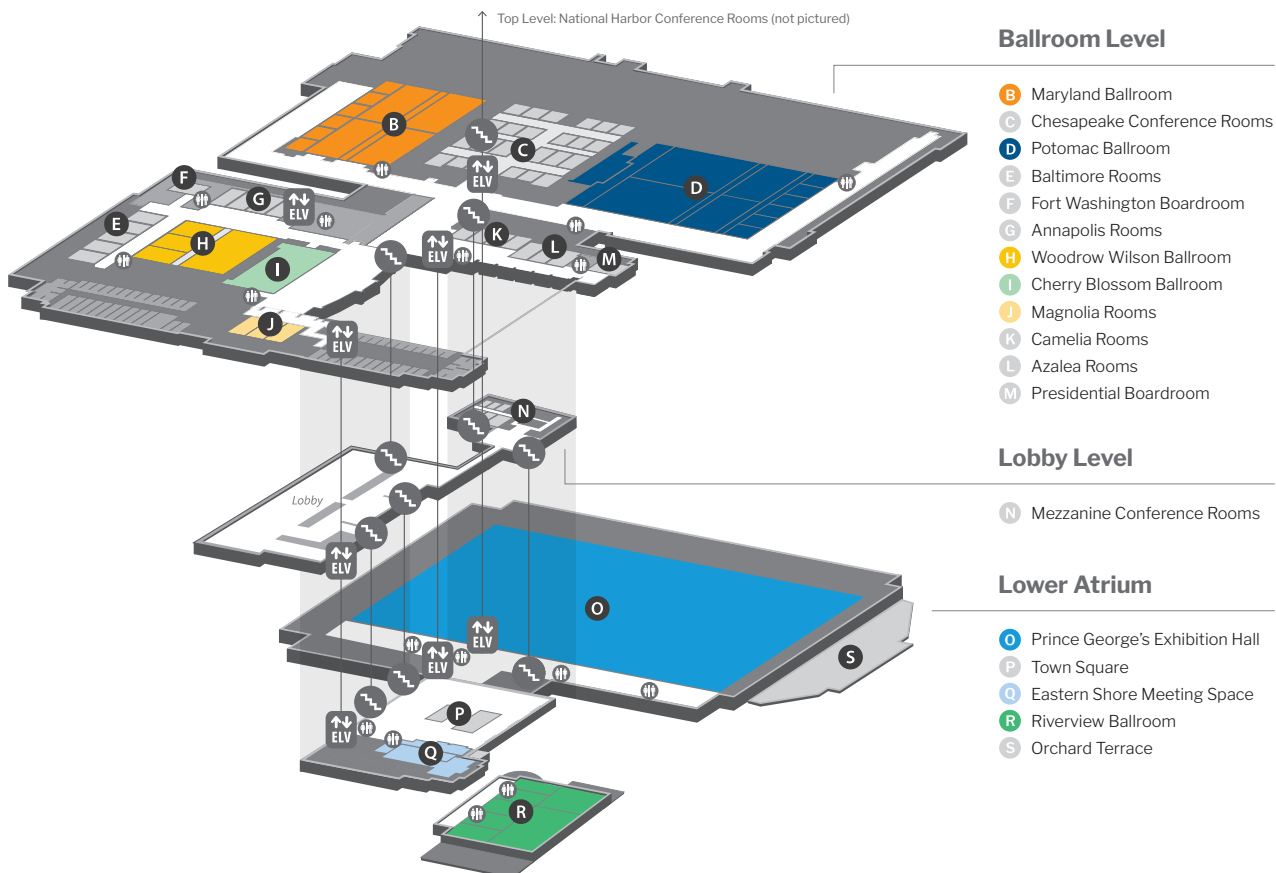


Exhibit floor

With over 115 exhibitors in attendance, it's easy to chart a path and find the solutions you're looking for.

Broker Booths

Advantage (Booth #139)

Church and Dwight
Foundation
Olly Vitamins
Energizer

Emerson (Booth #102)

Beiersdorf
Bausch & Lomb Americas
Bridges Consumer
Carma
Loreal ACD
Avrio
I Health
Advantice
Vespyr Brands, Inc.
Dr. Scholl's
Molnlycke
Focus
Lansinoh
DOC Brands, Inc.
Mentholatum
Crown Labs
Hisamitsu
Oystershell
Pharmacare
Similasan
Liquid IV
HRA Pharma

Salvatori Scott (Booths #151-152)

GSK
Sanofi Consumer Healthcare
Prestige Consumer Healthcare
Shepard Medical Products

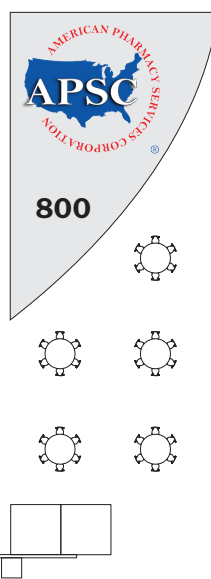
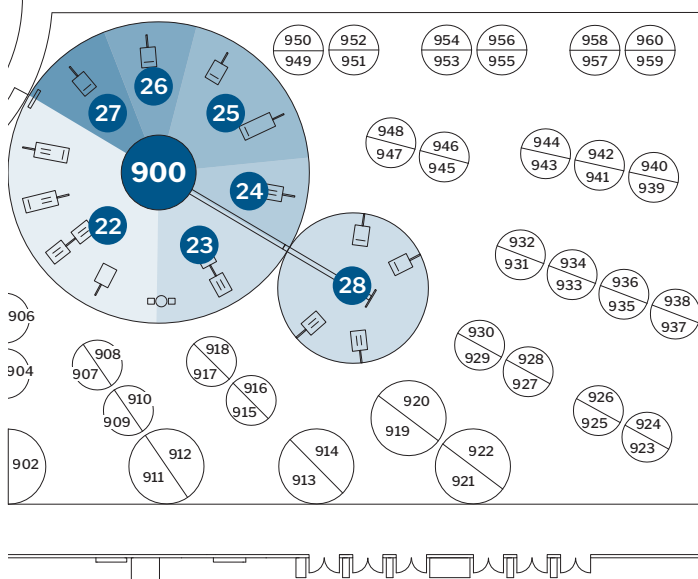
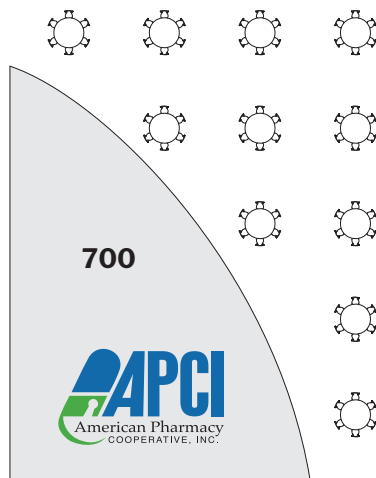
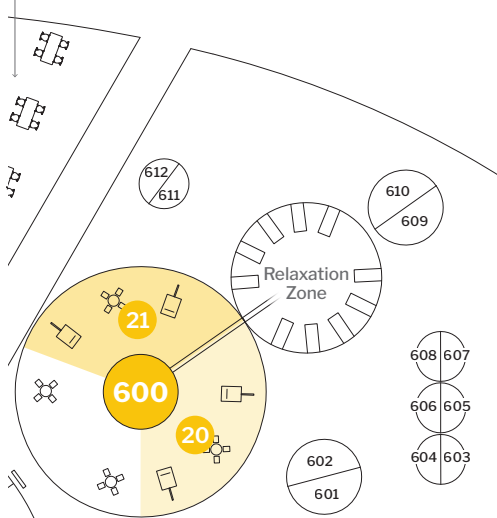


- 101 Johnson & Johnson
- 102 Emerson Group
- 103 Biocodex
- 104 FlavoRx
- 105 Kimberly-Clark
- 106 Prevagen, Inc.
- 107 PrescribeWellness
- 108 VIVID
- 109 Computer-Rx
- 110 Rx30
- 111 MicroMerchant Systems
- 113 PCCA
- 115 BestRx Pharmacy Software
- 117 Drive DeVilbiss Healthcare
- 118 Medisca
- 119 PioneerRx
- 121 Vow
- 122 PharmaSmart
- 123 Eyecon
- 124 Chicken Poop Lip Junk
- 125 Fujitsu
- 128 Advance Innovative Solutions
- 129 Apothecary Products, LLC
- 130 Bayer Consumer Health
- 131 TICKERWORKS, Inc.
- 132 World Wide Audio

- 133 Liberty Software
- 139 Advantage Solutions
- 140 MainPointe Pharmaceuticals
- 141 Piping Rock
- 143 Babson Diagnostics
- 144 Atrium24
- 145 OmniSYS
- 146 Broadway Industries
- 147 Procter & Gamble
- 149 Nestle Health Science
- 150 Reckitt
- 151 Salvatori Scott, Inc.
- 153 Kirby Lester, automation by Capsa Healthcare
- 200 Parata
- 300 IPC
- 401 Pharmacists Mutual Insurance Company
- 402 Lincoln Savings Bank
- 403 Byline Bank
- 404 Live Oak Bank
- 405 Pharmacy Development Services
- 406 Sykes & Company P.A.
- 407 First Financial Bank
- 408 ScriptSave
- 409 Electronic Billing Services (EBS)
- 410 Rx Insurance Group

- 600 Infinity Massage Chairs
- 601 EPIC Rx
- 603 Association of Affiliated Pharmacies and Apothecaries
- 604 Asembia
- 605 GeriMed, Inc.
- 606 Pharmacy Times
- 607 NCPA
- 608 NCPDP
- 609 Jewelers Resource
- 611 CPESN
- 700 APCI
- 800 APSC
- 901 Trividia Health, Inc.
- 902 Ascensia Diabetes Care
- 903 UltiMed, Inc.
- 904 Intuity Medical, Inc.
- 905 GSK
- 906 Merck
- 907 Owen Mumford USA, Inc.
- 908 Dexcom, Inc.
- 909 Omnis Health, LLC
- 910 Simple Diagnostics
- 911 Insulet Corporation
- 912 Lifescan

Big Box of Smiles Charity Experience



- 913 Becton Dickinson
- 915 HTL-STREFA, Inc.
- 916 Roche Diabetes Care, Inc.
- 917 Seqirus
- 918 The Compliance Team, Inc.
- 919 Pfizer
- 920 Integrity Marketing Group
- 921 Abbott Diabetes Care
- 922 Prodigy Diabetes Care, LLC
- 923 Centor
- 925 Care Services
- 926 Ajanta Pharma USA, Inc.
- 927 Accord
- 928 Berry Global
- 929 Alembic Pharmaceuticals
- 930 Alvogen
- 931 Amneal Pharmaceuticals
- 932 Amring Pharmaceuticals, Inc.
- 933 Apotex
- 934 Ascend Laboratories, LLC
- 935 Aurobindo Pharma USA
- 936 Avet
- 937 Camber Pharmaceuticals, Inc.
- 938 Carlsbad Technology, Inc.
- 939 Dr Reddys Laboratories, Inc.

- 940 Hikma Non-Injectables
- 941 Ingenus Pharmaceuticals
- 942 Jubilant Cadista Pharmaceuticals, Inc.
- 943 Lupin Pharmaceuticals, Inc.
- 944 Mayne Pharma
- 945 Micro Labs USA, Inc.
- 946 PAI Pharmaceuticals
- 947 Par
- 948 Prasco
- 949 Rising Pharmaceutical Holdings, Inc.
- 950 Sandoz
- 951 SKY Packaging
- 952 Somerset Pharma, LLC
- 953 Stratus Pharmaceuticals
- 954 Torrent
- 955 Unichem
- 956 Viatris
- 957 Zydus Pharmaceuticals, Inc.
- 958 Xttrium Laboratories, Inc.
- 959 Xiromed
- 960 Altium Healthcare

BUSINESS OPERATIONS (Booth #100)

- 100-1 Compliance Support & Pharmacy Essentials
- 100-2 Merchandising Services
- 100-2 Private Label Brand Products
- 100-2 Auto Ship Programs
- 100-2 Front End Insights
- 100-2 Amazon Hub Services
- 100-3 Health Mart Digital Portfolio (New)
- 100-3 Store Design - Signage and Decor
- 100-3 Vaccines & Wellness Appointment Scheduler (Coming Soon)
- 100-3 myHealthMart.com (New)
- 100-3 myHealthMart.com Solutions
- 100-3 Health Mart Franchise Information
- 100-4 EnterpriseRx
- 100-4 Macro Helix, SupplyLogix, Pharmacy Services

FINANCIAL STRENGTH (Booth #400)

- 400-6 McKesson Reimbursement Advantage
- 400-7 Health Mart Atlas
- 400-8 Provider Pay
- 400-9 Payer Performance
- 400-10 OutcomesMTM
- 400-11 Financial Tools to Help you Succeed
- 400-12 EQulPP Powered by PQS
- 400-13 RxOwnership

MCKESSON EXPERIENCE (Booth #500)

- 500-14 McKesson Connect & Mobile Companion
- 500-15 Customer Distribution & Support
- 500-16 McKesson's Rapid Return Solution
- 500-17 Central Fill by CoverMyMeds
- 500-18 Prior Authorization by CoverMyMeds
- 500-19 McKesson Pharmacy Automation

ADVOCACY (Booth #600)

- 600-20 Health Mart Advocacy Center
- 600-21 Contract Pharmacy 340B Changes

PATIENT CARE (Booth #900)

- 900-22 Retail Vaccines Program
- 900-22 Health Mart Flu Reservations
- 900-22 General Vaccines
- 900-23 Clinical Program Solutions
- 900-24 Clinical Provider Solutions
- 900-25 Point-of-Care Testing Solutions
- 900-26 McKesson Plasma & Biologics (MPB)
- 900-27 Alternate Site Pharmacy (ASRx)
- 900-28 McKesson OneStop Generics

Learning opportunities

Thursday, July 7

Proper Injection Technique: The Important Role of Pharmacists in Patient Education and Training

Lunch and Learn (sponsored by BD)

11–12:30 pm | Woodrow Wilson A

KEVIN DUVALL

Key aspects of injection technique will be explained including American Diabetes Association recommendations on the use of shorter needles and the reasons why proper insulin injection technique is necessary to obtain the full benefits of insulin injection therapy. Better understand the important role pharmacists can play in educating patients on proper injection technique and learn more about the resources available when counseling patients.

Diabetes Update: Guidelines and Trends†

1–2 pm | Maryland A

SUSAN CORNELL, Pharm.D., Associate Director, OEE, Midwestern University College of Pharmacy

According to the CDC, over 37 million Americans have been diagnosed with diabetes — more than 11% of the U.S. population. Pharmacists will likely interact with people living with diabetes daily. In a profession where a commitment to lifelong learning is key, it is important for pharmacists to stay current on new treatments, current guidelines, and emerging trends. The subject matter expert of this session will ensure you walk away with everything you need to know to properly manage your complex patients with diabetes.

Public Health and Pharmacy: Two Peas in a Pod†

1–2 pm | Maryland B

PATRICK BROWN, Pharm.D., Department of Health and Human Services, North Carolina
If the COVID-19 pandemic has taught us anything, it is the importance of being flexible, and the importance of partnering with local public health agencies and supportive organizations to achieve optimal patient care outcomes. Join this interactive workshop to polish a preparedness plan, learn how to take advantage of collaborative opportunities within a community, and gain insight into ways to incorporate the assets of all pharmacy team members on these endeavors.

An Ounce of Error Prevention Is Worth ...†

1–2 pm | Maryland C

DAN DEGNAN, Pharm.D., MS, CPPS, FASHP, Associate Director of Program Laboratories, Clinical Assistant Professor of Pharmacy Practice, Purdue University College of Pharmacy
Pharmacy team members are stressed, overwhelmed, and, honestly, overworked. Chaos in the workplace often leads to mistakes

or errors. Now is the time to focus on error prevention strategies to ensure accuracy and promote patient safety. This session will highlight error mitigation strategies to be used as part of the medication use process. An interactive and unique demonstration of error prevention techniques will equip learners with system-based tools to mitigate and prevent errors within their pharmacy.

Naloxone Education: The Role of Pharmacy Team Members†

2:15–3:15 pm | Maryland A

ANITA JACOBSON, Pharm.D., Program Director and Clinical Professor, University of Rhode Island

The incidence of opioid misuse and overdose is on the rise again — despite the presence of an obtainable antidote for opioid overdose. Pharmacy team members have a responsibility to their patients and their community to ensure that concise, yet effective, naloxone education is provided to all patients — especially those at high risk or in contact with high-risk individuals. Attendees of this session will review key concepts and learn new techniques to implement in the pharmacy.

HIPAA-Compliant Emails and Texts: To Send or Not to Send†

2:15–3:15 pm | Maryland B

DENISE M. FRANK, BPharm, R.Ph., FACA, Frank Consulting, LLC

Almost every pharmacy has some sort of communication functionality that allows pharmacy team members to send email and/or text messages to their patients. But what are the laws governing these communications? Are these emails and texts governed by HIPAA? Are these messages compliant with the current laws? THAT is the question! Attend this session to get the facts and determine if your pharmacy's policies and procedures are compliant and align with the laws related to patient confidentiality, protected health information, and encrypted communication.

Accounting 201 for Pharmacies: Success and Sustainability†

2:15–3:15 pm | Maryland C

SCHWANDA FLOWERS, Pharm.D., Managing Director, First Financial Bank

Pharmacy owners and pharmacy business managers will want to attend this session for an in-depth look at essential accounting processes for an independent pharmacy. Hear discussion from a subject matter expert on the importance of mastering financial statements and other related accounting documents. Understand the effects of these documents on pharmacy performance and success to ensure sustainability of clinical services and to optimize patient care.

Active Advocacy: Help Make a Difference† Panel Discussion

3:30–4:30 pm | Maryland A

ALLIE JO SHIPMAN, Pharm.D., Director, State Policy, National Alliance of State Pharmacy Associations, *Moderator*

Pharmacy team members are constantly being encouraged to “get involved” with the political process and advocate for the profession of pharmacy. But do they truly have time for effective involvement? This panel discussion features key players who will provide helpful tips, essential tools, and resources pharmacy team members can utilize to help shape and change the course of our profession.

Herbal Products and Supplements: The Truth Is in the Details†

3:30–4:30 pm | Maryland B

DENNIS SONG, R.Ph., CHC, Flower Mound Pharmacy, Texas

This interactive, MythBusters-style session will take a deep dive into the health-related claims of certain herbal products and supplements. Do they work? Should pharmacy team members feel comfortable recommending and/or selling these products to patients? What sort of counseling should be provided by the pharmacist? All these questions (and more!) will be answered in this informative session.

Wheel of Pharmacy: The Pharmacists' Patient-Care Process†

3:30–4:30 pm | Maryland C

JANET COOLEY, Pharm.D., BCACP, Associate Professor, Director of Experiential Education, Pharmacy Practice and Science, The University of Arizona

The Pharmacists' Patient Care Process (PPCP) is more than just a colorful wheel with action items. The PPCP is a consistent process that outlines key steps pharmacy team members should take as they provide patient care services. This course will review the continuum of action items and will demonstrate how PPCP users can tailor patient care services and offer effective follow-up care by merging the PPCP with principles of evidence-based practice.

All **Continuing Education, Roundtables and Lunch & Learns** have limited seating available. Accommodations will be first-come, first-served.

Friday, July 8

Opening Session

8:30-9:45 am | Potomac Ballroom

Kick off McKesson ideaShare 2022 in style with an opening general session focused on giving independent pharmacists the chance to start strengthening a shared vision — together.

Strong Vision for the Future

Learning Map® Experience

9:45-11:15 am | Potomac Ballroom

In this interactive session we will reflect on the pivotal role the independent pharmacy community has played over the past two years, discuss the shifts that will have long lasting impacts on the community pharmacy industry, and discover additional profitable ways to serve the community and be set up for success today and in the future.

Women in Rx

Lunch and Learn, Powered by RxOwnership (Keynote sponsored by Live Oak Bank)

11:30-1 pm | Woodrow Wilson A

BLAIR GREEN THIELEMIER, PharmD, Founder & CEO, Pharmapreneur Academy

The Women in Pharmacy lunch is back in 2022 with an exciting guest speaker focused on helping attendees identify shift for success. There will also be a panel discussion between pharmacy leaders and owners on what lead them down their career paths, and how they're innovating in the pharmacy and in communities.

Affect Your Reimbursement: Payer Performance

Roundtable Discussion

1-2 pm | Maryland A

2:15-3:15 pm | Maryland A

Align on a common definition and way of thinking about “payer performance.” Explore what preparation is needed based on how your pharmacy approaches payer performance. Discuss the activities and programs that you can pursue related to payer performance. Share ideas and best practices for how to maximize payer performance.

Get Results: Point of Care Testing

Roundtable Discussion

1-2 pm | Maryland B

2:15-3:15 pm | Maryland B

Discuss the opportunity to meet a need in your communities through testing. Explore the opportunity to pursue or grow a revenue stream in your business. Consider the most important factors for beginning or expanding your testing services. Determine a few key actions to take when you return to your pharmacy.

Roundtable sessions are attendee-led, idea sharing discussions. Attendees are encouraged to come prepared to play an active role in this owner-to-owner workshop style session.

Saturday, July 9

Public Policy Session

8:30-9:30 am | Potomac Ballroom

Join us for a discussion on the current political climate with insights into what independent pharmacies need to know about current legislation.

Advocacy 101: Your Story, Your Voice, Your Power

9:45-10:45 am | Maryland A

KATE WRIGHT, Sr. Director, Policy Communications & Stakeholder Engagement

KRISTIN ST. JOHN, Sr. Manager, Sr. Manager, Coalitions and Advocacy Campaigns

Your experience as a pharmacist and small business owner, is unique – and sharing your perspective is essential! At the state and federal level, legislators are considering legislation that will affect you, your business, and the patients you serve. Advocacy 101 will introduce ways you can be a successful advocate and position yourself as a knowledgeable voice for community pharmacy with your elected officials.

A Look Ahead on PBM Reform

9:45-10:45 am | Potomac Ballroom

MATT WILLIAMS, VP, State Government Affairs

This interactive session will explore the latest information on state legislative trends affecting pharmacy benefit managers (PBMs) and possible implications for independent pharmacies.

How PSAO Legislation Impacts Community Pharmacy

9:45-10:45 am | Maryland B

MATT OTTIGER, Director, State Govt Affairs, MidWest Region

This session will provide the latest information on state legislative/regulatory and stakeholder advocacy trends affecting pharmacy services administrative organizations (PSAOs) and possible implications for independent pharmacies.

Unlocking Managed Care: The Right Solutions Are Key to Pharmacy Success

Lunch and Learn (sponsored by Health Mart Atlas)

11-12:30 pm | Woodrow Wilson A

HEALTH MART ATLAS

The Health Mart Atlas team will host a discussion on managed care insights and offer an overview of industry trends. They will then deep dive into the tools and resources Health Mart Atlas offers and we will end with an overview of the McKesson managed care tools (ProviderPay and MRA) and how those help round out the complete managed care solution McKesson offers.

Boost Your Business: Immunization Strategy

Roundtable Discussion

12:30-1:30 pm | Maryland A

1:45-2:45 pm | Maryland A

Reflect on the valuable role of community pharmacies in vaccine delivery. Explore the opportunity that vaccine delivery presents for

your pharmacy's performance. Discuss the barriers getting in your way and how your peers are responding to them. Share best practices for your immunization strategy and determine what to do next.

Formulate Your Brand: Marketing Your Pharmacy

Roundtable Discussion

12:30-1:30 pm | Maryland B

1:45-2:45 pm | Maryland B

Discover ways to enhance your marketing strategy through boosting your online presence, maximizing digital marketing and increasing your community involvement. Practice addressing common challenges, including determining marketing spend, recovering from negative reviews and responding to increased competition.

Prescription Processing and Dispensing: Best Practices for Accuracy

3-4:30 pm | Maryland A

AMANDA GADDY, BPharm, Georgia Pharmacy Association, Academy of Independent Pharmacy

This course will highlight best practices for prescription processing and dispensing. Attendees will learn new tips and techniques to ensure accurate data entry, efficient workflow, proper documentation, and thorough recordkeeping procedures. Pharmacy team members will leave equipped with useful information and resources to incorporate into pharmacy workflow.

Social Media Marketing: Reach Your Audience and Your Full Potential

3-4:30 pm | Maryland B

PHILLIP COWLEY, Pharm.D., Phil's My Pharmacist, Cache Valley Pharmacy, North Logan, Utah

Social media platforms continue to increase in popularity — even among older generations. So, grab a smart phone or tablet and “scroll” down the hall to attend this session designed for pharmacy team members who understand the basics of social media platforms and want to elevate marketing strategies. Learn how to increase engagement, target an intended audience, and realize the full potential of deploying elevated marketing strategies using common social media platforms.

The Importance of Cultural Competence in Pharmacy Practice

3-4:30 pm | Maryland C

JACINDA C. ABDUL-MUTAKABBIR, Pharm.D., MPH, AAHIVP, Assistant Professor of Pharmacy Practice, Loma Linda University School of Pharmacy

A culturally competent pharmacy team member should be a good listener, display empathy and compassion, and be able to recognize the need for an interpreter. A culturally competent pharmacy team member understands the intricacies and nuances associated with patients who are transitioning, patients with food insecurities, and patients susceptible to profiling or systemic racism. All pharmacy team members are encouraged to attend this session to discover new and important information related to cultural competence.

Pharma Talks

Friday, July 8

Taking Care of Business and Patients

12-12:20 pm | Theater A

RAJ CHHADUA, PharmD, RPh,
ReNue Apothecary

Taking advantage of the innovative technology solutions available to Health Mart pharmacies helps to provide optimal care and ensure your pharmacy team members are equipped with essential resources to meet the needs of your patients.

Maximizing Pharmacy Operations

12:30-12:50 pm | Theater B

LEANNE BROWN, RPh, Electronic
Billing Services

Your pharmacy is no longer “just a drugstore”. The future of community pharmacy includes the implementation of numerous clinical services (i.e., IMZ, DME, etc.) — services with a pathway for billing/reimbursement to increase revenue and sustainability.

Managing Pharmacy Inventory

1-1:20 pm | Theater A

JEREMY SASSER, Pharmacy Content
Strategist, National Healthcareer Association

Utilizing your pharmacy team members to assist with the management of pharmacy inventory is an important step towards streamlining workflow procedures and increasing profitability for success and sustainability.

Adherence is Key

1:30-1:50 pm | Theater B

BARRY KLEIN, RPh, MS, Klein's Pharmacy

Providing personal care for patients is the ultimate goal for any pharmacy team. Meeting quality metrics while providing this care is an essential component to optimize outcomes.

Follow Me: Attract an Online Audience

2-2:20 pm | Theater A

PHILLIP COWLEY, Pharm.D., Social Media
Influencer, Phil's My Pharmacist

So you have mastered the art of posting meaningful content online and are working towards building your brand ... now what?! Well, you need to gain more followers!

A Spoonful of Efficiency Makes the Medicine Go Down

2:30-2:50 pm | Theater B

SANDIE KUEKER, RPh, Hesston Pharmacy
and Harvey Drug

With the recent pressures from the pandemic, many pharmacies have approached their breaking point. From staff turnover, to offering new complex services, to lower third-party reimbursements - practice sites have some complicated and stressful scenarios to navigate. Join this session as we explore key actions to keep your pharmacy “healthy” and efficient in today's fast paced environment.

Building Brand Recognition

3-3:20 pm | Theater A

RANNON CHING, Pharm.D., Pharmacist-in-
Charge, Tarrytown Pharmacy

Is your pharmacy “invisible”? This session will show you how to build your pharmacy brand in both the digital space and within your local community. The more visible your pharmacy brand, the more opportunities you can seize.

All Up in Your (Front-End) Business

3:30-3:50 pm | Theater B

SHAHIDA CHOUDHRY, Pharm.D., Owner and
PIC, The Palms Pharmacy, Tampa, FL

While your front-end business may only account for 5-10% of total sales, the front-end affects 85% of your overall image. Making your front-end appealing and profitable is both important and possible.

Saturday, July 9

It's a Balancing Act

11:30-11:50 am | Theater A

RYAN RIVIELLO, BS, Vice President,
RxOwnership

Dig deeper into the components of the P&L that can illuminate areas of opportunity at your pharmacy. This session will also discuss the products, services, and/or resources to utilize to help bring those opportunities to fruition.

Extreme Makeover: Pharmacy Edition

12-12:20 pm | Theater B

CHRISTINE JACOBSON, Pharm.D., Founder and
CEO, Wasatch Pharmacy Care

Is your pharmacy feeling cluttered, small, or outdated? Attend this session and learn how pharmacy owners can take advantage of the services offered by the McKesson Retail Programs and Store Design team to give drab pharmacies a beautiful makeover.

Expand Services with a Small Business Administration (SBA) Loan

12:30-12:50 pm | Theater A

DREW HEGI, MBA, Loan Officer,
First Financial Bank

Are you ready to expand services or perhaps become a multi-store owner? Join this discussion to learn impactful tips on how to expand with a Small Business Administration (SBA) Loan and as little as 0% down payment.

Clinical Support for Your Team: Essential Provider Tools

1-1:20 pm | Theater A

CATHERINE BROWN, Pharm.D.,
Main Street Pharmacy

NANCY LYONS, VP, Chief Pharmacist,
Health Mart

KAREN MERRILL, Sr. Director, Patient Safety
Health Mart offers online training, numerous tools, and accredited educational courses for you and your pharmacy team members to access and utilize. This session will showcase these essential resources that support pharmacy teams as they provide optimal care.



†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.

