

PRELIMINARY
BROCHURE

FLASH SALE EXTENDED - SAVE \$100 - UNTIL JULY 10!

NCPA[®]
NASHVILLE

2020
ANNUAL
CONVENTION

OCTOBER 17 - 20
NASHVILLE,
TENN.



Business Education

You've got questions? We've got answers!

At the **NCPA 2020 Annual Convention**, peers and experts answer the hard-hitting questions you need to know to grow your business. Here's a sampling of some of the business education, focused on the most frequently asked questions from NCPA members:

What does my CLIA certificate of waiver allow me to do?

The COVID-19 pandemic illuminated the need for pharmacy-delivered **point of care testing**. Now that your pharmacy has a CLIA certificate of waiver there is opportunity to branch into additional testing services. Get the "how to's" on developing a profitable testing niche.

How can I make my social media pages and website stand out?

Join pharmacist & pharmacy owner Tom DePietro and ad agency veteran Jay Williams to discuss **online marketing strategies** that will win new customers, generate newfound revenue, and compel your customers to sing praises about your pharmacy.

I know natural products are hot, but where do I begin?

The global natural and organic market accounted for nearly \$11.5 billion in 2017 and shows no signs of slowing down. NCPA's Gabe Trahan will guide you on what **natural product categories** you should be focusing on, share the developing trends in natural products, and help you find that sweet spot where your new lines are to be displayed. You don't want to miss out on the next step in health care, do you?

What do I need to do to protect my business from audits?

Breaking of insulin pen boxes, PBM concessions during COVID-19, and changing Medicare Part B standards are just a few practice changes we have seen this year that could lead to audits. Hear from an expert on the latest developments in **audit targets** and walk away with best practices for protecting your bottom line.

What are annual wellness visits and how do I get started?

Medicare Part B covers an annual wellness visit, and pharmacists can conduct these visits under a physician's supervision and get paid for it. Pharmacists across the country are collaborating with physicians to conduct **annual wellness visits**, and you can do it too. Navigate potential roadblocks for physician collaboration and strategies to maximize your profits. This session includes real-life scenarios, the pathways to billing for your patient care services, and some of the basics of and barriers to **medical billing**.

How can I let people know who we are and what we do?

Curb appeal is a proven way to attract new customers, and in many cases, your parking lot and delivery vehicles are now an extension of your pharmacy. Create a winning, welcoming storefront by maximizing exposure with **exterior signage, design, and color**.

I help my patients daily. How do I get paid for it?

Your team makes life-saving interventions, helps manage chronic conditions, takes blood pressures, and so much more. In the eyes of the payer, it didn't happen unless you documented it. Get the latest developments on **care planning**—from payer opportunities to peer best practices—as well as a refresher on the ins and outs of **documenting your care services** so that you can be paid.

How will treating gut health help my patients manage chronic conditions?

Serving as the place where nutrients are absorbed, a main signal producer for the brain, and one of the body's first lines of defense in fighting disease – having a healthy gut can positively impact an individual's health on many levels. Counseling patients on what supplements and probiotics to use and how to eat to optimize their microbiota is a key component for **treating patients functionally**. In this discussion with a functional medicine pharmacist, you'll discover the key drivers for gut health and walk-away with tools to educate your patients and grow your supplement business.

What impact did COVID-19 have on vaccination rates and how can I help?

Preliminary data from the southern hemisphere has shown an increase in demand of flu vaccination due to COVID-19. In addition, many catch-up vaccinations are needed as multi-dose schedules were interrupted in the spring. Learn how your pharmacy can take advantage of the opportunities to **improve vaccination rates** in the wake of COVID-19. You'll also learn more about the development status of a COVID-19 vaccine.

What is "medical-at-home" and how do I get involved?

The demand for at-home care continues to rise given the hard hit COVID-19 outbreaks seen in nursing facilities. As more and more vulnerable seniors and their caregivers chose to age in their homes, entrepreneurial pharmacies have an opportunity to care for these high-risk patients who might otherwise be in a nursing home. Discover an emerging market for **medical-at-home**, what it is, how it works, and how your pharmacy can be part of the solution.

As an employer, what are the most common HR mistakes and how do I avoid them?

The people who work at your business are your biggest expense, but more importantly, they are your most valuable asset. However, if you do not know how to properly manage the most common legal problems with your employees, then you may end up defending yourself before an administrative agency or even a court. Get a refresher on

avoiding costly legal problems with your employees, including updated employee rights and employer responsibilities implemented this spring, and real-life solutions for addressing the **most common small business workplace problems**.

How do I add new services into my workflow and maintain (or improve) efficiencies?

Incorporating additional activities in an already busy and stressful environment can be overwhelming. Developing and streamlining an **efficient, proactive dispensing workflow** in the pharmacy is the key to growth and long-term success. Join an independent pharmacy leader on a virtual tour of his pharmacy workflow and take away simple tips for integrating services without increasing overhead.

How do I make my prescription patients my OTC customers?

Enhance your profits with proper category placement, new niches, and inexpensive physical updates that draw the attention of your built-in customer base. Take home a laundry list of easy-to-implement **front-end tips** for increasing your OTC inventory turns, pricing strategies, and marketing tools.

ncpa.org/convention

Email it to
education@ncpa.org,
**Have a question you
don't see addressed?**

and we will see if we
can work it in!

Preliminary Schedule-at-a-Glance

PRE-CONVENTION GROWTH & PROFITABILITY PROGRAMMING

Thursday, Oct. 15

8 a.m. – 7:30 p.m.

Ownership Workshop (Sponsored by McKesson) - Day 1

Friday, Oct. 16

8 a.m. – 5:30 p.m.

Creating Health: Pharmacist-Led Lifestyle and Weight Management

7:30 a.m. – 7 p.m.

Ownership Workshop (Sponsored by McKesson) - Day 2

8 a.m. – 5:30 p.m.

Business of Long-Term Care (Sponsored by Pharmacists Mutual) - Day 1

Saturday, Oct. 17

7:30 a.m. – noon

Ownership Workshop (Sponsored by McKesson) - Day 3

8 a.m. – noon

Community Pharmacy Based Point-of-Care Testing Certificate Course

8 a.m. – 3 p.m.

Business of Long-Term Care (Sponsored by Pharmacists Mutual) - Day 2

(A separate registration fee applies to all Pre-Convention Growth and Profitability programs.)

NCPA ANNUAL CONVENTION

Saturday, Oct. 17

7 a.m. – 8 p.m.

REGISTRATION

7:30 a.m. – 5:30 p.m.

Student Pharmacist Programming

8:30 – 10 a.m.

Business Education

10:15 – 11:45 a.m.

Business Education

Noon – 1 p.m.

Lunch & Learn Sessions

1:15 – 2:15 p.m.

Business Education

1:30 – 3:30 p.m.

17th Annual Good Neighbor Pharmacy NCPA Pruitt-Schutte Student Business Plan Competition

2:30 – 3:30 p.m.

Business Education

3:45 – 5:15 p.m.

Business Education

5:30 – 6:30 p.m.

First-Timers Reception

6:30 – 8 p.m.

NCPA Opening Night Reception

Sunday, Oct. 18

7 a.m. – 5:30 p.m.

REGISTRATION

7:15 – 8:15 a.m.

NCPA non-denominational Worship Service

7:45 – 9:15 a.m.

Business Education

9:30. – 11:30 a.m.

OPENING GENERAL SESSION

11:30 a.m. – 5:30 p.m.

Student Pharmacist Programming

11:30 a.m. – 12:30 p.m.

Lunch & Learn Sessions

1 – 5 p.m.

Expo Grand Opening (Expo Reception from 4 – 5 p.m.)

4 – 5:30 p.m.

NCPA Foundation Awards Ceremony

4:30 – 5:30 p.m.

Business Education

Monday, Oct. 19

7:30 a.m. – 5:30 p.m.

REGISTRATION

7:45 – 9:15 a.m.

Breakfast Sessions

9:30 – 11:30 a.m.

SECOND GENERAL SESSION

11:30 a.m. – 12:30 p.m.

Lunch & Learn Sessions

11:30 a.m. – 4:30 p.m.

NCPA Expo Open

3:15 – 4:15 p.m.

Business Education

4:30 – 5:30 p.m.

Business Education

Tuesday, Oct. 20

7:30 – 3 p.m.

REGISTRATION

8 – 9:30 a.m.

NCPA House of Delegates

9:45 – 10:45 a.m.

Business Education

11 a.m. – noon

Lunch & Learn Sessions

11 a.m. – 3 p.m.

NCPA Expo Open

2 – 3 p.m.

Business Education

3:15 – 4:15 p.m.

Business Education

4:30 – 5:30 p.m.

Business Education

7 – 9:30 p.m.

Closing Night Reception & Party

Subject to change. Please check final program to confirm dates and times.



REGISTRATION FORM

Nashville, TN
Oct. 17-20, 2020

FLASH SALE - SAVE \$100!

Pharmacy owners/managers and staff pharmacists save \$100 on the registration rate until July 10.

Use code: FLASH100
to receive your discount.

ATTENDEE INFORMATION (REQUIRED FIELDS †)

† NCPA MEMBERSHIP NO.

† GRADUATION YEAR, IF STUDENT

† LAST NAME

† FIRST NAME

† NICKNAME FOR BADGE

† COMPANY/ORGANIZATION

† STREET ADDRESS

† CITY/STATE/ZIP

† DAYTIME PHONE

† FAX

† EMAIL

† EMERGENCY CONTACT NAME

† PHONE NUMBER

GUEST NAME OR TEAM MEMBER NAME

NICKNAME FOR BADGE

YES NO

NAME OF PRIMARY BUYING GROUP/COOPERATIVE OR WHOLESALER

Send additional information from exhibiting companies

METHOD OF PAYMENT (REQUIRED FIELDS †)

Convention Total: \$ _____ | Pre-convention Total: \$ _____

Enclosed check made payable to NCPA for \$ _____ (IN U.S. FUNDS, DRAWN ON A U.S. BANK)

Charge \$ _____ to my credit card (CARD WILL BE CHARGED IMMEDIATELY)

Visa..... MasterCard..... American Express..... Discover

† CARD NUMBER

† EXPIRATION DATE

† SECURITY CODE

† CARDHOLDER NAME (PLEASE PRINT)

MAIL TO:

NCPA, 100 Daingerfield Road,
Alexandria, Virginia 22314,
Attn: NCPA Conventions

FAX: 703.683.3619

REGISTER BY PHONE:

508.743.8556

Registration Fee Inclusions

Fees for the majority of registration categories include entrance to all business education, student programming, symposia meals, exhibit hall, opening night reception, continental breakfasts, exhibit hall reception and lunches, and closing night reception. **Please note that fees for the Spouse/Guest and Team Member registration categories do not include CE credits.*

Cancellation Policy

Cancellations must be submitted in writing and received by October 2, 2020. Cancellations should be addressed to NCPA, 100 Daingerfield Road, Alexandria, VA 22314, Attn: NCPA Conventions. Registrants also may send cancellations via email (ncpa@xpressreg.net). *Refunds will not be issued for "no show" registrants.* Authorized refunds will be issued thirty (30) days after the close of the NCPA convention.

Liability Waiver and Convention Policies (Please read and sign)

I am fully aware of the risks attending the NCPA 2020 Convention, and I assume full responsibility for my own well-being and have chosen to participate in the NCPA 2020 Convention of my own free will. In case of damage, injury, loss, or exposure to any illness, I indemnify and hold

harmless NCPA, along with their officers, directors, managers, members, officials, trustees, agents, employees, or other representatives, and their successors and bear all costs they incur for all loss, expense, damage, cause of action, claims, or demands of whatever kind and nature, including judgments and interest. As an attendee, I hereby forever release, waive, relinquish, and discharge NCPA, along with their officers, directors, managers, members, officials, trustees, agents, employees, or other representatives, and their successors and their successors from any and all claims, demands, liabilities, rights, damages, expenses, and causes of action of whatever kind or nature, and other losses of any kind, whether known or unknown, foreseen or unforeseen. I consent to be photographed and/or videographed and grant permission for 2020 convention photographs and/or videos to be used by NCPA staff for promotional purposes.

My signature below indicates that I have read, understand, and agree to abide by the liability waiver and all NCPA convention policies.

SIGNATURE

DATE

TURN OVER

NCPA 2020 Annual Convention Rates

PLEASE CHECK YOUR CATEGORY OF CHOICE.

Category	Registration	Onsite Starting 10/17
<input type="checkbox"/> Pharmacist Owner/Manager—Member	<input type="checkbox"/> \$999	<input type="checkbox"/> \$1,099
<input type="checkbox"/> Pharmacist Owner/Manager—Nonmember	<input type="checkbox"/> \$1,149	<input type="checkbox"/> \$1,264
<input type="checkbox"/> Staff Pharmacist/Retired—Member	<input type="checkbox"/> \$724	<input type="checkbox"/> \$874
<input type="checkbox"/> Staff Pharmacist—Nonmember	<input type="checkbox"/> \$834	<input type="checkbox"/> \$1,005
<input type="checkbox"/> Pharmacy Resident—Member	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550
<input type="checkbox"/> Pharmacy Resident—Nonmember	<input type="checkbox"/> \$555	<input type="checkbox"/> \$605
<input type="checkbox"/> Pharmacy Technician—Member	<input type="checkbox"/> \$450	<input type="checkbox"/> \$500
<input type="checkbox"/> Pharmacy Technician—Nonmember	<input type="checkbox"/> \$520	<input type="checkbox"/> \$575
<input type="checkbox"/> Dean/Faculty Member <i>(Please complete registration form)</i>	<input type="checkbox"/> \$525	<input type="checkbox"/> \$575
<input type="checkbox"/> Student—Member	<input type="checkbox"/> \$225	<input type="checkbox"/> \$250
<input type="checkbox"/> Student—Nonmember	<input type="checkbox"/> \$275	<input type="checkbox"/> \$300
<input type="checkbox"/> Non-Pharmacist Spouse/Guest	<input type="checkbox"/> \$670	<input type="checkbox"/> \$720
<input type="checkbox"/> Non-Pharmacist Team Member—Member	<input type="checkbox"/> \$629	<input type="checkbox"/> \$679
<input type="checkbox"/> Non-Pharmacist Team Member—Nonmember	<input type="checkbox"/> \$699	<input type="checkbox"/> \$749
One Day Registrant (per day) PHARMACISTS ONLY		
<input type="checkbox"/> Member <input type="checkbox"/> Sat. <input type="checkbox"/> Sun. <input type="checkbox"/> Mon. <input type="checkbox"/> Tues.	<input type="checkbox"/> \$575	<input type="checkbox"/> \$575
<input type="checkbox"/> Nonmember <input type="checkbox"/> Sat. <input type="checkbox"/> Sun. <input type="checkbox"/> Mon. <input type="checkbox"/> Tues.	<input type="checkbox"/> \$735	<input type="checkbox"/> \$735
<input type="checkbox"/> Non-Exhibiting Representative—Member	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,000
<input type="checkbox"/> Non-Exhibiting Representative—Nonmember	<input type="checkbox"/> \$2,295	<input type="checkbox"/> \$2,295

2020 Pre-convention Rates

PLEASE CHECK YOUR CATEGORY OF CHOICE.

PRE-CONVENTION REGISTRATION DEADLINE: October 5, 2020

Program	Pre-convention Only Member Rate	Pre-convention Only Nonmember Rate
<input type="checkbox"/> Ownership Workshop — 10/15 - 10/17	<input type="checkbox"/> \$899	<input type="checkbox"/> \$1,199*
<input type="checkbox"/> The Business of Long-Term Care Workshop — 10/16 - 10/17	<input type="checkbox"/> \$699 LTC Division Member <input type="checkbox"/> \$849†	<input type="checkbox"/> \$1,149*†
<input type="checkbox"/> Creating Health: Pharmacist-Led Lifestyle and Weight Management — 10/16	<input type="checkbox"/> \$599	<input type="checkbox"/> \$799
<input type="checkbox"/> Community Pharmacy-Based Point-of-Care Testing Certificate Course — 10/17 <i>Please note that this program is only accredited for continuing education credits for pharmacists.</i>	<input type="checkbox"/> \$249	<input type="checkbox"/> \$349

*Price includes NCPA Membership.

†Price includes NCPA Long-Term Care (LTC) Division Membership.

Pre-convention Growth & Profitability Programs

(Separate registration fees apply.)

Ownership Workshop

Sponsored by McKesson

Thursday, Oct. 15 - Saturday, Oct. 17

A soup-to-nuts crash course on pharmacy ownership, whether you're expanding to become a multi-store owner, starting from the ground up, or purchasing an existing store. Get your nitty-gritty questions answered on the loan approval process, licensure agreements, and business plans.

Creating Health: Pharmacist-Led Lifestyle and Weight Management

Friday, Oct. 16

Obesity is the symptom of the body adapting and adjusting to its current culture and environment. Discover how you can stop the biochemical chaos by managing insulin, cortisol, and nutrition, plus how to build a profitable weight management niche.

The Business of Long-Term Care

Sponsored by Pharmacists Mutual

Friday, Oct. 16 - Saturday, Oct. 17

Have your burning LTC start-up questions answered during this intensive crash course on owning and operating a long-term care pharmacy. Find out what you need to know to grow your long-term offering from a few to a few thousand beds.

Community Pharmacy-Based Point-of-Care Testing Certificate Course

Saturday, Oct. 17

Get nuts and bolts details on how to establish a profitable community pharmacy-based point-of-care testing program in this certificate program.

For more
program details on
all pre-convention
Growth and Profitability
Programs, please visit
ncpa.org/preconprograms.



ncpa.org/preconprograms

Register now at www.ncpa.org/convention

Expo

"Hundreds of vendors here who can help me improve my practice and run my business better. Wow!"

The NCPA 2020 Expo is BIGGER than ever. We've added a third day to give you an extra opportunity to explore the largest gathering of community pharmacy-focused product and service vendors you'll find anywhere. Discover AND try out products, services, and technology designed to help you elevate your pharmacy business. Identify win-win partnerships to jumpstart your pharmacy's evolution. And don't forget to take advantage of the many exclusive discounts only offered by our vendors at the Expo!

Location

Music City Center (Nashville Convention Center), Halls B&C

Exhibit Hours

Sunday, Oct. 18, 1 – 5 p.m. (wine and cheese reception)

Monday, Oct. 19, 11:30 a.m. – 4:30 p.m. (lunch 11:30 a.m. – 1:30 p.m.)

Tuesday, Oct. 20, 11 a.m. – 3 p.m. (lunch 11 a.m. – 1 p.m.)

Exhibit Hours

Sunday, Oct. 18,
1 – 5 p.m.

Monday, Oct. 19,
11:30 a.m. – 4:30 p.m.

Tuesday, Oct. 20,
11 a.m. – 3 p.m.

Accommodations & Getting to Nashville

Convention Venue

The Music City Center is the venue for NCPA's 2020 Annual Convention & Expo and is next door to the Omni Nashville Hotel, NCPA's headquarters hotel.

Music City Center

201 Fifth Avenue South
Nashville, TN 37203
www.nashvillemusiccitycenter.com

NCPA Contracted Hotels

Omni Nashville Hotel

250 Fifth Avenue South
Nashville, TN 37203
(615) 782-5300
Room rate: \$246 single/double

JW Marriott Hotel

201 8th Avenue South
Nashville, TN 37203
(615) 291-8600
Room rate: \$279 single/double

Hyatt Place Nashville Downtown

301 3rd Avenue South
Nashville, TN 37201
(615) 687-9995
Room rate: \$242 single/double

Getting There

The NCPA-contracted hotels in Downtown Nashville are less than seven miles from the Nashville International Airport (BNA), or about 15 minutes by car. Taxis charge a flat rate of \$25 one way to these venues. Please note the hotels do not offer shuttle service directly to and from the airport, but you can make separate shuttle bus transportation arrangements through a variety of services. Please go to <https://flynashville.com/ground-transportation> for more information.

ncpa.org/convention