

NCPA Ownership Workshop, Sponsored by McKesson Online Conference Agenda*

It's a soup-to-nuts crash course on pharmacy ownership, whether you're starting from the ground up, purchasing an existing store, or expanding to become a multi-store owner.

In order to offer you the same content you would expect from an in-person Workshop from the comfort of your own home, some of the Ownership Workshop content will be available and required to be completed ahead of the live event, **January 30-31, 2021**.

**On-demand pre-requisites (Approximately eight hours)
Watch on-demand, on your schedule ahead of the January 30-31, 2021 event.**

Get access to this material **starting November 13, 2021**. On-demand topics include:

- Entrepreneurship and Business Plan Development
- Location Analysis: Part I
- Understanding Contracting: Part I
- Financing: Part I
- Getting off the Ground: Part I

Ownership Workshop Saturday, January 30-Sunday, January 31

Saturday, January 30 (9:30 a.m. – 5 p.m. Eastern Time Zone) **

9:30 - 10:15 a.m.	The Road to Pharmacy Ownership
	<u>Location Analysis: Part II</u>
10:15 - 11 a.m.	Demographics – Know Your Potential Patients, Competitors and Prescribers
11 - Noon	Shape and Flow of the Pharmacy
Noon - 1 p.m.	Meet and Greet with Exhibitors Non-CE <i>Explore individual exhibitor pages and connect with potential partners during this time.</i>
	<u>Understanding Contracting: Part II</u>
1 - 2 p.m.	Buying and Selling, Marketing, and Other Legal Issues
2 - 3 p.m.	Deal or No Deal
3 - 4 p.m.	Ask the Experts Panel
4-5 p.m.	Happy Hour with the Exhibitors Non-CE <i>Connect with your peers, industry experts, and partners during this online networking hour.</i>

*Full CE information available on page 3.

**All times are listed in Eastern Time.

Sunday, January 31 (9:30 a.m. – 5 p.m. ET)

Financing: Part II

- 9:30 - 10:15 a.m.** ○ **Community Pharmacy Valuation**
- 10:15 - 11 a.m.** ○ **Accounting and Corporate Structure/ Financial Analysis Q&A**
- 11 a.m. - Noon** ○ **The How To's of Financing Your Pharmacy Deal**

Noon - 1 p.m.

Meet and Greet with Exhibitors | Non-CE

Explore individual exhibitor pages and connect with potential partners during this time.

Getting off the Ground: Part II

- 1 - 2 p.m.** ○ **Acquisition Target and Opening Timeline**
- 2 - 3 p.m.** ○ **Technology to Improve Your Workflow**
- 3 - 4 p.m.** ○ **Floor Plan/Product Placement/Marketing Discussion and Q&A**

4 - 5 p.m.

Happy Hour with the Exhibitors | Non-CE

Connect with your peers, industry experts, and partners during this online networking hour.

Speakers:

Jeff Baird, Esq., Chairman, Health Care Group, Brown & Fortunato, P.C.

Tom Knapp, Esq., Brown & Fortunato Corporate Group

Mike Bollinger, Loan Officer, Live Oak Bank

Bonnie Bond, CPA, Sykes & Company, P.A.

Tammy McDonald, Regional Vice President, RxOwnership

Ollin Sykes, CPA, CITP, CMA, President, Sykes & Company, P.A.

Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA

Scott Weaver, Vice President of Pharmacy, PRS Pharmacy Services

Hashim Zaibak, PharmD, Hayat Pharmacy

NCPA Pharmacy Ownership Workshop

Online

January 30, 2021 9:30 a.m. – 5:30 p.m. ET

January 31, 2021 9:30 a.m. – 4:45 p.m. ET

0207-0000-20-009-L04-P

0207-0000-20-009-L04-T

19 contact hours (1.9 CEUs)

Activity Type: Knowledge-Based

Pharmacists and Pharmacy Technician Learning Objectives:

Upon completion of this activity, participants will be able to:

1. Describe the characteristics of people most likely to succeed in business.
2. Discuss why a business plan is needed for a pharmacy.
3. Discuss how to assess the proper physical size of a building that will fit your needs.
4. Discuss the impact on your potential business of signage, parking and local business, schools and communities.
5. Explain which legal documents may be involved with the transfer of ownership.
6. Identify key legal documents used in the purchase or sale of a pharmacy.
7. Discuss terms that protect both the buyer and seller.
8. Outline key components of a buy/sell agreement for partners in a pharmacy.
9. Compare and contrast the liability issues between asset purchase and stock purchase.
10. Discuss the documents exchanged between the buyer and seller in an asset purchase.
11. Discuss the mechanics of a stock purchase.
12. Explain the process for due diligence.
13. Analyze the pros and cons for each of the corporate structures.
14. Describe the important components of the financials that need to be prepared for a business loan package.
15. Explain the dynamic relationships that exist between the balance sheet and income statement.
16. Outline how to use financial analysis as a tool to improve profits and increase cash flow.
17. Discuss a pharmacy's financing needs.
18. Describe the attributes of a well laid out pharmacy retail floor plan and create a plan that will be inviting to customers, encourage complete full store browsing while maintaining a professional pharmacy atmosphere.
19. Discuss out-front pricing strategies that deliver value to patients and utilize options and formulas available for pricing and maintaining profit margins on price sensitive personal care products and health related items.
20. Outline a marketing strategy using curbside appeal, word of mouth, media, exterior and interior signage that will encourage sustained constant growth.
21. Describe the components necessary to execute a successful marketing campaign.
22. Craft a unique and compelling message that can be applied to all media platforms.
23. Compare and contrast the advantages of social media, direct mail, word of mouth, exterior signage, print, and broadcast media.
24. Describe one pharmacist's challenges to pharmacy ownership and steps to overcome them.
25. Outline 3 key strategies to assist with moving from pharmacy management into pharmacy ownership.
26. Discuss how expansion into niche services can increase financial success of a new pharmacy.

27. Explain the importance of researching demographics and what information you need to obtain in that research.
28. Discuss how demographics affect your OTC and niche options.
29. Outline how to incorporate demographic information in your business plan.
30. Identify key features of a store layout.
31. Describe how layout affects traffic flow.
32. Discuss the impact on profitability of a poorly designed layout.
33. Construct a list of attributes that cause concern in a lease or buy proposal.
34. Discuss potential resolutions for lease problems and appropriate action.
35. Discuss how an accountant can assist pharmacy owners during the start of a new pharmacy or acquisition of an existing pharmacy.
36. Discuss how an attorney can protect pharmacy owners during the start of a new pharmacy or acquisition of an existing pharmacy.
37. Outline the small business resources available to pharmacy owners.
38. Describe how to determine an equitable selling/purchase price for a community pharmacy.
39. Determine which factors will affect the price of the pharmacy.
40. Explain the protections that SBA loans afford the buyer and seller.
41. Discuss borrower eligibility for SBA loans.
42. Describe the SBA loan process from application to settlement.
43. Describe the licensure requirements to open or transfer a pharmacy.
44. Explain the details to close a pharmacy and the local, state and federal agencies that must be dealt with to close a transaction.
45. Explain the implications of third party payer contracts that can impact on the acquisition of a pharmacy.
46. Discuss the different areas where pharmacy technology can improve efficiency of pharmacy operations.
47. Outline budgeting needs for the incorporation of pharmacy technology systems into your business plan.
48. Discuss how to phase in technology as the business grows.



NCPA is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This program will provide 19 contact hours (1.9 CEUs) of continuing pharmacy education credit. The participant will need to attend all required components of the CE activity and complete a questionnaire to receive credit for the program. Target audience: community pharmacists and community pharmacy technicians.