The current pharmacy payment model is a wreck. You can’t afford to leave any stone unturned to strengthen your financial position.

At the NCPA 2019 Annual Convention, you’ll learn critical business and practice management skills you can take home and implement immediately. Our engaging business education, interactions with successful pharmacy owner peers, and the business partners on the exhibit floor will help you increase revenue, purchase wisely, manage your expenses, and improve your cash flow. Read on to learn about the exciting opportunities that await you!

Business Education

Your pass to the NCPA 2019 Annual Convention grants you access to exclusive peer-tested business solutions that affect your bottom line. Here’s a sampling of what you can expect.

Optimize critical performance indicators for your business.

It’s the difference between working on your business and working in someone else’s business. Pharmacy business is under siege, and it’s time to fight back. The NCPA 2019 Annual Convention is the place where expert tactical advice meets real-world action. Walk away with a strategic business plan that serves your business today and for years to come.

• Contracting. A mistake here can cost you thousands. Learn the lingo, key provisions to watch out for, and tools to evaluate and secure the best deals for you.

• Cash flow management. Know exactly where you stand month in and month out. Assess the financial health of your business and where to sharpen the pencil.

• Marketing with a purpose. Fewer than half of consumers use a single pharmacy. Differentiate yourself in the market. Attract new patients, and strengthen your relationship with your current patients.

• Audit mitigation. Minimize clawbacks. Hear from pharmacy owners like you whose audit review systems have led to rarely losing money to an audit.

Changing the Pharmacy Payment M
Streamline workflow & expand opportunities.

- **Pharmacogenomics.** It’s no longer a futuristic concept, but a practice reality. Discover the relationships, workflow pearls, and marketing plan that your peers have implemented to make it work.

- **Care planning.** You wouldn’t expect to get paid for a prescription if you didn’t document the dispensed medication and all the related information. Likewise, pharmacies won’t get paid for their care services if they don’t document what they do and how they are improving patient outcomes. Like anything new, there is a little learning curve but not more than your pharmacy team can handle. Get the how-to to make it successful in your business.

- **Medication synchronization.** Get syncing support at every level of the process. Peers share profit pearls, targeting strategies, and automation solutions that have taken their programs from a money-saving to a money-making investment.

- **Employer group partnerships.** Employers are incentivized to keep their employees healthy and at work, and your pharmacy team can help manage and prevent disease. Structure a wellness program where everyone wins.

- **Medical-at-home models.** Provide medical services to home-bound patients. Learn from successful pharmacy operators who have grown their market share.

- **Medical billing and credentialing.** Being paid for providing services outside the PBM controlled space requires knowing who you can work with, how to establish needed relationships, what you can bill for, how to bill for it, and what will be required of you.

- **Merchandising tips for your front end.** Product doesn’t sell itself…or does it? Increase your profitability with easy-to-follow retailing ideas based on the most successful community pharmacies.

- **Hemp-based products.** Doctors are recommending it. Patients are seeking and buying it. All types of stores are selling it. What is right for you? Get the latest on the legal/regulatory front, the business opportunity, and the science behind it all and position yourself as the source of truth in your community.

- **Team culture and staff utilization.** Adapt the Chick-fil-A service and culture to your business.

…and many more innovative topics that we are refining for you.

www.ncpanet.org/convention
Preliminary Schedule-at-a-Glance

PRE-CONVENTION GROWTH & PROFITABILITY PROGRAMMING

Thursday, Oct. 24
7:30 a.m.-7:30 p.m.
Ownership Workshop (Sponsored by McKesson) - Day 1

Friday, Oct. 25
7:30 a.m.-5 p.m.
Advanced LTC Pharmacy Marketing Seminar (Sponsored by Pharmacists Mutual) - Day 1
7:30 a.m.-5 p.m.
Pharmacist-led Lifestyle and Weight Management
7:30 a.m.-5:30 p.m.
Enhanced Services Boot Camp
7:30 a.m.-6:30 p.m.
Ownership Workshop (Sponsored by McKesson) – Day 2

Saturday, Oct. 26
7:30 a.m.-4:30 p.m.
Advanced LTC Pharmacy Marketing Seminar (Sponsored by Pharmacists Mutual) - Day 2
8 a.m.-Noon
Community Pharmacy Based Point-of-Care Testing Course
8 a.m.-12:30 p.m.
Front-End Profit Building Seminar (Sponsored by Good Neighbor Pharmacy)
8 a.m.-2 p.m.
Selling Your Pharmacy: An Action Plan
8:30 a.m.-2 p.m.
Ownership Workshop (Sponsored by McKesson) – Day 2

NCPA ANNUAL CONVENTION

Saturday, Oct. 26
7 a.m.-8:30 p.m.
REGISTRATION
7:30 a.m.-6 p.m.
Student Pharmacist Programming
1-2 p.m.
Lunch & Learns
1:30-3:30 p.m.
16th annual Good Neighbor Pharmacy NCPA Pruitt-Schutte Student Business Plan Competition
2:15-5:30 p.m.
Business Education
6:30-8:30 p.m.
NCPA Opening Night Reception

Sunday, Oct. 27
7 a.m.-6 p.m.
REGISTRATION
11:30 a.m.-5:30 p.m.
Student Pharmacist Programming
7:45-9:15 a.m.
Business Education
9:30-11:30 a.m.
OPENING GENERAL SESSION
11:45 a.m.-1 p.m.
Lunch & Learns
1-6 p.m.
Grand Opening of the NCPA Expo
4-5:30 p.m.
NCPA Foundation Awards Ceremony
3-6:15 p.m.
Business Education

Monday, Oct. 28
7 a.m.-6 p.m.
REGISTRATION
7:30-9:15 a.m.
Breakfast Programs
7:45-9:15 a.m.
Business Education
9:30-11:30 a.m.
SECOND GENERAL SESSION
11:30 a.m.-12:30 p.m.
Lunch & Learns
Noon-5:30 p.m.
NCPA Expo Open
2:45-6 p.m.
Business Education

Tuesday, Oct. 29
7:30 a.m.-3 p.m.
REGISTRATION
8-10 a.m. NCPA House of Delegates
10:15-11:45 a.m.
Business Education
Noon-1 p.m.
Lunch & Learns
1:15-5 p.m.
Business Education
7-9 p.m.
Closing Night Reception & Party

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

The Conference Keynote

Rolf’s third season as a placekicker in the NFL was cut short when he collapsed on a cross-country team flight while battling ulcerative colitis. He would need two emergency surgeries within six days as his life hung in the balance for six weeks in the intensive care unit. After a miraculous comeback, he returned to play seven more seasons with the San Diego Chargers. Following his NFL career, Rolf dedicated his life to patient advocacy. He founded Legacy Health Strategies, a patient engagement company and The Grateful Patient Project.

Using his warm and engaging style, Rolf shares his inspirational story of loss, perseverance and hope for one reason—to encourage others.

Rolf has authored three books, including his autobiography, Alive & Kicking. He also currently works with UCSD Health helping to transform their culture and patient experience. He speaks to audiences around the country on the importance of the indomitable spirit, culture, connection and the patient experience. He also serves as a patient advocate for state/national legislation and is a champion for ongoing research and innovation.

Rolf Benirschke
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

Send additional information from exhibiting companies

METHOD OF PAYMENT (REQUIRED FIELDS *)

- 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

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 15, 2019. Cancellations should be addressed to NCPA, 100 Daingerfield Road, Alexandria, Virginia 22314, Attn: NCPA Conventions. Registrants also may send cancellations via email (ncpa@xpressreg.net). A $100 processing fee will be charged for each cancelled registration, and refunds will not be issued for cancellations received after October 15, 2019, or on site. Refunds also 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 acknowledge that I am physically able to take part in all convention activities, such as educational sessions and special events. I assume full responsibility for my own well-being and have chosen to participate in the NCPA 2019 Convention of my own free will. In case of damage or injury to myself or my personal property, I will indemnify and hold harmless NCPA and its officers, directors, employees, agents, and members 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.

I consent to be photographed and/or videographed and grant permission for 2019 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
### 2019 Annual Convention Rates

**PLEASE CHECK YOUR CATEGORY OF CHOICE.**

<table>
<thead>
<tr>
<th>Category</th>
<th>Premier** Register thru 7/31</th>
<th>Advance Starting 8/1</th>
<th>Onsite Starting 10/26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacist Owner/Manager—Member</td>
<td>$899</td>
<td>$949</td>
<td>$1,049</td>
</tr>
<tr>
<td>Pharmacist Owner/Manager—Nonmember*</td>
<td>$1,294</td>
<td>$1,344</td>
<td>$1,444</td>
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<tr>
<td>Staff Pharmacist/Retired—Member</td>
<td>$624</td>
<td>$674</td>
<td>$774</td>
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<tr>
<td>Staff Pharmacist—Nonmember*</td>
<td>$859</td>
<td>$909</td>
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<tr>
<td>Pharmacy Resident—Member</td>
<td>$400</td>
<td>$450</td>
<td>$500</td>
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<tr>
<td>Pharmacy Resident—Nonmember*</td>
<td>$455</td>
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<td>$555</td>
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<tr>
<td>Pharmacy Technician—Member</td>
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<td>Pharmacy Technician—Nonmember*</td>
<td>$350</td>
<td>$400</td>
<td>$450</td>
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<tr>
<td>Dean/Faculty Member (Please complete registration form)</td>
<td>$425</td>
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<tr>
<td>Student—Member</td>
<td>$220</td>
<td>$245</td>
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<tr>
<td>Student—Nonmember*</td>
<td>$270</td>
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<td>$345</td>
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<tr>
<td>Non-Pharmacist Spouse/Guest—Member</td>
<td>$529</td>
<td>$579</td>
<td>$629</td>
</tr>
<tr>
<td>Non-Pharmacist Spouse/Guest—Nonmember</td>
<td>$599</td>
<td>$649</td>
<td>$699</td>
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<tr>
<td>Non-Pharmacist Team Member—Member</td>
<td>$529</td>
<td>$579</td>
<td>$629</td>
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<tr>
<td>Non-Pharmacist Team Member—Nonmember</td>
<td>$599</td>
<td>$649</td>
<td>$699</td>
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<tr>
<td>One Day Registrant (per day) PHARMACISTS ONLY</td>
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<td></td>
</tr>
<tr>
<td>Member Sat. Sun. Mon. Tues.</td>
<td>$475</td>
<td>$525</td>
<td>$525</td>
</tr>
<tr>
<td>Nonmember Sat. Sun. Mon. Tues.</td>
<td>$625</td>
<td>$685</td>
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</tr>
<tr>
<td>Non-Exhibiting Representative—Member</td>
<td>$2,000</td>
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</tr>
<tr>
<td>Non-Exhibiting Representative—Nonmember</td>
<td>$2,295</td>
<td>$2,295</td>
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</tr>
</tbody>
</table>

*This includes your first year of NCPA membership.

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**Back by popular demand!**

Reduced pre-convention registration rates available for owners/managers and staff pharmacists attending BOTH a pre-convention program and the NCPA Annual Convention. See “Combo rate” below.

### 2019 Pre-convention Rates

**PLEASE CHECK YOUR CATEGORY OF CHOICE.**

<table>
<thead>
<tr>
<th>Program</th>
<th>Combo Rate</th>
<th>Pre-convention Only Member Rate</th>
<th>Pre-convention Only Nonmember Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ownership Workshop — 10/24 - 10/26</td>
<td>$649</td>
<td>$899</td>
<td>$1,134 Staff Pharmacist*</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$1,294 Owner/Manager*</td>
</tr>
<tr>
<td>Advanced LTC Pharmacy Marketing Seminar: Turning Facility Challenges into Pharmacy Opportunities — 10/25 - 10/26 (Non-LTC Division Members prices include one year of LTC membership)</td>
<td>$400 Non-LTC Division members</td>
<td>$649</td>
<td>$884 Staff Pharmacist*</td>
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<tr>
<td></td>
<td>$250 LTC Division members</td>
<td></td>
<td>$1,044 Owner/Manager*</td>
</tr>
<tr>
<td>Enhanced Services Boot Camp — 10/25</td>
<td>$150</td>
<td>$299</td>
<td>$349</td>
</tr>
<tr>
<td>Pharmacist-led Lifestyle and Weight Management — 10/25</td>
<td>$200</td>
<td>$349</td>
<td>$449</td>
</tr>
<tr>
<td>Community Pharmacy-Based Point-of-Care Testing — 10/26</td>
<td>$200</td>
<td>$349</td>
<td>$449</td>
</tr>
<tr>
<td>Front-End Profit Building Seminar — 10/26</td>
<td>$99</td>
<td>$199</td>
<td>$299</td>
</tr>
<tr>
<td>Selling Your Pharmacy — 10/26</td>
<td>$200</td>
<td>$449</td>
<td>$549</td>
</tr>
</tbody>
</table>

*This includes your first year of NCPA membership.
Pre-convention Growth & Profitability Program Offerings

(Separate registration fees apply.)

Ownership Workshop
Sponsored by McKesson
Thursday, Oct. 24 – Saturday, Oct. 26
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.

Advanced LTC Pharmacy Marketing Seminar: Turning Facility Challenges into Pharmacy Opportunities
Sponsored by Pharmacists Mutual Companies
Friday, Oct. 25 – Saturday, Oct. 26
Learn what keeps the key decision makers of long-term care facilities awake at night and how your pharmacy can be part of the solution. This deep dive into the senior care marketplace will equip you to expand your LTC portfolio and pharmacy bottom line.

Enhanced Services Boot Camp
Friday, Oct. 25
Looking to grow your pharmacy with enhanced services, but not sure where to start? Look no further. Navigate the operations and management of an enhanced service pharmacy.

Pharmacist-led Lifestyle and Weight Management
Friday, Oct. 25
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.

Community Pharmacy-Based Point-of-Care Testing Certificate Course
Saturday, Oct. 26
Get nuts-and-bolts details on how to establish a profitable community pharmacy-based point-of-care testing program in this certificate program.

Front-End Profit Building Seminar with Gabe Trahan
Sponsored by Good Neighbor Pharmacy
Saturday, Oct. 26
Learn how to attract new customers, keep them, and sell them more in this seminar. All the curb appeal, merchandising, marketing, floor plans, and more that will make big changes in sales in your front-end sales.

Selling Your Pharmacy: An Action Plan
Saturday, Oct. 26
From valuing your enterprise to tax strategies, discover your transition options and how to preserve your pharmacy’s legacy.

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

*Applicable for owners/managers and staff pharmacists.
“Hundreds of vendors here who can help me improve my practice and run my business better. Wow!”

The premier event for community pharmacists also happens to feature the largest gathering of community pharmacy-focused product and service vendors you’ll find anywhere.

NCPA’s 2019 Expo is your opportunity not only to hear about but try out products, services, and technology aimed at helping you transform your pharmacy business. Our exhibitors’ success depends on your success. The NCPA Expo is your one-stop shop for identifying just the right win-win partnerships to spur your pharmacy’s evolution. And don’t forget: Many of our vendors offer special discounts you can only get at the Expo!

Location
San Diego Convention Center, Halls A–B1

Exhibit Hours
Sunday, Oct. 27, 1 p.m. – 6 p.m. with reception
Monday, Oct. 28, 12 p.m. – 5:30 p.m. with lunch

Accommodations & Getting to San Diego

Convention Venue
San Diego Convention Center
111 West Harbor Drive
San Diego, Calif. 92101
www.visitsandiego.com

NCPA Contracted Hotels
Marriott Marquis San Diego Marina
333 West Harbour Drive
San Diego, Calif. 92101
(619) 234-1500
Room Rate: $283 single/$303 double

The Marriott Marquis San Diego Marina is centrally located in downtown San Diego and is connected to the San Diego Convention Center, venue for NCPA’s 2019 Annual Convention. The hotel overlooks its own private marina and every room and suite has views of downtown or the San Diego Bay.

Manchester Grand Hyatt San Diego
One Market Place
San Diego, Calif. 92101
(619) 232-1234
Room Rate: $299 single/double

The Manchester Grand Hyatt is next to the Marriott Marquis and is one block from the San Diego Convention Center. It offers a spectacular waterfront resort-like setting.

Getting There
The Marriott Marquis and Manchester Grand Hyatt are less than three miles from the San Diego International Airport, or less than 10 minutes by car. Taxi fares are about $15 one way to these NCPA contracted hotels. Please note that the Marriott Marquis and Hyatt Manchester Grand do not offer shuttle service directly to and from the San Diego airport, but you can make separate shuttle bus transportation arrangements through Shuttle Fare at www.shuttlefare.com.

www.ncpanet.org/convention

NCPA 2019 Annual Convention