

**McKESSON**

# PHARMACY STRATEGIES

LAS VEGAS • JUNE 27–JULY 1, 2010 **CONFERENCE**

## CE COURSES

LAS VEGAS • JUNE 27 – JULY 1, 2010

# Continuing Education Sessions

## At-a-Glance

SUNDAY, JUNE 27, 2010			TIME	SPONSOR	HMU	Clinical	Diabetes	Business	HME
<b>SESSION 1</b>									
1	Pharmacy-Based Immunization Delivery Certificate Program*	7:30 am – 5:30 pm	APhA		X		X		
2	Diabetic Orthopedic Shoe Fitting	8:30 am – 4:30 pm	Dr. Comfort			X	X		
<b>SESSION 2</b>									
3	Type 2 Diabetes Medication Treatment Strategies (Old vs. New)	1:30 pm – 3:00 pm	Daiichi Sankyo			X			
4	A Day in the Life of an American Pharmacy	1:30 pm – 3:00 pm	Parata Systems				X		
5	Execution: The Art of Turning Pharmacy Vision into Reality	1:30 pm – 3:00 pm	Pharmacy Development Services				X		
6	Counterfeit Drugs: Imitation Is Not Flattering	<b>CANCELLED</b>			X				
7	New Drugs 2009	1:30 pm – 3:30 pm	APhA		X				
<b>SESSION 3</b>									
8	Understanding the Long-Term Care Pharmacy and Consultant Pharmacist Industry: Results from the ASCP Business Benchmarking Survey	4:00 pm – 5:00 pm	McKesson				X		
9	Understanding Authorized Generics	4:00 pm – 5:00 pm	Prasco		X		X		
10	Problem Solving for Greater Pharmacy Success	4:00 pm – 5:30 pm	PDS	E			X		
11	Dodging Disaster: Planning ahead for the Unexpected	4:00 pm – 5:00 pm	McKesson				X		
12	Motivational Interviewing	4:00 pm – 5:30 pm	Health Mart	M	X		X		
<b>MONDAY, JUNE 28, 2010</b>									
<b>SESSION 1</b>									
13	Create Employees on Fire: How to Radically Transform Your Pharmacy for More Profit-Rich Growth	7:30 am – 8:30 am	PDS	A			X		
14	Immunization Update 2010	7:30 am – 8:30 am	Health Mart	M	X				
15	The New Insulin Patient: Practical Approaches to Patient Management	7:30 am – 8:30 am	HDI			X			
16	Medicare Compliance: How to CYA (Cover Your Assets) in a Medicare Part B Audit	7:30 am – 8:30 am	Health Mart	E			X	X	
17	Pharmacy Security: Protecting Yourself from Controlled Substance Loss	7:30 am – 8:30 am	Purdue Pharma				X		

HMU TRACK LEGEND: **A** Attract New Customers **M** Maximize the Value of Existing Customers **E** Enhance Business Efficiencies

\* Pre-registration and additional payment required.

Registration deadline for the Immunization Certificate program is **May 25, 2010**. Register early to receive and complete all course pre-work.

These continuing education programs are made possible by independent educational grants from a number of suppliers as listed in this program. We thank them all. Please take the time to stop by their exhibits and thank them.

				HMU	Clinical	Diabetes	Business	HME
<b>MONDAY, JUNE 28, 2010 (cont.)</b>								
<b>SESSION 2</b>								
18	Flex-Spending Accounts and POS Solutions: Are Pharmacies Ready to Swipe? A Focus on the Requirements and Benefits of Workflow Solutions in the Pharmacy	1:00 pm – 2:00 pm	Health Mart	M			X	
19	Best Practices in HME: How to Grow Your Front-End Profitably	1:00 pm – 2:30 pm	Health Mart	E			X	X
20	Healthcare Reform and Medicare: Retail Pharmacy Impact	1:00 pm – 2:30 pm	McKesson				X	X
21	Diabetes Update 2010: New Guidelines, New Medications, and Real-World Patient Cases	1:00 pm – 2:30 pm	McKesson		X	X		
22	Pharmacy Marketing 101	1:00 pm – 2:30 pm	Health Mart	A			X	
<b>SESSION 3</b>								
23	Evaluating New and Emerging Pharmacy Technology	3:00 pm – 5:00 pm	Health Mart	E			X	
24	Blood Glucose Meter Workshop: No Hands Required	3:00 pm – 5:00 pm	Health Mart	M		X	X	
25	REMS: New Tools for Managing the Risks and Benefits of Medications	3:00 pm – 5:00 pm	APhA		X		X	
26	What No One Ever Told You about Pharmacy Management	3:00 pm – 5:00 pm	APhA				X	
27	OTC Update	3:00 pm – 5:00 pm	APhA		X		X	
<b>TUESDAY, JUNE 29, 2010</b>								
<b>SESSION 1</b>								
28	Public Policy Forum	8:30 am – 10:00 am	McKesson	M			X	
<b>WEDNESDAY, JUNE 30, 2010</b>								
<b>SESSION 1</b>								
29	Government Affairs Forum	8:00 am – 9:00 am	IPC				X	
30	Medication Therapy Management for Patients with Diabetes Taking Incretin Mimetics	8:00 am – 9:30 am	Health Mart	M		X		
31	Pharmacy Third-Party Audits: How to Minimize Their Effects	8:00 am – 9:30 am	Health Mart	E			X	
32	Nuts and Bolts Overview: Buying or Selling a Pharmacy	8:00 am – 9:30 am	McKesson				X	
33	The Role of the Pharmacist in Clinical Trials Recruitment	8:00 am – 9:30 am	McKesson		X			

To receive credit for the programs you attend, you must complete your CPE and evaluation online if the ACPE number begins with **333**. All other educational programs will provide you with the material to be completed and returned to the class monitor and/or the speaker. The ACPE numbers will begin with the following three digits: **202, 459, 104**. These CE statements will be mailed within four to six weeks. A handout for each **333** session is available with instructions on how to register online at [Pharmsafety.org](http://Pharmsafety.org) or [RxSchool.com](http://RxSchool.com). **You must register through the Internet to record your Continuing Education participation by November 30, 2010, at 11:59 pm PDT.**

## SUNDAY, JUNE 27

### SESSION 1

#### 1. Pharmacy-Based Immunization Delivery Certificate Program **Pre-registration Required**

Pharmacy-Based Immunization Delivery is an innovative interactive training program that teaches pharmacists the skills necessary to become a primary source for vaccine information and administration. Through self-study and live seminar training, pharmacists will learn the basics of immunology and vaccine administration and focus on practice implementation and legal/regulatory issues.

#### Speakers:

Carrie Foust Koenigsfeld, Pharm.D.

Associate Professor, Drake College of Pharmacy

Jeffery A. Goad, Pharm.D., MPH, FCPA, FCSHP

Associate Professor of Clinical Pharmacy

#### Program Goals:

- Provide pharmacists with the resources and materials necessary to establish and promote a successful immunization specialty service
- Train pharmacists to identify at-risk patient populations needing immunizations
- Train pharmacists to maintain necessary immunization records

#### The self-study component addresses:

- The basics of immunology, vaccine information, and administration
- Clinical information
- Negotiating legal and regulatory requirements
- Strategies for developing a profitable service
- Essential CDC references with pharmacist-specific study guides and highlights

#### The one-day seminar component provides:

- A review of vaccines, antibodies, diseases, and microbes
- Vaccine administration training
- Hands-on assessment of intramuscular and subcutaneous injection technique
- Marketing and reimbursement how-to's
- Documentation and recordkeeping strategies
- Problem solving and patient care strategies
- Case studies and pharmacist-specific examples

The program is designed for practicing pharmacists committed to implementing an immunization specialty service. Each participant is responsible for obtaining certification in Cardiopulmonary Resuscitation (CPR) or Basic Cardiac Life Support (BCLS). The Certificate of Achievement for successful completion of the program is invalid without written proof of current CPR/BCLS certification.

#### COURSE 1 DETAILS

 Clinical Track

 Business Track

 Time: 7:30 am – 5:30 pm

 Pharmacist ACPE # 202-000-10-09-001-L01-P


Self Study ACPE # 202-000-09-002-H01-P

 12 hour (1.2 CEU) self-study modules with case studies and assessment exam

Hands-on assessment of intramuscular and subcutaneous injection technique Pharmacy-Based Immunization Delivery Certificate Program was developed by APhA

The American Pharmacist Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is an application-based activity.

 **Pre-registration and additional payment required for this certification program.**

 **Pharmacy-Based Immunization Delivery Certificate Program was developed by APhA.**

#### 2. Diabetic Orthopedic Shoe Fitter – Advanced Training

#### Speaker:

Brian Lane, BS ED, CPED


#### Program Goals:

This six-hour course provides an in-depth look at the effects of diabetes on the lower extremities and prepares participants to provide a complete diabetic shoe fitting service, including evaluation of patients, fitting, and Medicare billing and documentation.

#### Learning Objectives:

- Describe the medical terminology used with footwear and feet
- Locate bones, arteries, and skin
- Identify common pathologies as they relate to diabetes
- Recall accommodations to footwear to further benefit patients' pathologies
- Demonstrate the proper method of assessing a patient
- Conduct a measurement using a Brannock device for footwear
- Perform a molding and casting of pre-fabricated inserts using an impression foam
- Recall the eligibility requirements for a Medicare beneficiary to receive diabetic footwear
- Recall the billing codes and modifiers used when submitting claims to Medicare
- Identify the required documentation to provide to each patient

#### COURSE 2 DETAILS

 Diabetes Track

 Business Track


 Time: 8:30 am – 4:30 pm

6 hour (0.6 CEU) live

 Pharmacist ACPE # 449-999-10-007-L04-P

Technician ACPE # 449-999-10-007-L04-T

The University of Findlay College of Pharmacy is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is an application-based activity.

 **This program is made available through an unrestricted educational grant from Dr. Comfort.**

## SUNDAY, JUNE 27

### SESSION 2

### 3. Type 2 Diabetes Medication Treatment Strategies (Old vs. New)

#### Speaker:

David Joffe, BPharm, CDE, FACA

#### Program Goals:

This program is designed to help pharmacists understand the four new classes of drugs and treatment strategies accepted for the treatment of Type 2 diabetes over the past four years. In addition to using insulin, patients often begin treatment sooner, and drug therapies are more aggressive than ever before. This course provides the knowledge and background pharmacists need to work with other medical practitioners and patients, and to participate in MTM programs for patients with Type 2 diabetes.

#### Learning Objectives:

- Discuss the incidence of Type 2 diabetes
- Explain the causes of Type 2 diabetes
- Summarize the current ADA and AACE treatment algorithms
- Contrast traditional medications and algorithms for care with newer medications and algorithms for care
- Explain the role of the pharmacist in diabetes care and MTM diabetes services
- Know how to secure payment for diabetes care and MTM diabetes services

#### COURSE 3 DETAILS

##### Business Track


 Time: 1:30 pm – 3:00 pm

1.5 hour (0.15 CEU) live

 Pharmacist ACPE # 459-000-10-027-L01-P

Technician ACPE # 459-000-10-027-L01-T

The Institute for Wellness and Education is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 This program is made available through an unrestricted educational grant from Daiichi Sankyo.

### 4. A Day in the Life of an American Pharmacy

#### Speaker:

Robin Gensler

#### Program Goals:

Take a close-up look at how America's pharmacies really spend their time, and learn how your pharmacy can get more from your team: more valuable work, more sales, and happier customers.

#### Learning Objectives:

- Evaluate your pharmacy's planned service additions against what your peers say are emerging trends
- Estimate the potential impact of automation on your labor load in dispensing
- Understand the "soft benefits" of automation for your pharmacy, employees, and work/life style

#### COURSE 4 DETAILS

##### Business Track


 Time: 1:30 pm – 3:00 pm

1.5 hour (0.15 CEU) live

 Pharmacist ACPE # 333-000-10-006-L04-P

Technician ACPE # 333-000-10-006-L04-T

McKesson Corporation is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 This program is made available through an unrestricted educational grant from Parata Systems.

### 5. Execution: The Art of Turning Pharmacy Vision into Reality

#### Speaker:

Dan Benamoz, R.Ph.

#### Program Goals:

This program will reveal the secret to setting and accomplishing business goals, from developing new ideas to setting achievable steps and implementing new procedures. Participants will leave this program with an implementation system and a plan to begin executing at home.

#### Learning Objectives:

- Explain the "busy being busy" syndrome and how it is a time bandit in the pharmacy
- Discuss the purpose and value of critical thinking time and what you should be thinking about
- Explain why quitting too soon on an idea is a frequent mistake
- Describe how to "manage by agreement" and ensure that tasks are completed
- Define the net promotions score and explain how it impacts the pharmacy's word-of-mouth advertising

#### COURSE 5 DETAILS

##### Business Track

 Time: 1:30 pm – 3:00 pm

1.5 hour (0.15 CEU) live

 Pharmacist ACPE # 333-000-10-007-L04-P

Technician ACPE # 333-000-10-007-L04-T

McKesson Corporation is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 This program is made available through an unrestricted educational grant from Pharmacy Development Services.

## SUNDAY, JUNE 27

### 6. Counterfeit Drugs: Imitation Is Not Flattering

#### Speaker:

Marsha Millonig, MBA, R.Ph.

#### Program Goals:

Attendees will learn the extent of the global counterfeiting and smuggling problem, and its impact on patients and caregivers. Content includes regulatory and commercial actions being taken in the U.S. to address the issue, the pharmacist's role in preventing counterfeit medication in the supply system, and tips for patients.

#### Learning Objectives:

- Describe the extent of prescription drug counterfeiting and list several examples
- Identify ways that counterfeit drug products enter the U.S. distribution system
- Explain risks associated with product counterfeiting and their impact on patients and caregivers
- Discuss regulatory and law enforcement actions that the FDA and other regulatory bodies are addressing to ensure the safety of the drug supply chain in the U.S.
- Describe efforts by manufacturers and wholesalers to reduce the risk of counterfeit products entering the U.S.
- Discuss the role of the student pharmacist, pharmacist, and pharmacy team in preventing counterfeit medication in the U.S. supply chain
- Provide tips to patients on what they need to know

#### COURSE 6 DETAILS

 Clinical Track


 Time: 1:30 pm – 2:30 pm

1.0 hour (0.1 CEU) live

 Pharmacist ACPE # 459-000-10-028-L03-P

Technician ACPE # 459-000-10-028-L03-T

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 This program is made available through an unrestricted educational grant from McKesson Corporation.

### 7. New Drugs 2009

#### Speaker:

Daniel Hussar, Ph.D.

University of the Sciences in Philadelphia

#### Program Goals:

This session will review key information about all of the new drugs that were approved or marketed in 2009, including indications for use, routes of administration, and associated precautions. Course content includes comparisons to established therapeutic options, patient counseling tips, and practical monitoring considerations.

#### Learning Objectives:

- List the drugs that were brought to market during 2009
- Describe the mechanisms of action and indications for drugs approved in 2009
- Summarize adverse effects and patient safety considerations for drugs approved in 2009
- Compare the drugs approved in 2009 with previously available products having similar indications
- Discuss important patient counseling and therapeutic monitoring parameters for drugs approved in 2009

#### COURSE 7 DETAILS

 Clinical Track


 Time: 1:30 pm – 3:30 pm

2.0 hour (0.2 CEU) live

 Pharmacist ACPE # 202-000-10-030-L01-P

Technician ACPE # 202-000-10-030-L01-T

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 This program is made available through an unrestricted educational grant from APhA.

#### SESSION 3

### 8. Understanding the Long-Term Care Pharmacy and Consultant Pharmacist Industry: Results from the ASCP Business Benchmarking Survey

#### Speaker:

Carla McSpadden, R.Ph., CGP

#### Program Goals:

This course will offer unique insight into operational aspects and opportunities within long-term care (LTC) by examining The American Society of Consultant Pharmacists' recently completed first national business benchmarking survey of its long-term care and consultant pharmacist members. The program will present compiled data on key financial aspects of long-term care pharmacies, in addition to inventory management, employee data, types and numbers of facilities serviced, Medicare Part A contracting terms, technology utilization in both long-term care pharmacies and facilities, consultant pharmacists' productivity, salaries, and contracting.

#### Learning Objectives:


- Describe the long-term care industry and opportunities for pharmacy and pharmacist services
- Summarize the LTC continuum, including NHs, ALFs, hospices, and other facilities
- Outline ASCP's survey findings related to key financial and operational benchmarks for long-term care pharmacies, including revenue, payor mix, payroll expenses, and inventory management


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- Discuss contracting for consultant pharmacist services and the range of services
- Explain ASCP's new policy statement on separation of consulting and dispensing
- List the elements of a consultant pharmacist contract, services, and base versus extra fees
- Explain the role of technology in long-term care pharmacy operations, including some of the new technologies pharmacies and facilities are using and considering


### COURSE 8 DETAILS

 **Business Track**

 **Time: 4:00 pm – 5:00 pm**  
1.0 hour (0.1 CEU) live

 Pharmacist ACPE # 203-000-10-042-L04-P  
Technician ACPE # 203-000-10-042-L04-T

The American Pharmacist Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 **This program is made available through an unrestricted educational grant from McKesson Corporation.**

## 9. Understanding Authorized Generics

### Speaker:

Laura A. Carpenter, R.Ph., JD, LLM

### Program Goals:

This program is designed to increase pharmacists' understanding of the role of authorized generics in medication therapy.


### Learning Objectives:

- Define authorized generics
- Distinguish similarities and differences between brand, authorized generic, and generic drug products
- Specify narrow therapeutic or narrow therapeutic range drugs and considerations with the use of brand or authorized generic versus generic products
- Recall the potential economic impact of authorized generics on the prescription drug marketplace including key findings from the Federal Trade Commission "Authorized Generics: An Interim Report"
- Counsel patients regarding authorized generics

### COURSE 9 DETAILS


 **Clinical Track**

 **Business Track**

 **Time: 4:00 pm – 5:00 pm**  
1.0 hour (0.1 CEU) live

 Pharmacist ACPE # 401-000-10-322-L01-P  
Technician ACPE # 401-000-10-322-L01-T

The Drug Store News is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This is a knowledge-based activity.

 **This program is made available through an unrestricted educational grant from Prasco.**

## 10. Problem Solving for Greater Pharmacy Success

### Speaker:

Dan Benamoz, R.Ph.

### Program Goals:

This program teaches participants how to overcome the problems that occur every day in every pharmacy by implementing problem-solving strategies. Attendees will learn to select a problem, contain the problem, correct the problem, and prevent it from recurring by applying a philosophy of continuous improvement that can impact the pharmacy's cash flow, bottom line, and future success.


### Learning Objectives:


- Describe a problem from the customer's perspective
- Discuss the importance of roles and responsibilities in effective problem solving
- Explain how communication within the pharmacy affects problem resolution
- List ways to contain a problem to prevent recurrence
- Discuss the impact effective problem-solving methods can have on the pharmacy's team and profits

### COURSE 10 DETAILS


 **HMU Track: ENHANCE**

 **Business Track**

 **Time: 4:00 pm – 5:30 pm**  
1.5 hour (0.15 CEU) live

 Pharmacist ACPE # 333-000-10-008-L04-P  
Technician ACPE # 333-000-10-008-L04-T

McKesson Corporation is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 **This program is made available through an unrestricted educational grant from Pharmacy Development Services.**

## 11. Dodging Disaster: Planning ahead for the Unexpected

### Speaker:

Marsha Millonig, MBA, R.Ph.

### Program Goals:

This course encourages pharmacy owners to ask tough "what if" questions that lead to disaster planning strategies for individuals and businesses. This fast-paced session will cover approaches to disaster planning and resources available to help protect yourself, your family, and your business from unexpected catastrophes.

### Learning Objectives:

- Describe approaches to "personal and family disaster" planning
- Describe steps involved with business-related disaster planning
- Name resources to assist with disaster planning
- Understand technology-related disaster planning requirements in HIPAA

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- List several off-site disaster-recovery-related resources
- Discuss and understand RxResponse and In Case of Emergency Rx, or ICERx.org


### COURSE 11 DETAILS

 Business Track

 Time: 4:00 pm – 5:00 pm  
1.0 hour (0.10 CEU) live

 Pharmacist ACPE # 459-000-10-029-L04-P  
Technician ACPE # 459-000-10-029-L04-T

The Institute for Wellness and Education is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 This program is made available through an unrestricted educational grant from McKesson Corporation.

## 12. Motivational Interviewing

### Speaker:

Ali Hall

### Program Goals:

This fast-paced workshop provides a solid introduction to the skills and style of Motivational Interviewing (MI), a collaborative, patient-centered form of guiding to elicit and strengthen motivation for positive behavior change. Participants will learn techniques and MI skills for communicating with patients to increase treatment adherence and other important outcomes.

### Learning Objectives:


- List techniques for increasing patient alliance
- Explain how to create a positive, change-focused conversation
- Identify the active ingredients for patient change
- Summarize ways to optimize brief patient interactions
- Explain how to capitalize on patient momentum toward positive behavior change


### COURSE 12 DETAILS

 HMU Track: **MAXIMIZE**


 Clinical Track

 Business Track

 Time: 4:00 pm – 5:30 pm  
1.5 hour (0.15 CEU) live

 Pharmacist ACPE # 333-000-10-009-L04-P  
Technician ACPE # 333-000-10-009-L04-T

McKesson Corporation is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 This program is made available through an unrestricted educational grant from Health Mart.

## MONDAY, JUNE 28

### SESSION 1

## 13. Create Employees on Fire: How to Radically Transform Your Pharmacy for More Profit-Rich Growth

### Speaker:

Dan Benamoz, R.Ph.

### Program Goals:

In this program, participants will learn why and how businesses with strong cultures achieve higher results, and explore strategies to help employees sustain focus on positive behaviors through implementing systems that integrate strategy, marketing, sales, and service.


### Learning Objectives:


- Explain the importance of the pharmacy's organizational culture and its impact on the bottom line
- Discuss how to create excitement and enthusiastic employees throughout your organization
- Explain ways to effectively integrate marketing, sales, and service
- Present strategies for increasing sales growth
- Create an environment where people thrive and work with enthusiasm that breathes new life into the pharmacy's bottom line

### COURSE 13 DETAILS


 HMU Track: **ATTRACT**

 Business Track

 Time: 7:30 am – 8:30 am  
1.0 hour (0.1 CEU) live

 Pharmacist ACPE # 333-000-10-008-L04-P  
Technician ACPE # 333-000-10-008-L04-T

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 This program is made available through an unrestricted educational grant from Pharmacy Development Services.

## 14. Immunization Update 2010

### Speaker:

Jeffery A. Goad, Pharm.D., MPH

### Program Goals:

This session will cover recent developments in the area of vaccines to bring pharmacists up to date on new vaccines, new recommendations for older vaccines, and a new pandemic influenza, and help them make appropriate clinical decisions and advocate for patients' needs. Recognized as immunization providers who have a significant public health responsibility in the area of vaccine-preventable diseases, pharmacists are among the most accessible healthcare providers and are a valuable resource for many patients, including those that may not have a primary healthcare provider.

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### Learning Objectives:


- Interpret immunization schedules
- List information resources necessary to stay current on vaccine developments
- Describe the microbial and immunologic characteristics of a few of the vaccine-preventable diseases in the U.S.
- Explain recent changes in recommendations by the Advisory Committee on Immunization Practices (ACIP)

### COURSE 14 DETAILS


 **HMU Track: MAXIMIZE**

 **Clinical Track**

 **Time: 7:30 am – 8:30 am**  
**1.0 hour (0.1 CEU) live**

 Pharmacist ACPE # 459-000-10-030-L04-P  
Technician ACPE # 459-000-10-030-L04-T

The Institute for Wellness and Education is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 **This program is made available through an unrestricted educational grant from Health Mart.**

## 15. The New Insulin Patient: Practical Approaches to Patient Management

### Speaker:

Condit Stiel, Pharm.D., CDE, FAPhA

### Program Goals:


This course will provide practical, proven approaches and review best practices for transitioning appropriate patients from oral agents to insulin and working with the new insulin user. Attendees will learn ways to empower patients to take an active role in their health management. A case-based approach will illustrate key elements within the process and engage participants in clinical discussions relating to their own practices.


### Learning Objectives:

- List characteristics of patients who would benefit from the transition from oral agents to insulin
- Describe the various types of insulin treatments, risks and benefits, and dosing guidelines for a new insulin patient
- Describe strategies to educate and empower patients to take charge of their diabetes


### COURSE 15 DETAILS

 **Diabetes Track**

 **Time: 7:30 am – 8:30 am**  
**1.0 hour (0.1 CEU) live**

 Pharmacist ACPE # 829-000-10-079-L01-P  
Technician ACPE # 829-000-10-079-L01-T

The Professional Education Services Group is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 **This program is made available through an unrestricted educational grant from HDI.**

## 16. Medicare Compliance: How to CYA (Cover Your Assets) in a Medicare Part B Audit

### Speaker:

Bruce Brothis  
President, Allegient Billing and Consulting, Inc.

### Program Goals:

This session will review the myriad of Medicare Part B audit programs that are designed to combat fraud and abuse but end up catching unprepared legitimate providers under-documented due to unfamiliarity with documentation requirements. Sources of Medicare audits (RAC, DMEMAC, CERT, OIG, FBI, etc.) will be identified, along with baseline Medicare documentation requirements for proper chart documentation. Specific examples will be shared, with documentation requirements for specific items covered under the DME benefit of Medicare Part B (diabetic supplies, canes, walkers, etc.).

### Learning Objectives:


- Describe the necessary pieces of intake and insurance verification information that must be gathered for every Home Medical Equipment (HME) patient to ensure proper compliance and reimbursement
- Identify and complete all baseline documents necessary for proper reimbursement and compliance with Medicare regulations
- Identify the HME items traditionally stocked by retail pharmacies that are covered by Medicare Part B and completion of documents specific to these items
- Identify the sources and types of Medicare audits and their impact (both positive and negative) on retail pharmacies


### COURSE 16 DETAILS

 **HMU Track: ENHANCE**


 **Business Track**

 **HME Track**

 **Time: 7:30 am – 8:30 am**  
**1.0 hour (0.1 CEU) live**

 Pharmacist ACPE # 333-000-10-011-L04-P  
Technician ACPE # 333-000-10-011-L04-T

McKesson Corporation is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 **This program is made available through an unrestricted educational grant from Health Mart.**

## MONDAY, JUNE 28

### 17. Pharmacy Security: Protecting Yourself from Controlled Substance Loss

#### Speaker:

Richard J. Zenuch

Director, Law Enforcement Liaison and Education

#### Program Goals:

This program highlights the threat of loss of controlled medications due to intentional criminal acts by employees with either intentional or inadvertent access. It will focus on prescreening of employee applicants, site security protocols, drug storage and handling protocols, common methods of theft and steps to avoid these situations, and dealing with loss investigations.

#### Learning Objectives:

- Better understand screening of new and incumbent employees with direct controlled drug access
- Explain the roles of access control and physical site security
- Summarize current controlled drug handling procedures and identify gaps in security and poor practices
- Describe the appropriate response to a loss and actions to be taken to aid in identifying the perpetrator

#### COURSE 17 DETAILS

 Business Track


 Time: 7:30 am – 8:30 am

1.0 hour (0.1 CEU) live

 Pharmacist ACPE # 333-000-10-012-L04-P

Technician ACPE # 333-000-10-012-L04-T

McKesson Corporation is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 This program is made available through an unrestricted educational grant from Purdue Pharma.

#### SESSION 2

### 18. Flex-Spending Accounts and POS Solutions: Are Pharmacies Ready to Swipe? A Focus on the Requirements and Benefits of Workflow Solutions in the Pharmacy

#### Speaker:

Marsha Millonig, R.Ph., MBA

#### Program Goals:

IRS rules for processing Health Savings Accounts (HSAs), Flex-Spending Accounts (FSAs), and Health Reimbursement Arrangements (HRAs) present a serious danger to pharmacy because consumers are being pushed to take their business to entities that can "swipe" their FSA and HRA cards. This fast-paced

session defines flex-spending requirements and explains who is driving the process, what medications are covered and not covered by the new rule, how to meet the deadline, and the challenges to pharmacies and their technology vendor partners in implementing a compliant inventory information approval system (IIAS).

#### Learning Objectives:

- Summarize IRS requirements for processing FSA cards in retail pharmacies
- Describe the objectives of these regulations
- List FSA-eligible products
- Define the requirements for technology solutions in retail pharmacy

#### COURSE 18 DETAILS

 HMU Track: **MAXIMIZE**

 Business Track


 Time: 1:00 pm – 2:00 pm

1.0 hour (0.1 CEU) live

 Pharmacist ACPE # 459-000-10-031-L04-P

Technician ACPE # 459-000-10-031-L04-T

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 This program is made available through an unrestricted educational grant from Health Mart.

### 19. Best Practices in HME: How to Grow Your Front End Profitably

#### Speaker:

Jack Evans

President, Global Media Marketing

#### Program Goals:

This session will help pharmacy owners compare their home healthcare costs, revenue, and profitability with the annual HME Excellence Award winners and use a pro forma strategic plan to measure growth and profitability. Attendees will learn the current HHC benchmarks concerning location, showrooms, merchandising/display, staffing, sales, referral marketing, advertising, turns, pricing, costs, profit margins, billing, and DSO.

#### Learning Objectives:

- Outline a pro forma strategic plan for an HME business
- List HME operational costs and revenues in relation to industry benchmarks
- Describe a best-practices guideline for operating a profitable HME business
- Define industry-standard intake and reimbursement procedures to ensure a timely cash flow


## MONDAY, JUNE 28


### COURSE 19 DETAILS

 HMU Track: **ENHANCE**


 Business Track

 HME Track

 Time: 1:00 pm – 2:30 pm  
1.5 hour (0.15 CEU) live

 Pharmacist ACPE # 333-000-10-013-L04-P  
Technician ACPE # 333-000-10-013-L04-T

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 **This program is made available through an unrestricted educational grant from Health Mart.**

### 20. Healthcare Reform and Medicare: Retail Pharmacy Impact

#### Speaker:

Bruce Brothis

President, Allegient Billing and Consulting, Inc.

#### Program Goals:

This session, sponsored by McKesson Pharmacy Systems, will review the impact of Washington's Health Care Reform legislation (both good and bad) and the corresponding impact on retail pharmacies. Enacted, pending, and proposed legislation will be discussed, with an eye toward potential impacts on retail pharmacy and strategies for staying compliant. Projected areas of discussion will include NCPDP D.0 (new claims standard; conversion from NCPDP 5.1), Home Medical Equipment (strips/lancets/inhalation meds/medical supplies), prescription drugs (Part D), and Medicare Advantage Plans (HMOs).


#### Learning Objectives:


- Summarize the potential impacts of various legislative proposals on retail pharmacy
- Describe anticipated requirements
- List best practices for preventing operational disruptions in the pharmacy

### COURSE 20 DETAILS


 Business Track

 HME Track

 Time: 1:00 pm – 2:30 pm  
1.5 hour (0.15 CEU) live

 Pharmacist ACPE # 333-000-10-014-L04-P  
Technician ACPE # 333-000-10-014-L04-T

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### 21. Diabetes Update 2010: New Guidelines, New Medications, and Real-World Patient Cases

#### Speaker:

Jonathan G. Marquess, Pharm.D., CDE, CPT

#### Program Goals:

This seminar updates pharmacists on recent diabetes care and management standards, emphasizing new medication regimens and counseling interventions to support patients with diabetes.


#### Learning Objectives:

- Review and discuss the American Diabetes Association (ADA) 2010 Standards of Medical Care in Diabetes
- Explain the ADA's recommended goals for glycemic control, blood pressure, and lipid management
- Describe the treatment algorithm for managing Type 2 diabetes and the characteristics of the medications used, including side effects and dosage recommendations
- List 10 pharmacist interventions that can make a difference for patients with diabetes

### COURSE 21 DETAILS


 Clinical Track

 Diabetes Track

 Time: 1:00 pm – 2:30 pm  
1.5 hour (0.15 CEU) live

 Pharmacist ACPE # 459-000-10-032-L01-P  
Technician ACPE # 459-000-10-032-L01-T

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### 22. Pharmacy Marketing 101

#### Speaker:

Richard B. Greene, BS, Pharm.D., R.Ph., MBA, FASCP

#### Program Goals:

This survey of essential marketing and merchandising concepts and strategies helps pharmacy owners take a fresh conceptual look at their businesses and develop personal strategies based on proven practices for retail pharmacies. Attendees will learn how to see their pharmacies through consumers' eyes and emphasize the advantages of professional training; merchandising front-end products to simplify shopping and increase sales; and discover the most effective advertising methods for their markets.

## MONDAY, JUNE 28

### Learning Objectives:

- Understand fundamental marketing concepts
- Explain the “4 Ps” of marketing and how they relate to pharmacy
- Discuss ways to market the pharmacy and its professional services
- Describe how to use technology to promote the pharmacy and the pharmacy profession
- Create a promotional plan for the pharmacist

### COURSE 22 DETAILS

 **HMU Track: ATTRACT**

 **Business Track**


 **Time: 1:00 pm – 2:30 pm**

**1.5 hour (0.15 CEU) live**

 **Pharmacist ACPE # 333-000-10-015-L04-P**

**Technician ACPE # 333-000-10-015-L04-T**

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## SESSION 3

### 23. Evaluating New and Emerging Pharmacy Technology

#### Speaker:

Bill G. Felkey

Professor Emeritus of Healthcare Informatics,  
Auburn University's Harrison School of Pharmacy

#### Program Goals:

This presentation will describe the categories of technology designed to have a desirable impact on your practice and help you define goals so you can select the tools that will enable you to reach them. Content includes a review and evaluation of evidence-based decision-support resources in multiple formats and a methodology for determining when and how you should consider integrating new hardware and software into your workflow. The presentation will stress the importance of integration for all pharmacy systems and provide resources for assisting you in a technology assessment process.

#### Learning Objectives:

- Discuss a systematic approach for assessing your practice's current and future technology needs
- Describe the array of clinical decision-support systems
- Determine the pharmacist's role in patient-centric, participatory healthcare changes currently under way
- List at least three specific tools for increasing connectivity to e-health and a digitally connected healthcare community

### COURSE 23 DETAILS

 **HMU Track: ENHANCE**

 **Business Track**


 **Time: 3:00 pm – 5:00 pm**

**2.0 hour (0.2 CEU) live**

 **Pharmacist ACPE # 333-000-10-016-L04-P**

**Technician ACPE # 333-000-10-016-L04-T**

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 **This program is made available through an unrestricted educational grant from Health Mart.**

### 24. Blood Glucose Meter Workshop: No Hands Required

#### Speaker:

Jonathan G. Marquess, Pharm.D., CDE, CPT

#### Program Goals:

Attendees will examine a variety of glucose meters and learn practical, hands-on skills for teaching patients how to practice effective self-monitoring.

#### Learning Objectives:

- Review the impact of diabetes
- Discuss interventions pharmacists can make to help patients with diabetes
- Define the benefits of targeted glycemic control and steps to empowering patients to self-monitor their blood glucose
- Discuss the necessary steps to begin self-monitoring of blood glucose levels
- Identify and discuss the key features of four blood glucose meters
- Discuss the importance of optimal blood glucose testing techniques for glycemic control

### COURSE 24 DETAILS

 **HMU Track: MAXIMIZE**

 **Diabetes Track**

 **Business Track**


 **Time: 3:00 pm – 5:00 pm**

**2.0 hour (0.2 CEU) live**

 **Pharmacist ACPE # 459-000-10-033-L01-P**

**Technician ACPE # 459-000-10-033-L01-PT**

The Institute for Wellness and Education is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is an application-based activity.

 **This program is made available through an unrestricted educational grant from Health Mart.**

## MONDAY, JUNE 28

### 25. REMS: New Tools for Managing the Risks and Benefits of Medications

#### Speakers:

Barry Dickinson, Ph.D.  
Marcie Bough, Pharm.D.

#### Program Goals:


This session will describe risk evaluation and mitigation strategies (REMS), a new tool for managing medications or medication classes with known serious risks, and how retail pharmacies may become involved. Attendees will learn strategies for communicating with patients about medication safety issues and explore opportunities for providing REMS patient education in a medication therapy management consultation.

#### Learning Objectives:

- List the elements that may be included in REMS
- Identify common medications used in the community setting that require REMS
- Present strategies for educating patients about certain risks and benefits associated with REMS medications and strategies to manage risk
- Explain requirements of specific REMS programs, the goal of the REMS, and how to effectively communicate with patients using medications covered by REMS
- Describe examples of different communication strategies to use with patients on REMS medications

#### COURSE 25 DETAILS

 Clinical Track

 Business Track


 Time: 3:00 pm – 5:00 pm

2.0 hour (0.2 CEU) live

 Pharmacist ACPE # 202-000-10-037-L05-P

Technician ACPE # 202-000-10-037-L05-T

The American Pharmacist Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 This program is made available through an unrestricted educational grant from APhA.

### 26. What No One Ever Told You about Pharmacy Management

#### Speaker:

Lynn Pezzullo, R.Ph.

#### Program Goals:


This session will present ideas to improve your approach to the management aspects of your pharmacy role. Presenters will provide insights from their experiences managing a pharmacy, and will explore several essential topics, including financial management, leadership, human resources, and entrepreneurship/innovation, as well as strategies for developing productive relationships with staff members.

#### Learning Objectives:

- Explain why sound financial management skills are essential for running a pharmacy
- Provide examples of how a pharmacist can display good leadership skills, regardless of their actual position
- Describe a strategy for resolving conflict among employees
- Explain how to provide both positive and constructive feedback to employees in a manner that will motivate improvements in job performance
- Describe the concept of “managing up” and how to use it to achieve mutual success
- Discuss why innovation and entrepreneurship are essential for the future of pharmacy practice

#### COURSE 26 DETAILS

 Business Track


 Time: 3:00 pm – 5:00 pm

2.0 hour (0.2 CEU) live

 Pharmacist ACPE # 202-000-10-066-L04-P

Technician ACPE # 202-000-10-066-L04-T

The American Pharmacist Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 This program is made available through an unrestricted educational grant from APhA.

**MONDAY, JUNE 28****27. OTC Update****Speaker:**

Nicholas Popovich, Ph.D., R.Ph.

**Program Goals:**

This session will examine new over-the-counter (OTC) products that have become available during the past year. Participants will learn how these new products work and how to incorporate them into patient care. The presentation also will include changes affecting existing OTC products, such as new indications, formulation changes, removals from the market, regulatory actions, products that may be approved for OTC use in the near future, and information on recommending products to patients seeking assistance with self-care.


**Learning Objectives:**

- Discuss current issues associated with products intended for patient self-care
- Describe the therapeutic action and appropriate place in self-care therapy of selected new OTC products
- Summarize patient information on selected new OTC products to ensure their appropriate use
- Describe new dietary supplements and herbal products being promoted for patient self-care
- List appropriate assessment triage questions for a patient self-care case
- Discuss OTC products that may be approved in the near future

**COURSE 27 DETAILS**

 Clinical Track

 Business Track


 Time: 3:00 pm – 5:00 pm

2.0 hour (0.2 CEU) live

 Pharmacist ACPE # 202-000-10-031-L04-P

Technician ACPE # 202-000-10-031-L04-T

The American Pharmacist Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming. This is a knowledge-based activity.

 This program is made available through an unrestricted educational grant from APhA.

**TUESDAY, JUNE 29****28. Public Policy Forum****Program Goals:**

This program will present the latest information on the new political landscape and policy initiatives that affect the pharmaceutical industry, in general, and independent pharmacy, in particular. Discussions will explore healthcare reform initiatives, and strategic options that can help your business compete and grow in this challenging economic time.

**Learning Objectives:**

- Describe key proposals in the current policy debate
- Summarize how various proposals may affect drug prices and reimbursement
- List groups advocating the interests of independent pharmacy
- Describe actions pharmacy owners can take to join the policy debate

**COURSE 28 DETAILS**

 HMU Track: **MAXIMIZE**

 Business Track


 Time: 8:30 am – 10:00 am

1.5 hour (0.15 CEU) live

 Pharmacist ACPE # 333-000-10-020-L04-P

Technician ACPE # 333-000-10-020-L04-T

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 This program is made available through an unrestricted educational grant from McKesson Corporation.

## WEDNESDAY, JUNE 30

### SESSION 1

## 29. Government Affairs Forum

### Speaker:

Mark E. Kinney, R.Ph.

### Program Goals:


This seminar will educate attendees on recent government policy decisions and how those new laws and regulations will impact the practice of pharmacy. The course also will provide the latest information and insights on the continuing policy debate and proposals for healthcare reform legislation.


### Learning Objectives:

- Recognize the key challenges that both the Democrat and Republican parties have in preparation for the November 2010 election
- Understand that while Congress passed legislation that provides for a limited exemption for certain pharmacies from DMEPOS accreditation, the Secretary of Health and Human Services may develop pharmacy-specific standards for future accreditation requirements
- Identify three important legislative/regulatory challenges that pharmacies servicing long-term care facilities have for 2010
- Understand that First DataBank and Medi-Span reported AWP will be discontinued no later than October 26, 2011
- Identify important industry factors in the adoption of a new pharmacy reimbursement metric
- Recognize that H.R. 3790, if signed into law, would repeal the Medicare DMEPOS competitive acquisition program in a budget-neutral manner


### COURSE 29 DETAILS

 Business Track

 Time: 8:00 am – 9:00 am  
1.0 hour (0.1 CEU) live

 Pharmacist ACPE # 0104-9999-10-020-L03-P  
Technician ACPE # 0104-9999-10-020-L03-T

The New Mexico Pharmacist Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education and complies with the Criteria for Quality for continuing pharmacy education programming.

 This program is made available through an unrestricted educational grant from IPC.

## 30. Medication Therapy Management for Patients with Diabetes Taking Incretin Mimetics

### Speaker:

Jonathan Marquess, Pharm.D., CDE, CPT

### Program Goals:

This program will prepare pharmacists to communicate with, and educate patients about, the features and benefits of newer treatment options for Type 2 diabetes. With the growing epidemic of Type 2 diabetes, community pharmacists are seeing more patients with this challenging disease. Even though we have new treatment guidelines

and a vast amount of medications, many patients are not achieving glycemic goals. The availability of a new class of agents, the GLP-1 agonists, creates opportunities for pharmacists to engage patients in discussion about the management of Type 2 diabetes.


### Learning Objectives:

- Review the American Diabetes Association (ADA) 2010 Standards of Medical Care in Diabetes
- Understand the ADA's recommended goals for glycemic control, blood pressure, and lipid management
- Describe the treatment algorithm for managing Type 2 diabetes and the characteristics of the medications utilized
- Explain the rationale for and the mechanism of action of GLP-1 agonists to patients with Type 2 diabetes
- Counsel patients on the safety and efficacy of GLP-1 agonist therapy when used alone or in combination with other agents
- Provide patient education to optimize the therapeutic potential of GLP-1 agonists

### COURSE 30 DETAILS


 HMU Track: **MAXIMIZE**

 Diabetes Track

 Time: 8:00 am – 9:30 am  
1.5 hour (0.15 CEU) live

 Pharmacist ACPE # 459-000-10-034-L01-P  
Technician ACPE # 459-000-10-034-L01-T

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## 31. Pharmacy Third-Party Audits: How to Minimize Their Effects

### Speaker:

Richard B. Greene, BS, Pharm.D., R.Ph., MBA, FASCP

### Program Goals:

This course examines the reasons third-party payors may audit a retail pharmacy and presents best practices for billing and recordkeeping that can help the pharmacy avoid audits, or be prepared to respond efficiently if audited.

### Learning Objectives:


- Understand the importance of proper operating procedures for billing prescriptions online
- Review compliance practices with third-party contracts
- Develop a "first time clean claim" and minimize billing errors
- Describe how to reduce or eliminate reimbursements to auditing agencies
- Discuss strategies to reduce the number of third-party audits

## WEDNESDAY, JUNE 30

### COURSE 31 DETAILS

 **HMU Track: ENHANCE**

 **Business Track**


 **Time: 8:00 am – 9:30 am**

**1.5 hour (0.15 CEU) live**

 **Pharmacist ACPE # 333-000-10-017-L04-P**

**Technician ACPE # 333-000-10-017-L04-T**

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### 32. Nuts and Bolts Overview: Buying or Selling a Pharmacy

#### Speakers:

Larry Morrison, MBA, CMA, CLU, CBA

President, Business Transition Network, Inc.

Gary Jacobson, J.D.

Partner, Vander Wel, Jacobson, Bishop and Kim, PLLC

#### Program Goals:


This 90-minute seminar is designed for pharmacy owners (and those who would like to be) who want an update on the current climate for the purchase or sale of pharmacies, and some ideas on how to cope with current and proposed tax law changes. Content includes planning for the transaction, the current market and changing values for closely held pharmacy businesses, and how proposed tax law changes could affect the optimal sale structure. You'll learn how to deal with perceived versus actual "risk," and how to optimize a win/win/lose transaction (where the "loser" is the IRS), get an overview of the legal documents, and learn how to control your attorney and CPA by knowing the fundamentals.

#### Learning Objectives:

- Describe fundamental buy/sell arrangements
- Explain the differences between selling a corporation's stock and selling its assets
- Summarize basic valuation concepts used by professional appraisers
- Explain why terms of sale can be more important than price
- List the components of a non-compete agreement
- Explain the allocation of part of the total consideration to "personal goodwill" when selling a "C" corporation
- Distinguish the "earn-out" from a fixed price sale

### COURSE 32 DETAILS

 **Business Track**


 **Time: 8:00 am – 9:30 am**

**1.5 hour (0.15 CEU) live**

 **Pharmacist ACPE # 333-000-10-018-L04-P**

**Technician ACPE # 333-000-10-018-L04-T**

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 **This program is made available through an unrestricted educational grant from McKesson Corporation.**

### 33. The Role of the Pharmacist in Clinical Trials Recruitment

#### Speaker:

Lynda L. Stout, B.S., MBA, Pharm.D.

#### Program Goals:


This course explores the critical role pharmacists can play in educating and guiding their patients in the clinical study process. Pharmacists may draw upon their clinical expertise and strong patient relationships to add distinct value to the clinical study recruitment process and empower patients to make more informed decisions about their healthcare, while contributing to the development of new drugs and helping to reduce the cost and time required for approval.

#### Learning Objectives:

- Describe the pressures on pharmaceutical manufacturers related to drug development
- List the specific patient recruitment and retention challenges facing manufacturers and contract research organizations (CROs)
- Summarize the role that clinical pharmacists can play in guiding patients who may want to participate in clinical research
- Explain the benefits and risks patients face when participating in clinical research
- Understand the role and responsibility of HIPAA and IRBs in protecting patient privacy
- Define clinical research terminology, including protocol, inclusion/exclusion criteria, etc.
- Summarize the roles of key participants in the clinical research, including manufacturers, CROs, investigators, IRBs, and patient recruitment and communication agencies

### COURSE 33 DETAILS

 **Clinical Track**


 **Time: 8:00 am – 9:30 am**

**1.5 hour (0.15 CEU) live**

 **Pharmacist ACPE # 333-000-10-019-L04-P**

**Technician ACPE # 333-000-10-019-L04-T**

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