



CONNECT. EDUCATE. IMPACT.



NEW HEALTH MART TOWN HALL SERIES

Power Your Partnerships: *Develop patient and prescriber relationships to strengthen your pharmacy's impact*

CPE Sessions are being held throughout the country in conjunction with Town Hall meetings during the Fall of 2018 and Spring of 2019. A list of locations, times, and registration details can be found at healthmart.com/townhalls.

Activity Description:

Join us for the 2018-19 Town Hall CPE! Powering your Partnerships is a pharmacist-led, interactive CPE session outlining collaboration benefits. The CPE will also discuss how the pharmacy can impact prescriber performance measures. You'll develop a clear communication strategy and learn how to overcome conversation barriers—all while sharing ideas and success stories with pharmacists and technicians.

Learning Objectives:

Upon successful completion of this live, interactive application-based CPE activity, participants should be able to:

1. Discuss how impacting patient adherence positively affects quality ratings, patient health and pharmacy business
2. Create a plan to position your pharmacy as an ideal prescriber partner by focusing on prescriber performance-based reimbursement opportunities like MACRA and MIPS
3. Evaluate a step-by-step process to create and maintain prescriber relationships that you may implement at your pharmacy
4. Prepare for conversations with prescribers including how to access the prescriber, how to determine what they need to know, and how to anticipate questions
5. Create your personalized pharmacy scorecard to maximize your success—including building your business and enhancing prescriber relationships

Target Audience:

Pharmacists and pharmacy technicians interested in creating and maintaining prescriber relationships to grow your business and improve patient outcomes.

Speakers and Disclosures:

Speakers are members of CEI's Speaker's Bureau for this activity. The content was created by CEI's subject matter expert and each speaker has reported their actual or potential conflicts of interest in relation to this CPE activity, which will be reported at each event. CEI has taken appropriate action for conflict resolution (should it exist), including external review by a non-conflicted peer reviewer. Please see the list of faculty on the next page. Off-label use of medications will not be discussed during this presentation.

CPE Credit:

To obtain 2.0 contact hours of continuing pharmacy education credit (0.2 CEU), participants must participate in the live session, log onto the CEI website, CEIimpact.com or through the learning management portal, HMU. Enter the CPE Code provided at the live session to complete the evaluation. The CPE Statement of Credit can then be accessed on CPE Monitor, www.MyCPEMonitor.net.



CEI is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

Financial Support was provided for this activity through an unrestricted educational grant from Health Mart® Systems, Inc.

Speakers

Diana Arouchanova, PharmD, APh
CliniCare Pharmacy, Inc.
Northridge CA

Jeff Bartone, RPh, PharmD
Hock's Pharmacy Inc.
Vandalia, OH

Josh Borer, PharmD
Rex Pharmacy
Atlantic, IA

Marc Brandell, RPh
Madison Avenue HM Pharmacy
New York, NY

Catherine Brown, PharmD
Main Street Pharmacy
Savannah, TN

Matt Colvin, RPh
Ider Discount Drugs
Ider, AL

Ellie Darj, RPh
Chevy Chase Care Pharmacy
Chevy Case, MD

Heather Ferrarese, RPh
Bartles Pharmacy
Oxford, New York

John Gregg, PharmD
Thrive Pharmacy Solutions
Prosper, TX

Sandie Kueker, RPh
Hesston Health Mart
Hesston, KS

Jonathan Marquess, PharmD, CDE, FAPhA
Woodstock Pharmacy
Woodstock, GA

Derrell Massey, RPh
Section Pharmacy
Section, AL

Randy McDonough, PharmD, MS, CGP, BCPS, FAPhA
Towncrest and Solon Towncrest Pharmacies,
Towncrest Compounding,
Innovative Pharmacy Solutions
Iowa City and Solon, IA

Gary Nephew, PharmD
Nephew Pharmacy
Nappanee, IN

Hal Roe, RPh
Roe Rx, Inc.
Ogden, UT

Dennis Song, RPh, CHC
Flower Mound Pharmacy
Flower Mound, TX

Jeff Sherr, RPh
Apple Discount Drugs
Salisbury, Fruitland and Berlin, MD

Christine Lee Wilson, PharmD
Professional Pharmacy
Rosedale, MD

Hashim Zaibak, PharmD
Hayat Pharmacies
Milwaukee, WI