



# Midwest Independent Pharmacy & Compounding Expo



*Ohio Pharmacists Association*

This event is a product of the  
OPA Center for Entrepreneurship

August 11 & 12, 2018

Sheraton Columbus Hotel at Capitol Square | 75 East State Street | Columbus, Ohio 43215



# Midwest Independent Pharmacy & Compounding Expo

Sheraton Columbus Hotel on Capitol Square, 75 East State St., Columbus, Ohio 43215

The Midwest Independent Pharmacy & Compounding Expo is a must-attend event for owners, prospective owners, pharmacists and others who have an interest in community pharmacy practice and compounding pharmacy. You'll learn from nationally-known speakers, exhibitors with products and services to meet your pharmacy's needs and from your peers already in practice. You can earn up to 11.5 hours of CPE of specifically-selected programming with practical, applicable information. Register today to take advantage of the discounts!

## Saturday, August 11

### How Pharmacies Can Capitalize on a New Revenue Game

*Marc Sweeney, R.Ph., PharmD, CEO, Profero Team, LLC;*  
*Chris Antypas, PharmD and Samantha Pitzarella, PharmD,*  
*Asti's South Hills Pharmacy*

With declining reimbursements on medication and the challenges of increased market competition, pharmacists need to broaden their revenue streams with new opportunities while maximizing historical practices. This program will provide examples and practical implementation strategies for increasing and diversifying revenue streams.

ACPE #0129-0000-18-078-L04-P/T 0.15 CEU  
*Knowledge-based activity*

### Navigating the 340B Prescription Program for Pharmacy

*John Bretz, Director Strategic Relations, SunRx;*  
*Aaron Lott, PharmD, Executive Director of Pharmacy Services,*  
*Health Enterprises; and*  
*Mike Puccini, R.Ph., President, 340B Contract Pharmacy*  
*Consulting, LLC*

It has become possible for independent pharmacies to become involved in 340B prescription programs through new technology. This session will focus on 340B programs, the covered entity and data administrator participants, the pharmacy contract, and virtual inventory flow and claims/inventory payment. In addition, the process and outcomes involved in the programs, the benefits to the participants and program limitations will be covered. This session is important to learn how to make inroads in this growing area of patient care.

ACPE #0129-0000-18-079-L04-P/T 0.1 CEU  
*Knowledge-based activity*

### Navigating Audits - Key Information to a Successful Outcome

*Eric Hartkopf, PharmD, Pharmacist Analyst*  
*PAAS National®*

Audits can be a nightmare. How you approach the audit from the time you hear about it makes all the difference in the outcome. Even if the audit indicates that you owe a significant amount of money, there are very effective ways to lower it significantly. Ohio's law prohibiting estimated damages, and limiting audit periods to two years, and not allowing clerical errors to create take-backs, are critical to know. This session is essential to any pharmacy taking insurance claims.

ACPE #0129-0000-18-080-L04-P/T 0.1 CEU  
*Knowledge-based activity*

### New Opportunities in Medicare Part B

*Mary Stoner, President*  
*Electronic Billing Services, Inc.*

Servicing Medicare Part B patients can be challenging. Many pharmacy providers struggle with what feels like a mountain of paperwork and low reimbursements. Some have simply thrown in the towel and given up their Medicare Part B billing number. However, there is a better solution!

During this session we will discuss the disadvantages of leaving the Medicare Part B program. Realizing that documentation and education are the two biggest struggles, you will learn how to get compliant documentation and the educational tools needed for understanding the guidelines that drive your products reimbursement. With the new TPE audits being implemented across the nation, now is the time to gain a better understanding.

Are you sick of the low reimbursements? This session will assist you in balancing your profitability scale, as well as the rules that drive non-assigned claims!

ACPE #0129-0000-18-081-L04-P/T 0.15 CEU  
*Knowledge-based activity*

### Building Your Pharmacy's Brand with Social Media Opportunities

*Patti Storey, R.Ph., FACA, Owner*  
*Storey Marketing*

Social media is an effective and economical way to spread the word about your pharmacy, products, and services. Social media marketing should share your brand and direct visitors to your website, in turn, generating new customers and introducing visitors to additional services that you offer. However, it's important to follow guidelines for every platform and to make regular page updates to take advantage of new opportunities from Facebook and Google.

ACPE #0129-0000-18-082-L04-P/T 0.15 CEU  
*Knowledge-based activity*

## Sunday, August 12

### Social Media - Key To Expanding Your Compounding Business

*Angie Svoboda, PharmD, FIACP, Co-Owner  
Good Life Health Services, Inc.*

You can utilize social media to help grow your business. The speaker rebuilt her webpage to allow changeable content which allows for a better interactive experience with prescribers and patients. She has a blog and newsletter sign-up, using the blog to upload her own you-tube videos and promote services. You will learn to send emails to hundreds of patients and physicians, how to post Facebook live videos, and how to improve interactions on Facebook to increase your likes as well as how Twitter and Instagram accounts can help promote business. You'll go home ready to use these ideas.

ACPE #0129-0000-18-083-L04-P/T 0.1 CEU  
*Knowledge-based activity*

### To Be or Not to Be...A Compounding Pharmacist

*Erik Tosh, DPh, FIACP, FACA, VP of Professional Services  
Letco Medical*

Too many pharmacists are discouraged by the latest regulations. However, there is a growing need for compounding, and there is a great opportunity for those who participate. This program will review the latest changes in USP 795, 797, and 800, and will show you how these standards can be achieved in your pharmacy. This session will help you focus on the positive side of compounding, and how you can position your practice for growth.

ACPE #0129-0000-18-084-L07-P/T 0.15 CEU  
*Knowledge-based activity*



### Ohio Compounding Law

*Sheri Zapadka, R.Ph., PharmD, Compliance Specialist  
State of Ohio Board of Pharmacy*

Pharmacies that compound are receiving visits from the Board of Pharmacy. Learn what Ohio board of pharmacy inspectors are expecting from compounders. This session will include both sterile and nonsterile compounding topics, and will give you confidence that you are meeting Ohio regulations. You will have an opportunity to ask questions.

ACPE #0129-0000-18-085-L03-P/T 0.15 CEU  
*Knowledge-based activity*

### Hot Topics in Compounding

*Jim Paoletti, FAARM, FIACP, Clinical Consultant  
Paoletti Consulting*

This program will give you information on a variety of issues in compounding, including Low-Dose Naltrexone for pain, when and why thyroid medications should be compounded, Ketamine for depression....and more.

ACPE #0129-0000-18-086-L07-P/T 0.1 CEU  
*Knowledge-based activity*



## CONTINUING PHARMACY EDUCATION CREDIT

This meeting is targeted to independent and compounding pharmacists and pharmacy technicians. The continuing pharmacy education (CPE) portion is coordinated by the Ohio Pharmacists Foundation (OPF). **To receive CPE credit, you must attend the entire session, actively participate, complete the CPE form indicating sessions attended, and return the signed form to the OPA staff, or to the OPA office within 30 days of the meeting. CPE credit will be uploaded to the CPE Monitor at the end of each month.** CPE Statements of Credit can be printed from the CPE Monitor.

Learning objectives for each of the continuing pharmacy education programs can be found on the OPA website at [www.ohiopharmacists.org](http://www.ohiopharmacists.org). The Ohio Pharmacists Foundation adheres to ACPE Standards regarding industry support of continuing pharmacy education. Disclosure of faculty and commercial support relationships will be made known at the activity. Speakers are expected to openly disclose intent to discuss any off-label or investigational use of drugs, devices, or equipment in their presentations. The OPF trustees and other individuals responsible for planning OPF continuing pharmacy education activities have no relevant financial relationships to disclose.

The Ohio Pharmacists Foundation, Inc. is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.



# PROGRAM SCHEDULE



## Saturday, August 11

- 8:00 am Registration and Continental Breakfast
- 8:30 am How Pharmacies Can Capitalize on a New Revenue Game**
- 10:00 am Break *with Exhibitor Experience*
- 10:30 am Navigating the 340B Prescription Program for Pharmacy**
- 11:30 am Navigating Audits – Key Information to a Successful Outcome**
- 12:30 pm Lunch *with Exhibitor Experience* [Sponsored by APSC and McKesson](#)
- 2:00 pm New Opportunities in Medicare Part B**
- 3:30 pm Break *with Exhibitor Experience*
- 3:45 pm Building Your Pharmacy’s Brand with Social Media Opportunities**
- 5:15 pm **Expo Networking and Idea Sharing Social**

On Saturday evening, attendees are encouraged to connect with friends, colleagues and other pharmacy professionals at the Expo Social.



- Join-in on a conversation
- Share what you are doing to expand your practice
- Interact with friends and colleagues who share the same passion as you do for independent and compounding pharmacy
- Find a new way to improve outcomes for your patients

## Sunday, August 12

- 8:30 am Registration and Continental Breakfast *with Exhibitor Experience*
- 9:00 am Social Media - Key To Expanding Your Compounding Business**
- 10:00 am Break *with Exhibitor Experience*
- 10:30 am To Be or Not to Be...A Compounding Pharmacist**
- 12:00 pm Lunch *with Exhibitor Experience*
- 1:30 pm Ohio Compounding Law**
- 3:00 pm Break
- 3:15 pm Hot Topics in Compounding**
- 4:15 pm Adjournment



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Name \_\_\_\_\_ Nickname for Badge \_\_\_\_\_

NABP e-Profile ID \_\_\_\_\_ Birthdate (MMDD format) \_\_\_\_\_

Preferred Address  Home  Work \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Employer \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

Email \_\_\_\_\_  (If you want your email to be shared with vendors/sponsors, check here.)

Twitter handle @ \_\_\_\_\_

Emergency Contact \_\_\_\_\_ Phone ( ) \_\_\_\_\_

If physically impaired, please indicate any special assistance you will need \_\_\_\_\_

Dietary Allergies \_\_\_\_\_

PAYMENT OPTIONS: Online registration at: [www.ohiopharmacists.org](http://www.ohiopharmacists.org) • Fax: 614.389.4582 • Call: 614.389.3236  
Make check payable to: *Ohio Pharmacists Association* Mail to: 2674 Federated Blvd., Columbus, OH 43235-4990

Expo Registration Rates	Full Registration August 11 & 12		Independent Pharmacy Day August 11		Compounding Pharmacy Day August 12	
	By 8/6/18	Onsite	By 8/6/18	Onsite	By 8/6/18	Onsite
Pharmacist State Association Member*	\$295	\$325	\$169	\$199	\$169	\$199
Pharmacist Non-member	\$395	\$425	\$269	\$299	\$269	\$299
Pharmacy Technician	\$120	\$130	\$85	\$95	\$85	\$95
Student Pharmacist	\$75	\$75	\$50	\$50	\$50	\$50
Non-pharmacist Guest	\$100	\$105	\$60	\$70	\$60	\$70

All registrations include CPE programs, handouts, Exhibitor Experience, meals and breaks. Pharmacist and technician registration includes CPE credit.



Total Remitted \$ \_\_\_\_\_ Promo code \_\_\_\_\_

MasterCard  VISA  American Express  Check

Acct # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address (if different than above)  
\_\_\_\_\_  
\_\_\_\_\_

*\* Note - Any pharmacist is welcome to participate in the Expo. If you are not an OPA member and reside in another state, your membership will be verified with your state pharmacy association to validate the discounted rate.*

### CONFIRMATION & HOTEL INFORMATION

Upon registration, a confirmation letter or email will be sent to you along with hotel and parking information.

#### Consent to use of photographs & images:

Registration and attendance at, or participation in, OPA meetings and other activities constitutes an agreement by the registrant to OPA's use and distribution (both now and in the future) of the registrant or attendee's image in photographs, videotapes, and electronic reproduction of such events and activities.

*Request for refunds, less \$15 administrative fee, will be honored if received by 07/31/18.*

## Conference Hotel

The Sheraton Columbus Hotel at Capitol Square is the Midwest Independent Pharmacy and Compounding Expo headquarters, offering a discounted hotel rate to attendees until Midnight on **July 12, 2018**. Please use the following website when making your reservation. Reservation requests made after July 12, 2018 are subject to availability and may not be available at the special conference rates.

<https://tinyurl.com/Expo18Sheraton>



\$149 - \$169  
Sheraton Columbus Hotel at Capitol Square  
75 East State Street  
Columbus, Ohio 43215

Parking instructions are available in your confirmation email or letter.

Register today at  
[www.ohiopharmacists.org](http://www.ohiopharmacists.org)



### OPA EXPO Sponsors

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