

GOALS & OBJECTIVES

The program is an opportunity for both pharmacists and technicians. Upon conclusion of this activity, participants should be able to:

Demystifying CBD: Confusion, Hype and Hope

Cheryl Stoukides, Simpson's Pharmacy, Pawtucket, RI

UAN: TBA

UAN: TBA

Knowledge-Based. .1CEUs

- Discuss the endocannabinoid system and its function
- Discuss potential clinical uses for CBD
- Review the literature and clinical evidence for FDA approved CBD products and non prescription CBD products
- Explain the legality of CBD
- Discuss safety and potential drug interactions

Pharmacy Legislative & Regulatory Update

Anne Cassity, Director of Government Affairs, National Community Pharmacy Association

UAN: TBA

UAN: TBA

Knowledge-Based .1CEUs

- Discuss current and upcoming trends in the pharmacy policy space at the federal and state level, including drug pricing and regulation of pharmacy benefit managers.
- Inform community pharmacists about the changes in Medicare's prescription drug benefit for CY 2020.
- Understand potential ramifications and impacts on pharmacies and pharmacy benefit managers from Rutledge v. PCMA case that is pending before the US Supreme Court.

Immunization and POC Testing

Mary Stoner, President/Consultant, Electronic Billing Service (EBS)

UAN: TBA

UAN: TBA

Knowledge-Based. .1CEUs

- Provide insight on how to get started with providing Point of Care testing in your pharmacy (CLIA Waiver and Enrollment applications)
- Show what point of care tests are available for billing and how to determine the reimbursement
- Provide information on enrolling to provide immunizations for Medicare and commercial insurance plans.

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Understanding Why Pharmacies Should be MedB Providers

Mary Stoner, President/Consultant, Electronic Billing Service (EBS)

UAN: TBA

UAN: TBA

Knowledge-Based. .1CEUs

- Discuss profitability with various product lines
- Explain the exemption from accreditation guidelines for pharmacies
- Answer the question: How does competitive bidding affect my ability to provide service?

Thriving During a Pandemic: Rethinking Marketing, Floor Plan & Signage

Gabe Trahan, Sr. Director Store Operations & Marketing, National Community Pharmacy Association

UAN: TBA

UAN: TBA

Knowledge-Based. .1CEUs

- Define the reasons for and ways to enhance the comfort and safety that patients demand during a pandemic.
- Discuss the budget-minded adjustment to a pharmacy floor plan that will meet the new level of personal space that is wildly sought by new and existing customers.
- Review the basic format needed for effective exterior signage and delivery vehicle recognition.
- Developing both digital and traditional marketing campaigns designed to attract new customers.

Pharmacy Legal Actions: Update on Cases Regarding PBM's and Pharmacies

Ron Lanton, NPSC Lobbyist, Lanton, Law

UAN: TBA

UAN: TBA

Knowledge-Based. .1CEUs

- Discuss current class action cases and how they work with a focus on the current P.U.N.C.H. lawsuit against PBMs
- Discuss antitrust issues and how it may affect pharmacy. This includes an explanation as to what the FTC does and does not do.
- Review of the Rutledge v. PCMA lawsuit and discussion of ERISA.

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Maximize Solutions: Use Your Pharmacy's Assets to Meet Patient Needs

Matt Colvin, Ider Discount Drugs, Henager, AL

UAN: 0107-0000-19-284-L04-P

Technician UAN: 0107-000-19-284-L04-T

Knowledge-Based. .2CEUs

Learning Objectives for Pharmacists:

- Discuss competitive advantages inherent to community pharmacy
- Discuss common seasonal and requested over the counter product categories to meet patient needs
- Outline methods to identify existing and new patients for pneumococcal, tetanus, pertussis, hepatitis and other vaccines
- Conduct short individualized assessments to effectively screen patients for recommended preventative and self-care products, services and education
- Utilize powerful tools to promote your pharmacy's services

Learning Objectives for Technicians:

- Discuss competitive advantages inherent to community pharmacy
- Discuss common seasonal and requested over the counter product categories to meet patient needs
- Recall methods to identify existing and new patients for pneumococcal, tetanus, pertussis, hepatitis and other vaccines
- Discuss the importance of effectively screen patients for recommended preventative and self-care products, services and education
- Utilize powerful tools to promote your pharmacy's services

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