


THE  
LEADING FORUM  
ON **TECHNOLOGY**  
FOR THE PHARMACY MARKET

# ASAP

## 2007 Midyear Industry & Technology Issues Conference

JUNE 21-23, 2007

THE SEELBACH HILTON • LOUISVILLE, KENTUCKY



The historic  
Seelbach.

Attendees will  
enjoy a business  
networking lunch  
and an afternoon  
at Churchill  
Downs.



The one meeting that will take you to the heart of the industry and technology issues facing the pharmacy market today.

### Meeting Highlights:

- Update on CPT codes
- The FDA's proposed changes to NDC numbers
- Impact of AMP as the replacement for AWP
- New quality standards for DME accreditation
- How document management can streamline workflow
- How to improve patient education
- The latest on multi-dimensional bar codes
- Results of the e-prescribing pilots
- From the leading IT consulting firm, Gartner, the "2007 CIO Agenda"
- Panel discussion on improving workflow efficiency
- And more!

Drawing on a variety of stakeholders from the pharmacy technology sector, ASAP MEETINGS continue to receive rave reviews. Last year's meeting had representation from more than 80 companies.

Visit the ASAP web site  
for meeting details  
and registration at

**ASAPNET.ORG**



# ASAP

American Society for Automation in Pharmacy  
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# ASAP 2007 Midyear Industry &

JUNE 21-23, 2007 | THE SEELBACH HILTON | LOUISVILLE, KENTUCKY

## PROGRAM SCHEDULE

### THURSDAY, JUNE 21

#### 12:00-1:30 Registration

#### 1:30-2:15 The Emerging Field of Specialty Pharmacy

**Dan Steiber, R.Ph., Commercial Operations and Trade Development Director, VCG & Associates; Dean Erhardt, M.B.A., General Manager of Biotechnology Services, VCG & Associates**

The growing field of specialty pharmacy promises to change how pharmacy is practiced. Dan and Dean will provide a road map for how community retail pharmacy can be best positioned to participate in the dispensing and management of specialty pharmaceuticals and biotechnology drugs. They'll also demonstrate the impact of specialty pharmaceuticals and biotechnology on the community chain pharmacy.

#### 2:15-2:45 The Latest on Bar Codes

**Max Peoples, R.Ph., President, RxScan, Ltd.**

A lot is going on with bar codes these days and this session will look at the issues with the newer multi-dimensional bar codes, where these best fit in pharmacy, what you should consider when looking for new scanners and printers to handle bar codes, and more.

#### 2:45-3:15 Networking Break

#### 3:15-3:45 Prescriptions for Optimizing Patient Understanding of Medications

**Kate Lapane, Ph.D., Associate Professor of Medical Science, Brown University**

Do patients actually know what their doctors are telling them about how to take their medications? What is the extent of the problem? Can health information technology be used to improve patients' understanding of their medication regimens? This talk will review the extent of the problem of poor patient-doctor communication, as well as what factors contribute to patients' poor understanding of their medication regimens. Learn more about opportunities for improvement using health information technology in primary care and pharmacy settings.

#### 3:45-4:15 Document Management's Role in Pharmacy Workflow

**Kevin Welch, CEO, Integra Group**

Document management, if properly integrated into the pharmacy workflow, can significantly reduce the amount of paper handling and increase both efficiency and patient safety. Kevin will discuss interface issues for digital imaging and document management, how it can enhance hub-and-spoke operations, storage requirements, and more.

#### 4:15-5:00 The Results of the E-Prescribing Pilots

**Gary Schoettmer, R.Ph., President, RNA Health Information Systems; Past President of ASAP**

**Ken Whittemore, R.Ph., M.B.A., Senior VP for Clinical Practice Integration at SureScripts; Current President of ASAP**

Now that the e-prescribing pilots called for in the MMA have been reported to the Secretary of HHS, Gary and Ken can make us privy to the findings and recommendations. This is a continuation of our efforts to keep everyone updated on e-prescribing.

#### 5:00-6:00 Open for Business Meetings with Trading Partners

#### 6:00-7:00 Welcoming Reception

### FRIDAY, JUNE 22

#### 7:15-8:15 Continental Breakfast

#### 8:15-8:30 President's Report

#### 8:30-9:00 The DME Accreditation Process

**Bill Popomaronis, Director of Pharmacy Specialty Services, National Community Pharmacists Association (NCPA)**

What's involved with DME accreditation to meet the new quality standards as called for under Medicare Part B? What new requirements will be imposed on pharmacies and what, if any, software changes will be necessary? Bill will provide a rundown of what you need to know.

***"As a system vendor, I have attended the ASAP conference in the past and valued the depth and diversity of the speakers."***

# Technology Issues Conference

## 9:00-9:30 The National Drug Code, What's Changing?

**Tom Bizzaro, Vice President of Sales and Marketing, FirstData Bank**

The national drug code (NDC) is the primary identifier for pharmaceuticals in the United States. For a number of years the FDA has been talking about making changes to the NDC. In June 2006 the FDA published its proposed rule governing drug registration. Tom will focus on these proposed changes, including assignment of NDCs, the impact on repackaged drugs, electronic structured product label (SPL) submission, and the impact on drug file databases.

## 9:30-10:00 Networking Break

## 10:00-10:30 Creating Enterprise Leverage: The 2007 CIO Agenda

**Terry Moore, Vice President and Program Director of Executive Programs North America, Gartner, Inc.**

Terry will present the results of Gartner's 2007 survey of more than 1,400 CIOs worldwide. Topics he'll cover will include business expectations, strategies, priorities, IT budgets and portfolios, measures of enterprise and IT effectiveness, and measures of information and innovation effectiveness.

## 10:30-11:00 Pharmacy CPT Codes: An Update

**Kathryn Kuhn, R.Ph., Senior Vice President of Pharmacy Programs, National Community Pharmacists Association (NCPA) and Executive Director, NCPA Foundation**

Significant progress has been made in gaining CPT codes specific to documenting and billing pharmacist encounters with patients. Kathryn will provide an update on developments with these CPT codes, what they mean to the profession, and the results of a recent survey showing progress in reimbursement for services.

## 12:00-1:30 Networking Lunch at Churchill Downs

## 1:30-5:00 Open for Business Meetings with Trading Partners

## 6:30-7:30 President's Reception

## SATURDAY, JUNE 23

## 8:00-9:00 Continental Breakfast

## 9:00-9:30 AMP: Amplifying Transparency and Catalyst for a New Business Model

**Don Dietz, R.Ph., M.S., Vice President, Pharmacy Healthcare Solutions, Inc.**

Don will discuss the implications of average manufacturer price (AMP)-based reimbursement for generic pharmaceutical manufacturers, PBMs, software providers, and most importantly pharmacies. These stakeholders will experience changes that impact their strategy, operational tactics, and bottom-line profitability. You will gain an understanding of the various stakeholder perspectives, with an extended review of the impact on retail pharmacy. Don's presentation will challenge the current pharmacy business model that relies on buy-side profitability, instead focusing future efforts on increased dispensing fees that can lead towards expansion of the sell-side opportunities, or "services" provided at pharmacies, that improve patient outcomes.

## 9:30-10:00 What to Expect from D.0

**Cathy Graeff, R.Ph., M.B.A., Senior Vice President, Communications and Industry Relations, National Council for Prescription Drug Programs (NCPDP)**

NCPDP Telecommunication Standard D.0 is the new NCPDP standard on deck to replace the HIPAA standard Version 5.1. Cathy will explain what's different about this newest version, key changes, and what has to take place before it will be adopted.

## 10:00-10:45 Panel Discussion: What Contributes to Workflow Efficiency?

**Panelists to be announced**

A lot of technology is deployed to improve workflow in the pharmacy. The panelists will explore the drivers behind workflow efficiency and practical considerations to take into account when planning and executing pharmacy workflow.

*"The meetings always provide a comprehensive review of all key issues facing pharmacy today, with a nice technology perspective."*



The Oakroom's dining area was once the gentlemen's billiards hall at the hotel.

# MEETING DETAILS

## Hotel Information

Don't delay in making your room reservation. Rooms will go quickly at the meeting rate of \$179 per night, available until May 28, 2007. Call 800/333-3399 and mention the American Society for Automation in Pharmacy.



The Seelbach Hilton has been the premier luxury hotel in Louisville, Kentucky, since it opened in 1905. It appears on the National Register of Historic Places and offers an opportunity to experience the refined atmosphere of a bygone era, complete with turn-of-the-century artwork and antiques.

This grand ambiance inspired F. Scott Fitzgerald to use the Seelbach as the backdrop for Tom and Daisy Buchanan's wedding in "The Great Gatsby."

The Seelbach Hilton is a AAA four-diamond hotel located in the heart of downtown Louisville. It features The Oakroom, the only AAA five-diamond restaurant in the state, which serves Kentucky fine dining in the atmosphere of a renovated billiards hall that once drew Al Capone. The hotel is also conveniently located to a number of attractions, including the Louisville Slugger Factory and Museum, Churchill Downs — site of Friday's lunch, and the Kentucky Derby Museum.

## Meeting Attire

Attire for this meeting is business casual. Average June temperatures in Louisville range between 65°F and 83°F. Note: Churchill Downs has a strict dress code — jeans, shorts, or tee shirts will not be permitted in any indoor venue, including the ASAP luncheon.

## Ground Transportation

The Seelbach Hilton is approximately 7 miles from Louisville International Airport. The hotel offers regularly scheduled, complimentary transportation to and from the airport. The shuttle departs the airport at 15 minutes before and after the hour. Please contact the hotel if you require any special transportation arrangements.



## CE Credit

Application is being made for continuing education credit through the University of Tennessee College of Pharmacy, a provider of CE approved by the Accreditation Council for Pharmacy Education.

## ASAP REGISTRATION FORM

Are you an ASAP member?  Yes  No

Name \_\_\_\_\_

Nickname for badge \_\_\_\_\_

Arrival and departure dates \_\_\_\_\_

Company/Pharmacy \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Registration before May 18, \$695, Members • \$1,190, Nonmembers (includes membership).

Registration after May 18, \$775, Members • \$1,270, Nonmembers (includes membership).

Spouse/guest name, if attending (registration: \$110) \_\_\_\_\_

Please check here if you will be joining us for the Friday lunch at Churchill Downs

**Registration fees for this conference are nonrefundable, but are transferable.**

Check is enclosed for \$ \_\_\_\_\_ (make payable to ASAP)

Credit Card Charge:  American Express  Visa  MasterCard

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_/\_\_\_/\_\_\_

Signature: \_\_\_\_\_

Please describe what your company does in 25 or fewer words.

We'll include this information in our handout packet: \_\_\_\_\_

\_\_\_\_\_

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