

AMERICAN SOCIETY FOR AUTOMATION IN PHARMACY

# ASAP

## 2011 Annual Industry & Technology Issues Conference

January 20-22 • The Ritz-Carlton • Amelia Island, Florida



### MEETING HIGHLIGHTS:

- **The U.S. Pharmaceutical Market Outlook**
- **LTC Challenges and Opportunities**
- **IT and Data Security**
- **The Impact of REMS on Pharmacy**
- **Attitudes on e-Prescribing in Sweden**
- **Why Innovative Change is a Necessity**
- **FDA, Brookings Institution, CMI, & MedGuides**
- **What You Should Know About the New Privacy and Security Rules**
- **The Latest Studies Supporting Pharmacists' Clinical Services**
- **The National Pharmacist Workforce Survey**
- **Healthcare IT and Open-Source Software**
- **The Latest on the Patient Protection and Affordable Care Act**
- **Why Patient Compliance and Adherence Is Good Business**
- **AMP Reimbursement Issues**
- **An Update on 340B**

Online conference registration available by visiting [www.asapnet.org/registration.html](http://www.asapnet.org/registration.html).

Register today and participate in the most relevant conference on pharmacy technology.

# ASAP

American Society for Automation in Pharmacy  
492 Norristown Road, Suite 160 • Blue Bell, PA 19422  
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### THURSDAY, JANUARY 20

#### 11:30 – 1:00 Registration

#### 1:00 – 1:30 The U.S. Pharmaceutical Market: What's In, What's Out, and What's Ahead

**Doug Long, M.B.A., Vice President, Industry Relations, IMS Health**

You will be given an update on trends in the pharmaceutical market and their likely impact on community pharmacy.

#### 1:30 – 2:00 Current Challenges and Opportunities in Long-Term Care Pharmacy

**Carla McSpadden, R.Ph., C.G.P., Director of Professional Affairs, American Society of Consultant Pharmacists**

Pharmacies servicing long-term care facilities are accustomed to regulations, but the newest regulatory challenges are substantial and may entirely change the landscape. This session will discuss the strict enforcement of outdated controlled-substance rules by the Drug Enforcement Administration (DEA) in the long-term care setting, the impact it has had on pharmacies, and the latest news coming from the DEA. In addition, the new requirements set forth by the Centers for Medicare & Medicaid Services (CMS) for short-cycle dispensing in the long-term care setting will be addressed, including the role of automated dispensing systems in complying with the new requirements and new billing methods likely to be implemented. An update on electronic prescribing in the long-term care setting will also be provided.

#### 2:00 – 2:30 Break

#### 2:30 – 3:00 Patient Compliance and Adherence Is Good Business

**Clarence Lea, R.Ph., Vice President, Marketing and Industry Relations, HCC-FDS**

This session will explore the impact of the current state of patient adherence in the pharmacy marketplace and the consequences of patient nonadherence. Attendees will learn to recognize the difference between patient adherence, compliance, and persistence and the underlying causative factors of patient noncompliance. Available solutions will be reviewed for ease of implementation and the potential benefits for patients and pharmacies.

#### 3:00 – 3:30 Firewall Fairy Tales and Other Scary Stories

**Steve Belovich, Ph.D., CEO, IQware**

Steve will cover the three basic hacking steps (footprinting, scanning, and enumeration) and explain why common network defense mechanisms do not (and cannot) work. He will also cover proper approaches to medical data security and what can be done to protect it.

#### 3:30 – 3:45 Break

#### 3:45 – 4:15 The Impact of REMS on the Practice of Pharmacy

**Kevin Hennessy, Pharm.D., C.G.P., B.C.P.S., Senior Manager for Pharmacy Relations, Cephalon**

Pharmacists are in a perfect position to ensure the safe use of medication. Safe-use issues over the past several years involving Vioxx, Fen-Phen, Avandia, and Oxycontin have created a public health crisis. The public is putting pressure on Congress, which is putting pressure on the FDA, which is putting pressure on the pharmaceutical manufacturers, who are then putting pressure on pharmacists. REMS will fundamentally change the way we deliver care to our patients and may potentially open new revenue streams for pharmacies. This is a prime opportunity to step up and ensure that patients stay safe and benefit from the risky medications being administered.

#### 4:15 – 4:45 Review of the Impact of AMP Reimbursement and Future Considerations

**Tim Kosty, R.Ph., President, Pharmacy Healthcare Solutions**

The introduction of AMP pricing into the market is an inflection point. Tim will discuss why publishing AMP will drive pharmacy economics for years to come and the likely impact of this information on the overall generic marketplace, in particular.

#### 4:45 – 5:30 Open for Business Meetings

#### 5:30 – 7:00 President's Reception

### FRIDAY, JANUARY 21

#### 8:00 – 9:00 Continental Breakfast

#### 9:00 – 9:15 Annual Report on ASAP Activities

#### 9:15 – 9:45 Physician, Pharmacist, and Patient Attitudes on e-Prescribing: Experiences of a Full-scale National Implementation

**Bengt Åstrand, R.Ph., Ph.D., Adjunct Lecturer, eHealth Institute, School of Natural Sciences, Linnaeus University, Kalmar, Sweden, and Vice President and Founder, Vårdapoteket, Sweden**

Proponents of e-prescribing point out its ability to affect the prescribing and dispensing processes by improving safety, quality, efficiency, and cost-effectiveness. As new technology also may create new problems, it is of vital importance to evaluate e-prescribing from different aspects, including the attitudes of all the participants involved. It's critical to understand that perceptions and expectations of patients and healthcare professionals do not always correspond, since satisfied patients are more likely to continue using healthcare services; value and maintain relationships with healthcare providers; comply with treatment; and take an active role in their own healthcare. Bengt will describe the national implementation of e-prescribing in Sweden (where e-prescribing is the predominant way of prescribing, storing, and filling prescriptions) and include a review of published evaluations of physician, pharmacist, and patient attitudes.

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### 9:45 – 10:45 Achieving the Change You Need Now

**Bruce Merrifield, M.B.A., President, Merrifield Consulting Group**

Retail America is over-stored for our over-indebted economy, and the pharmaceutical industry has never been more turbulent. Innovative change isn't a choice, it's a necessity. But how successful has your company been at implementing change in the past and at persuading customers to change and to better use your already installed "solutions," let alone your new ones?

### 10:45 – 11:00 Break

### 11:00 – 11:30 An Update on 340B: Preparing for an Expanded Program

**Ted Slafsky, Executive Director, Safety Net Hospitals for Pharmaceutical Access**

At a time when pharmacies are struggling to meet the needs of a growing indigent population, and pharmacists are asked to do more to control costs, the federal 340B drug discount program is undergoing a dramatic expansion. Learn more about the changing marketplace and the opportunities available under this dynamic program.

### 11:30 – 12:00 On the Same Page? FDA, Brookings Institution, and the Quest for a Single-Document Solution for Consumer Medicine Information and MedGuides

**Ray Bullman, Executive Vice President, National Council on Patient Information and Education**

Fifteen years after acceptance by HHS of the private-sector Keystone Action Plan for the Provision of Useful Prescription Medicine Information, the Food and Drug Administration (FDA) is moving to develop a consumer-tested, single document to replace the plethora of often confusing and overwhelming written information consumers currently receive with their prescription medicines. Ray will provide an update on FDA's collaboration with the Brookings Institution and their plan to develop and pilot-test a single-document, FDA-approved medicine information sheet to replace both consumer medication information (CMI) and MedGuides. Proposed prototypes and FDA's pilot testing agenda will be presented.

### 12:00 – 1:15 Buffet Lunch

### 1:15 – 1:45 Overview of the New Privacy and Security Rule: Provisions, Compliance Tips, and Timelines

**Mary Jo Carden, R.Ph., J.D., President, Carden & Associates**

The long-awaited updates to the HIPAA privacy and security rules have been released. These updates were required by the Health Information Technology for Economic and Clinical Health (HITECH) Act included under the American Recovery and Reinvestment Act of 2009. This session will provide an overview of the new provisions and what's important for vendors and pharmacies to understand in the requirements.

### 1:45 – 2:15 Current Research Supporting Pharmacists' Clinical Services

**Brian Isetts, Ph.D., B.C.P.S., Professor, Department of Pharmaceutical Care and Health Systems, University of Minnesota College of Pharmacy**

An overview of clinical and economic research supporting pharmacists' patient care programs and initiatives. This program is intended to provide participants with an understanding of the value of pharmacists' patient care contributions, based on recent research findings from all patient care settings, and will include a discussion of how these research findings may impact future health reform initiatives.

### 2:15 – 2:45 Break

### 2:45 – 3:15 Pharmacy's Crystal Ball: What the National Pharmacist Workforce Survey Reveals About the Profession

**Jon Schommer, R.Ph., Ph.D., Professor and Associate Department Head, Department of Pharmaceutical Care and Health Systems, University of Minnesota College of Pharmacy**

This National Pharmacists Workforce Survey is designed to collect reliable information on demographic characteristics and work contributions of the pharmacist workforce in the United States. Among the topics that Jon will cover, based on the most recent survey, are pharmacist demographic trends, work plans, and capacity for patient care. He'll also describe the impact of the economic downturn.

### 3:15 – 3:45 Healthcare IT and Open-Source Software

**Tom Wilson, CEO, Jack Russell Software**

Tom will discuss why open source is good for your technology, making it more robust and stable over time and preventing you from having to continually reinvent the wheel. He'll describe how you can leverage open-source technology in your current commercial software, including tools for creating customized solutions for reporting, providing Web front ends to end users, and using cloud-based systems for servers.

### 3:45 – 4:45 The Patient Protection and Affordable Care Act for Dummies in Just 2,875,043 Easy Steps

**Jeanne Scott, Talking-Head-in-Chief, Health-Politics.com**

President Obama's healthcare insurance reform plan is on the books but far from being implemented. Many on the right have vowed to repeal it. What does this mean for U.S. healthcare? What changes are in store for Medicaid? Will the Rx "donut hole" be closed? What further changes can we expect? How is healthcare insurance reform being implemented? These questions and more will be given the "Jeanne Scott treatment" as Jeanne returns to ASAP and, in her inimitable fashion, lays it all out for you.

### 4:45 – 6:00 Open for Business Meetings

### 6:00 – 7:00 Reception

## SATURDAY, JANUARY 22

### 8:30 – 9:30 Concluding Continental Breakfast

# MEETING DETAILS

## Hotel Information

Don't delay in making your room reservation. Rooms will go quickly at the meeting rate of \$219 per night, available until Dec. 15, 2010. Call 800/241-3333 and mention the American Society for Automation in Pharmacy. You can also make your reservation by visiting [www.ritzcarlton.com](http://www.ritzcarlton.com) and using the group code "asaasaa."



The Ritz-Carlton, Amelia Island, an ASAP favorite, is a AAA Five Diamond Award-winning hotel set among barrier-island dunes, backwater marshes, and maritime forest on miles of beach off the North Florida Coast — just minutes from the cobblestone streets and Victorian buildings of the seaside village of Fernandina Beach.

It offers an on-premise 18-hole PGA championship golf course, a nine-court ocean-side tennis complex, a spa and fitness center, and indoor and outdoor heated pools with whirlpools.

## Meeting Attire

Attire for this meeting is business casual. Average January temperatures on Amelia Island range between 44°F and 63°F. The hotel does require men to wear jackets in the main dining room.

## Ground Transportation

The hotel is approximately 40 minutes from Jacksonville International Airport. Front Runner car service (904/714-1277) offers a \$65 one-way transfer for up to three people, which does not include a 20% gratuity. Dana Transportation (904/744-3333) offers a \$121.25 one-way transfer for up to three people, tax and gratuity included. A taxi is approximately \$65.

## CE Credit

Application is being made for continuing education credit for the conference programming.

**Online conference registration and payment available by visiting [www.asapnet.org/registration.html](http://www.asapnet.org/registration.html).**

## ASAP REGISTRATION FORM

Are you an ASAP member?  Yes  No

Name \_\_\_\_\_

Preferred name for badge \_\_\_\_\_

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

Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

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

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

Registration before December 1, \$850 Members • \$1,345 Nonmembers (includes membership).

Registration after December 1, \$985 Members • \$1,480 Nonmembers (includes membership).

Spouse/guest name, if attending (registration: \$115) \_\_\_\_\_

**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: \_\_\_\_\_

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