

# ASAP

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

AMERICAN SOCIETY FOR AUTOMATION IN PHARMACY

## 2012 Annual Industry & Technology Issues Conference

January 19–21 • The Don CeSar • St. Pete Beach, Florida

### Meeting Highlights:

- **The U.S. Pharmaceutical Market Outlook**
- **Ambulatory Care Pharmacy: Not Just Hospital Retail Pharmacy**
- **Prior Authorizations: A Pharmacy Perspective**
- **Short Dispensing Cycles: The Impact on the Pharmacy and Nursing Home**
- **Social Media and Virtual Worlds: New Tools for a Digital Age**
- **NASPA Update: State Legislative and Regulatory Trends**
- **Customer Nichonomics: Analytics and Economics for Profitability**
- **Creating World-Class Digital Experiences**
- **EPCS Audit Requirements**
- **Protecting Patient Health Information: A Regulatory and Technical Overview**
- **The Benefits of Active Inventory Management**
- **Pharmacy Technology Panel: What Pharmacists Need To Succeed**



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

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# ASAP

2012 ANNUAL INDUSTRY & TECHNOLOGY  
JANUARY 19-21 • THE DON CESARIO CENTER

AMERICAN SOCIETY FOR AUTOMATION IN PHARMACY

## THURSDAY, JANUARY 19

**11:30 – 1:00 Registration**

**1:00 – 1:30 The U.S. Pharmaceutical Market Outlook**

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

Doug returns with his informative and valuable intelligence on the trends in the U.S. pharmaceutical market.

**1:30 – 2:00 Ambulatory Care Pharmacy: Not Just Hospital Retail Pharmacy**

**Stuart Kersky, M.H.A., R.Ph., Managing Director, Pharmacy Healthcare Solutions (a division of AmerisourceBergen)**

Stuart will present an updated definition of hospital ambulatory pharmacy, and clear up any misconceptions about services offered. He will then detail what functionality pharmacy management systems need to have in order to meet a hospital or health system's ambulatory pharmacy needs.

**2:00 – 2:30 Break**

**2:30 – 3:00 Prior Authorizations: A Pharmacy Perspective**

**Tim Kosty, R.Ph., M.B.A., President, Pharmacy Healthcare Solutions, Inc.**

This presentation will examine the costs and time effects of prior authorization at the pharmacy, physician, and health plan levels. Tim will describe the prior authorization models currently in place and discuss the future models being contemplated.

**3:00 – 3:30 Short Dispensing Cycles: The Impact on the Pharmacy and Nursing Home**

**Jae Chung, M.B.A., Pharmacy Workflow Designer, TCGRx**

Jae will present the results of his study, "Measuring the Impact of Short Dispensing Cycles," which examines the anticipated impact from the soon-to-be implemented CMS Medicare rule changes that will require long-term care pharmacies to dispense in shorter cycles to reduce the unused medications associated with 30-day cycle fills. This industrial engineering pilot study surveyed 12 pharmacies in the United States to:

- Measure the impact of shorter fill cycles on LTC pharmacies dispensing in bingo cards, unit-dose boxes, multidose cards, and unitdose/multi-dose strips.
- Determine the patient costs for each dispensing modality.
- Measure the impact of a short dispense cycle on the nursing home.

**3:30 – 4:00 Break**

**4:00 – 4:30 Social Media and Virtual Worlds: New Tools for a Digital Age**

**Brian Kaihoi, M.B.A., Web Administrator, Mayo Clinic**

Social media tools such as Facebook and Twitter are clearly effective communication tools used by hundreds of millions of people. As we engage in these "conversations," we are positioned to be partners with our customers and colleagues. We must learn to be good "conversationalists" in these new media. Virtual worlds are the next step in collaboration, using 3-D objects and real-time group collaboration. In this session, you will learn how to apply social media to your communication strategies and meet expectations for your clients. You will also learn how virtual worlds can be used to transform how you interact with others in a digital environment.

**5:30 – 7:00 President's Reception**

## FRIDAY, JANUARY 20

**8:00 – 9:00 Continental Breakfast**

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

**9:15 – 9:45 NASPA Update: State Legislative and Regulatory Trends**

**Becky Snead, B.Pharm., Executive Vice President and CEO, National Association of State Pharmacy Associations**

In the wake of the passage of the Affordable Care Act (ACA), the ability of a strong state pharmacy association to influence state health policy has never been more critical. Becky will provide an overview of the issues and trends occurring in state health policy.

**9:45 – 10:45 Customer Nichonomics: Analytics and Economics for Profitability**

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

Net profit analysis for both products and customers will reveal intersections of most profitable items being sold to most profitable customers for any business profit center (or pharmacist location). By then viewing these intersections through a customer-centric lens, a firm can round out its tangible products and necessary services to dominate one customer niche at a time. With best total service value and lowest total cost-to-serve — due to economies of scale within a tight niche — a firm can make premium sustainable profits. Could your business and your best customers benefit from learning about the whys and hows of customer nichonomics?

**10:45 – 11:15 Break**

**11:15 – 11:45 Creating World-Class  
Digital Experiences**

**Rebecca Salerno, Director, Creative Services, Indiana University**

The Webby Awards honor the best of the Web every year, judging websites based on the following criteria: content, structure and navigation, visual design, functionality, interactivity, and overall experience. The Indiana University School of Informatics and Computing ([www.soic.indiana.edu](http://www.soic.indiana.edu)) won both the 2011 Judges' Award and the People's Voice Award for the best school/university website. Rebecca Salerno, the creative director for the project, will discuss how her team developed a world-class digital experience for Indiana University, and share lessons learned on how you can improve your website experience for customers, even with a limited budget and timeline.

**11:45 – 12:15 EPCS Audit Requirements**

**Ron Fine, R.Ph., Vice President, National Health Plan Accounts, CoverMyMeds**

This presentation will discuss the audits required by the DEA for any system creating or receiving electronic prescriptions for controlled substances.

**12:30 – 1:30 Lunch**

**1:30 – 2:15 Protecting Patient Health Information:  
A Regulatory and Technical Overview**

**Steve G. Belovich, Ph.D., CEO, IQware, Inc., and Mary Jo Carden, R.Ph., J.D., President, Carden & Associates**

Recently, the federal government announced a contract with a national audit firm to evaluate healthcare entities' regulatory compliance. Pharmacy owners/managers and business associates must understand that simply complying with federal and state privacy regulations is not sufficient to protect patient information or to provide continuity of operations. This program will provide an interactive look at the current federal regulations affecting patient privacy and an opportunity for you to pose your questions to two experts about topics including the HIPAA/HITECH privacy and security rules; breach notification requirements and accounting for disclosures; common hacking techniques you need to be aware of; and how pharmacy owners/managers and business associates can understand and evaluate their electronic infrastructure, ensure patient data protection, ensure operational continuity, and more easily adapt to new regulations and new technologies, including the increasing array of mobile devices, as they emerge.

**2:15 – 2:45 The Benefits of Active Inventory  
Management**

**Ed Crimmins, Principal, Kindler & Crimmins Associates, Inc.**

Ed will discuss how active inventory management tools and approaches provide direct and indirect benefit to retailers. He will focus on the impact and opportunities that increased inventory productivity provides, including lowered inventory investment, improved in-stock position, improved customer service, and decreased expired-return volume and associated expenses.

**2:45 – 3:00 Break**

**3:00 – 4:00 Pharmacy Technology Panel:  
What Pharmacists Need To Succeed**

**Moderator, Bruce Kneeland, Pharmacy Development Manager, Epicor Software Solutions**

Running a modern-day pharmacy has become completely dependent on a wide variety of technology. This panel will consist of three pharmacy owners who will share insights into why they purchased the technology they have, why they decided against some others, and what they wish technology companies would provide so they could improve customer service, provide better patient care, and meet their professional goals. These real-world pharmacist panels have been a success in the past, and this year ASAP will introduce a new wrinkle to the format by soliciting questions from attendees before the conference — so you are sure to get insight into the questions your company needs answered to help pharmacists succeed.

**4:00 – 6:00 Open for Business Meetings**

**6:00 – 7:00 Reception**

**SATURDAY, JANUARY 21**

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

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

# Meeting Information

## Hotel Information

Don't delay in making your room reservation. Rooms will go quickly at the meeting rate of \$259 per night, available until December 21. Call 800/282-1116 and mention the American Society for Automation in Pharmacy.



Located in St. Pete Beach, Florida, The Don CeSar Hotel — known as Florida's legendary Pink Palace since 1928 — is a luxury resort revered inter-

nationally for its sprawling, sugar-white beach, unparalleled dining, and fabulous fishing, as well as nearby tennis and golf. The hotel has won AAA's Four Diamond award for 29 straight years. The Don CeSar's signature Four Diamond Maritana Grille offers fresh Florida seafood and a special chef's table in a dining room surrounded by 1,500 gallons of salt-

water aquariums filled with indigenous fish. You can also watch the sun set over the Gulf of Mexico while dining alfresco at the Sea Porch Café.

## Meeting Attire

Attire for this meeting is business casual. Average January temperatures in St. Pete Beach range between 54°F and 69°F.

## Ground Transportation

The Don CeSar is approximately 27 miles or 35 minutes from Tampa International Airport. The Super Shuttle (800/282-6817), provides service to the hotel for \$25 per person in a shared van. The hotel concierge can arrange for car service starting from approximately \$65 (for up to four adults), gratuity not included. You can reach the concierge directly by calling 727/363-5077. Finally, cab fare from the airport is approximately \$75 before tip.

## CE Credit

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

**Online conference registration and payment are 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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