

AMERICAN SOCIETY FOR AUTOMATION IN PHARMACY

# ASAP

## 2010 Midyear Industry & Technology Issues Conference

June 24–26, 2010

**The Seelbach Hilton  
Louisville, Kentucky**

### Meeting Highlights:

- **More on the HITECH Act**
- **The Challenges with WAC Implementation**
- **Update on the NABP Agenda**
- **The DEA's New Solution for E-Prescribing Controlled Substances**
- **Data Exchange Issues with Prescription-Monitoring Programs**
- **Using Technology to Address Language Barriers**
- **Data Needs in Specialty Pharmacy**
- **A New Initiative with POS Data**
- **How Pharmacogenomics will Change Pharmacy Practice**
- **Plus: Entrepreneurial Leadership — What It Takes**



*Attendees will  
enjoy a  
networking  
dinner  
at Churchill  
Downs.*



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

# ASAP

American Society for Automation in Pharmacy  
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## 2010 Midyear Industry & Technology Issues Conference

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### THURSDAY, JUNE 24

#### 11:30 – 1:30 Registration

#### 1:30 – 2:15 Down the Stretch They Come: The New HITECH Provisions

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

The Health Information Technology for Economic and Clinical Health (HITECH) Act, passed under the American Recovery and Reinvestment Act of 2009, includes major changes to existing federal privacy rules enacted under HIPAA in 1996. Some of these provisions have been implemented, other dates are fast approaching, and state attorneys general are in training to bring prosecutions. At the January ASAP meeting you heard about business associate requirements and disclosures. This session will help prepare participants for understanding and implementing the changes that include:

- New privacy requirements for covered entities and business associates, including updated business associate agreements, marketing requirements, and civil and criminal monetary penalties.
- New requirements for breach notification.

You will receive information on steps to take to ensure compliance, including security risk assessment and other measures.

This presentation will then focus on efforts to date to implement a nationwide system of interoperable electronic health records. In January 2010, the government released the first set of extensive requirements for the development of an EHR infrastructure to begin in 2011. This presentation will provide a brief overview of security requirements for systems. Will the new provisions be a winner or scratch?



*The Seelbach Hilton's Oakroom is in a renovated billiards hall that once was visited by Al Capone.*

#### 2:15 – 2:45 Reimbursement Update: WAC Implementation Challenges and Solutions

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

At the January ASAP meeting you heard about the alternatives to AWP. All indications now are that the industry is slowly moving toward wholesale acquisition cost (WAC) pricing as the replacement metric for AWP, which will be discontinued in March 2011. This presentation will explore the challenges that implementing WAC pricing will present and share the perspectives of pharmacy providers, payers, and the pharmaceutical manufacturing market segments. More importantly, solutions to these challenges will be discussed and evaluated.

#### 2:45 – 3:15 Break

#### 3:15 – 3:45 Current NABP Initiatives in Support of the Boards of Pharmacy and Protecting the Public Health

**Robert Cowan, C.P.A., C.A.E., Chief Operating Officer, National Association of Boards of Pharmacy**

This session will cover NABP's new initiatives in the areas of community pharmacy accreditation, designed to improve patient care and collect data on effectiveness of patient counseling and medication adherence efforts; continuing-education reporting via NABP's new CETracker program; the new VIPPS-approved online advertiser program that ensures that only legitimate Internet pharmacy practices can be advertised via major search engine providers; and finally, NABP's implementation of the JCPP 2015 Vision Statement.

#### 3:45 – 4:15 E-Prescribing Shifts Into Third Gear

**Ken Whittemore, R.Ph., M.B.A., Senior Vice President, Regulatory Affairs, Surescripts**

E-prescribing activity increased substantially in the United States in 2009, and with the impending implementation of HITECH EHR meaningful use criteria and associated incentives, prescribers will have more reasons than ever to adopt health information technology. This presentation will offer a quick recap of the recent growth history for e-prescribing and the drivers for continued strong growth over the next couple of years. In addition, this presentation will include an overview of key provisions in the DEA's interim final rule on e-prescribing of controlled substances.

#### 4:15 – 4:45 Prescription-Monitoring Programs: An Update on the Fight Against Prescription Drug Abuse and Diversion

**Dave Hopkins, Program Manager, Kentucky Cabinet for Health and Family Services, Co-chair, U.S. Bureau of Justice Assistance/IJIS Prescription-Monitoring Program Committee**

You will receive a brief update on the current scope of the prescription drug abuse and diversion problem, and hear about the Prescription Monitoring Information Exchange (PMIX) project. PMIX is designed to enhance the ability of state prescription-

monitoring programs to share data. The session will describe technical and policy challenges to implementing this interstate data sharing, along with the proposed solution, including the planned technical infrastructure and standards to be used.

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

## **FRIDAY, JUNE 25**

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

### **9:00 – 9:15 Midyear Report on ASAP Activities**

### **9:15 – 9:45 Multilingual Pharmacies: Using Technology to Address Language Barriers**

**Charles Lee, M.D., President and Founder, Polyglot Systems**

As pharmacy patients become increasingly diverse and multilingual, cost-effectively meeting the language needs of patients is critical to patient safety and medication adherence. Current regulations, changing demographics, health literacy, and opportunities for technology will be discussed.

### **9:45 – 10:45 Entrepreneurial Leadership**

**Dr. Donald F. Kuratko, The Jack M. Gill Chair of Entrepreneurship, Professor of Entrepreneurship and Executive Director, Johnson Center for Entrepreneurship & Innovation, The Kelley School of Business, Indiana University – Bloomington**

Building a competitive advantage in today's organizations can only be accomplished through innovation and entrepreneurial thinking. The 21st century demands adaptability, flexibility, speed, ingenuity, and innovativeness and these five words come down to one imperative — entrepreneurial leadership. This concept has become captivating to those in the thick of the competitive and ever-changing environment. The true value of entrepreneurial leadership as a strategic concept lies in the extent to which it fosters the entrepreneurial perspective in each and every individual within the organization as a catalyst to continuous innovation. Entrepreneurial leadership will be the cornerstone of the enduring enterprise of the 21st century.

### **10:45 – 11:15 Break**

### **11:15 – 11:45 Data and Today's World of Specialty Pharmacy**

**David Hileman, R.Ph., Vice President, RxCrossroads**

As the healthcare marketplace seeks increasing levels of control, understanding key processes and the flow of data provides the lens to view these tools. This session will walk through the processing of prescriptions, interactions, and the flow of data elements from the receipt of a request for service



to the fulfillment of the product. Key points include:

- Essential and optional data elements
- Inventory-tracking requirements
- Regulatory implications
- Access tools, processing applications, and automation platforms
- Reporting and key metrics

### **11:45 – 12:15 Front-End Focus: The Power of Combining POS Sales Data and Wholesaler Purchase Information**

**Odile Harbaugh, Senior Manager, Retail Product Development, Cardinal Health**

As prescription margins continue to decline, the front end of a pharmacy is gaining popularity as an alternate revenue stream. However, most pharmacies, and particularly community pharmacies, need help maximizing the profitability of their front of store.

This session will provide an overview of a front-end sales data analysis project that Cardinal Health has been piloting with its retail independent pharmacies and the performance and benchmark reports the pilot stores are receiving.

### **12:15 – 1:30 Buffet Lunch**

### **1:30 – 2:15 Pharmacogenomics in Practice: Where the Puck Is Heading**

**Calvin Knowlton, B.S.Pharm., M.Div., Ph.D., Chairman and CEO, Revolution Care**

It's important to understand the role that pharmacogenomics is starting to play in personalized medicine and to appreciate the basic nuggets of what pharmacogenomics actually is and means. This presentation will address the value and the return on investment benefits from applying pharmacogenomics as a precision decision tool.

### **2:15 – 4:00 Open Time for Business Meetings**

**4:00 Depart for Churchill Downs, Where Dinner Will Be Served**

## **SATURDAY, JUNE 26**

### **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 \$194 per night plus tax, available until June 1. 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." Add to that a location in the heart of downtown Louisville's business and entertainment district, and only minutes from Churchill Downs — the home of The Kentucky Derby, site of our Friday night dinner, and the Kentucky Derby Museum.

A recent \$12 million renovation has given this grand old hotel, with genteel Southern hospitality, a new level of amenities.

## 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 dinner.

## 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 pharmacy education credit.

## ASAP Registration Form

Are you an ASAP member?  Yes  No

Name \_\_\_\_\_

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

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

Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

Registration before May 14, \$850 Members • \$1,345 Nonmembers (includes membership).

Registration after May 14, \$985 Members • \$1,480 Nonmembers (includes membership).

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

Please check here if you will be joining us for the Friday dinner 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: \_\_\_\_\_

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