American Society for Automation in Pharmacy

2017 Annual Conference

January 18–20, 2017
The Ritz-Carlton
Amelia Island, Florida

New Schedule for the 2017 Annual Conference

Conference begins Wednesday, January 18th, with the speaker program in the mornings on Thursday, January 19th and Friday, January 20th. Thursday afternoon will feature extended networking time.

Conference Highlights

- The Current Trends in the U.S. Pharmaceutical Market
- Understanding the Patient Safety Act
- Online Pharmacy Certification and the Use of Top-Level Domains
- Communicating Pharmacy-Based Immunization Data to IIS
- The 2016 Election and Its Effects on the Pharmacy Environment
- Invited Speaker: ONC/CMS on HITECH Medicaid Onboarding of Pharmacy Providers
- DIR Fees: Frustrating Pharmacies
- EPCS and Pharmacy Applications
- The Importance of POS Data
- Community Pharmacy Accreditation
- Lessons from a Community Pharmacy Road Trip

Register today by visiting www.asapnet.org/registration.html and participate in the most relevant conference in pharmacy on technology.
## 2017 Annual Conference

**January 18–20, 2017 | The Ritz-Carlton | Amelia Island, Florida**

### Wednesday, January 18

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<th>Time</th>
<th>Event</th>
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<tr>
<td>3:30 – 5:00</td>
<td>Registration</td>
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<td>5:00 – 6:30</td>
<td>Opening Cocktail Reception</td>
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### Thursday, January 19

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<th>Time</th>
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<tr>
<td>8:00 – 8:45</td>
<td>Continental Breakfast</td>
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<tr>
<td>8:45 – 9:00</td>
<td>Gold Sponsor Podium Time</td>
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<tr>
<td>9:00 – 9:45</td>
<td>The Current Trends in the U.S. Pharmaceutical Market</td>
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**Doug Long, M.B.A., Vice President, Industry Relations, IMS Health**

Doug will give an overview of the current state of the U.S. pharmaceutical market, focusing particularly on the trends, issues, and outlook for retail pharmacy.

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<th>Time</th>
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<tr>
<td>9:45 – 10:15</td>
<td>Understanding the Patient Safety Act</td>
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**Jeff Hedges, President and CEO, R.J. Hedges & Associates**

Jeff will discuss how the Patient Safety and Quality Improvement Act of 2005 (PSQIA) impacts pharmacy operations. The PSQIA authorizes HHS to impose civil money penalties for violations of patient safety confidentiality, and also authorizes the Agency for Healthcare Research and Quality (AHRQ) to list patient safety organizations (PSOs). PSOs are the external experts that collect and review patient safety information. Jeff will provide an overview of the various patient safety organizations, and address the types of adverse events and how they impact HIPAA compliance. Current hot topics in this area include HIPAA breaches and onsite inspections, as well as Medicare Part D credentialing of FDA onsite inspections for pharmacies doing non-sterile compounding.

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<th>Time</th>
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<tr>
<td>10:15 – 10:45</td>
<td>Combatting Illegal Internet Pharmacies: Online Pharmacy Certification and the Use of Top-Level Domains</td>
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**Marty Allain, J.D., Senior Global Program Manager, National Association of Boards of Pharmacy**

In response to illegal Internet drug outlets, the National Association of Boards of Pharmacy (NABP) began certifying online pharmacies on behalf of its member boards in 1999. Since then, the NABP has faced challenges with the fraudulent use and misappropriation of the seals/icons certified pharmacies receive to present themselves as verified to the public. In 2015, the NABP introduced a new online pharmacy verification program, dotPharmacy (.pharmacy), which uses the top-level domain .pharmacy as the seal of approval, coupled with enhanced security and transparency. Marty will give an overview of the key elements of this enhanced security and talk about the benefits for consumers.

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<tr>
<td>11:00 – 11:30</td>
<td>Supporting The Immunization Neighborhood: Communicating Pharmacy-based Immunization Data to IIS</td>
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**Mitch Rothholz, R.Ph., M.B.A., Chief Strategy Officer, American Pharmacists Association**

Current National Vaccine Advisory Committee (NVAC) adult immunization standards call for healthcare providers to assess immunization status and report administered vaccines to immunization registries. Mitch will provide an update on recent activities to facilitate the reporting and utilization of immunization data by pharmacists.

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<tr>
<td>11:30 – 12:00</td>
<td>The 2016 Election and Its Effects on the Pharmacy Environment</td>
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**Jason Money, Director of Government Affairs, AmerisourceBergen**

Jason will examine the 2016 election and the potential implications for pharmacy issues related to provider status, fair reimbursement, and access to patients during the new presidency and the 115th Congress.

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<td>12:00 – 12:30</td>
<td>Invited Speaker: A representative from ONC or CMS will provide an update on HITECH Medicaid onboarding incentives for providers, such as pharmacies, to help eligible Medicaid providers adopt and use electronic health records (EHR) systems to meet meaningful-use requirements.</td>
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<tr>
<td>12:30 – 1:30</td>
<td>Lunch</td>
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1:30 – 5:30  Networking and Business Meetings
5:30 – 7:00  President’s Reception

Friday, January 20

8:00 – 8:45  Continental Breakfast
8:45 – 9:00  Annual Report on ASAP Activities
9:00 – 9:30  DIR Fees: Frustrating Pharmacies
   Don Dietz, R.Ph., M.B.A., Vice President, Pharmacy Healthcare Solutions, Inc.
   Direct and indirect remuneration (DIR) fees have been in place since the early days of Medicare Part D. The original intent of CMS’s DIR fees was to better approximate the true cost of Medicare Part D drugs after manufacturer rebates. But DIR fees have also been used by pharmacy benefit managers (PBMs) for pharmacy withholds ranging from preferred network fees, reimbursement rate “true ups,” and quality measures. Don will discuss the challenges facing pharmacy in calculating net sales and profitability due to DIR and related fees. And he’ll review improved timing and transparency as proposed solutions to improve the current situation.

9:30 – 10:00  EPCS and Pharmacy Applications
   Jerry Cox, Director of Business Development, IdenTrust, Part of HID Global
   Electronic prescribing of controlled substances (EPCS) is now mandated in New York. Regardless of state requirements, EPCS is becoming popular nationally due to the convenience both for doctors and patients. Pharmacies not able to accept EPCS messages face the potential of losing business. Prescribing and pharmacy applications must meet federal law, but the law is complex and allows different implementation options. This session examines the different methods by which a pharmacy might receive EPCS messages, the pharmacy application requirements for each, and the associated benefits and disadvantages. Benefits and disadvantages are considered from business, technical, security, and liability perspectives.

10:00 – 10:30  Break

10:30 – 11:00  The Importance of POS Data: How Both Pharmacy and Manufacturer Benefit
   Bob Candelora, Managing Partner, Retail Insights, LLC
   Bob will provide an overview of the cutting-edge ways to collect, analyze, and report on data from pharmacy point-of-sale (POS) systems, including how POS data can help both pharmacies and manufacturers drive sales by supporting fact-based decision-making.

11:00 – 11:30  Community Pharmacy Accreditation: Does It Make a Difference?
   Marsha K. Millonig, M.B.A., B.Pharm., President and CEO, Catalyst Enterprises, LLC
   What do ACHC, CPPA, TCT, and URAC have in common? They are all organizations that accredit community pharmacies. Accreditation is the process by which a private association, organization, or government agency, after initial and periodic evaluations, grants recognition to an organization, site, or program that has met certain established criteria. Evolving models of healthcare place an increasing focus on quality and performance measures related to the provider sites and practitioners. Voluntary community pharmacy practice accreditation may provide a mechanism for committed community pharmacy practices to distinguish themselves. However, the accreditation process can be complex and costly. But is it worth it?

11:30 – 12:00  Community Pharmacy Update: Lessons Learned on the Road
   Bruce Kneeland, Sales and Marketing Specialist, Kneeland Services
   In May of 2016 Bruce undertook a 5,400-mile road trip during which he visited 12 amazing pharmacies in Middle America. The purpose of the trip was to interview successful pharmacy owners and learn firsthand some of the management and marketing techniques they employ. This presentation will provide insights into six major success factors these pharmacies employ.

Online conference registration and payment available by visiting www.asapnet.org/registration.html
Hotel Information

Don’t delay in making your room reservation. Call The Ritz-Carlton, Amelia Island, at 904/277-1100 to make your room reservation. Rooms will go quickly at the meeting rate of $234 per night, which is available until Dec. 27, 2016. Mention the American Society for Automation in Pharmacy to receive the conference rate.

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.

Ground Transportation

The hotel is approximately 40 minutes from Jacksonville International Airport. Front Runner Transportation offers car, SUV, and van service (904/714-1277) beginning at $75 for a one-way transfer for up to three people, which does not include a 20% gratuity. Call the Ritz-Carlton concierge for pricing for larger groups. Taxis range from $65 to $125. Uber is readily available from the airport to the hotel, but isn’t as readily available for the return trip to the airport.

CE Credit

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

ASAP Registration Form

Are you an ASAP member?  □ Yes  □ No

Name ___________________________ Company/Pharmacy ___________________________

Position ________________________ Preferred name for badge ____________________________

Arrival and departure dates ___________________________________________________________

Address ____________________________________________________________________________

Phone __________________________ Email ______________________________________________

Registration before December 5: $950 Members • $1,650 Nonmembers (includes membership).

Registration after December 5: $1,085 Members • $1,785 Nonmembers (includes membership).

Spouse/guest name, if attending (registration: $125) _______

Special Offer: If your company has never been a member of ASAP, you may register for this conference only at the member fee.

Registration fees for the conference are nonrefundable, but are transferable to another employee from your company for this conference only.

Check is enclosed for $ _____________(make payable to ASAP)

Credit Card Charge:  □ American Express  □ Visa  □ MasterCard

Credit Card Number: ___________________________________________ Expiration Date: ___/___/___

Signature: ____________________________________________________________________________