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*OPA's Center for Entrepreneurship and Innovation presents*

## **Strengthening Your Business: Keys to Independent Success**

**Sunday, October 28, 2012**

**Ohio Pharmacists Association  
2674 Federated Blvd. • Columbus, Ohio 43235**

You work hard to keep your business strong and viable. It's time for your CE to do the same. The *Strengthening Your Business* program will provide essential guidance to current pharmacy owners/managers to enhance their businesses. And with interest in opening or buying an independent pharmacy on the rise, this program will also serve as a vital tool for those looking to enter independent pharmacy practice. Hosted by OPA's new *Center for Entrepreneurship and Innovation*, this program is the first of many that will put focus back on business and encourage independent ownership and success.

### **Providing Medication Therapy Management Services in the Community Pharmacy Setting**

*Cathy Kuhn, R.Ph., PharmD; Columbus Patient Care Center, Kroger Pharmacy, Columbus, Ohio*  
Medication Therapy Management (MTM) can provide a new source of revenue for your pharmacy and greater satisfaction for your pharmacists. This program will discuss current MTM opportunities in the State of Ohio, describe online systems to document and bill, identify barriers in delivering MTM services and review sample MTM cases.

**APCE # 0129-0000-12-064-L04-P** 0.1 CEU  
This is an application-based activity.

### **Transitioning Your Pharmacy**

*Mimi Hart, R.Ph., and Eric Gillespie, R.Ph., PharmD; Hart Pharmacy, Cincinnati, Ohio*  
It is critical to plan in advance to transition your pharmacy into the next generation. This program will discuss the benefits and pitfalls of junior partnerships, expectations of the owner and the junior partner, and novel ways to keep your business going strong. This topic will be useful for family and non-family generational planning.

**APCE # 0129-0000-12-065-L04-P** 0.1 CEU  
This is a knowledge-based activity.

### **Strategies for Success: Building and Marketing an Innovative Practice in the Community Pharmacy**

*Cathy Hanna, R.Ph., PharmD; Vice President of Professional Affairs, APSC, Lexington, KY*

As pharmacy practice changes, it is important for community pharmacists to continually develop new and innovative services. Pharmacists must learn to use the information and tools that they have to identify niches in the marketplace. Marketing and implementation of these innovative services is equally important to the success of the pharmacy. This program will focus on how several community pharmacists have identified, implemented and marketed an innovative practice in their community.

**APCE # 0129-0000-12-066-L04-P** 0.1 CEU  
This is an application-based activity.

### **Community Pharmacy Roundtable**

This session offers the opportunity for pharmacists to discuss current issues in community pharmacy and to exchange ideas and best practices with the leaders of today.

Learning objectives are available on our website at [www.ohiopharmacists.org](http://www.ohiopharmacists.org).

**Space is limited.** Register now on reverse side or at [www.ohiopharmacists.org](http://www.ohiopharmacists.org).

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## **Program Schedule**

- 12:30 p.m. Registration
- 1:00 p.m. *Center for Entrepreneurship and Innovation: An Introduction*
- 1:15 p.m. *Providing MTM in Community Pharmacy*
- 2:15 p.m. *Transitioning Your Pharmacy*
- 3:15 p.m. Break
- 3:30 p.m. *Marketing an Innovative Practice*
- 4:30 p.m. Community Pharmacy Roundtable
- 5:30 p.m. Casual Networking Dinner

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Name \_\_\_\_\_ Nickname for Badge \_\_\_\_\_

NABP e-Profile ID \_\_\_\_\_ Birthdate (MMDD format) \_\_\_\_\_

[obtain at [www.MyCPEmonitor.net](http://www.MyCPEmonitor.net)]

Preferred Mailing Address  home  work \_\_\_\_\_

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

Place of Employment \_\_\_\_\_

Home Phone (\_\_\_\_\_) \_\_\_\_\_ Work Phone (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Emergency Contact \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

Special Dietary Requirements  low fat  vegetarian If physically impaired, indicate special needs \_\_\_\_\_

### Registration Fee:

OPA Member \$59

Non-member \$118

MasterCard  VISA Exp. Date \_\_\_\_\_

Account Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Security Code \_\_\_\_\_

Total Remitted \$ \_\_\_\_\_

**Check payable to:** *Ohio Pharmacists Foundation*

**Mail to:** Ohio Pharmacists Foundation  
2674 Federated Blvd., Columbus, OH 43235

Or **Register Online** at [www.ohiopharmacists.org](http://www.ohiopharmacists.org)

Or **Fax** with credit card information:

614.389.4582

Or **Call** with credit card information:

614.389.3236

Billing Address if different from above:  
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Requests for refunds, less \$15 administrative fee, will be honored if received by 10/21/2012.

### CONTINUING EDUCATION

This program is targeted to all pharmacists and pharmacy students. The continuing pharmacy education (CPE) for this program is coordinated by the Ohio Pharmacists Foundation. To receive credit, you must fill out the CE form, sign, date, and return it to OPA staff or office. Your CE will be uploaded to the CPE Monitor. Disclosure of faculty and commercial support relationships will be made known at the activity.

#### CONFIRMATION

Upon registration, a confirmation letter or email will be sent to you along with driving directions.



The Ohio Pharmacists Foundation is the educational and research arm of the Ohio Pharmacists Association.

The Ohio Pharmacists Foundation Inc. is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

