

Learning Objectives
2019 Midwest Independent Pharmacy Expo

ACPE #0129-0000-19-075-L04-P

PSAOs: What They Do and Why It Matters to You

Eyad Farah, Vice President, General Manager, Health Mart Atlas

At the completion of this activity, the participant will be able to:

1. discuss how PSAOs make contracting decisions;
2. describe what a MAC list is and how they work;
3. explain how Generic Effective Rate plays a role in impacting reimbursement rates;
4. discuss DIR fees, where the money goes, and how stores can reduce DIR fees; and
5. explain how to create a plan to meet clinical performance objectives and maintain claim profitability.

ACPE #0129-0000-19-076-L04-P

New Services for Payment - Are You Ready?

Marc Sweeney, R.Ph., PharmD, M.Div.; Dean and Professor, Cedarville University, School of Pharmacy

At the completion of this activity, the participant will be able to:

1. discuss the historical challenges to pharmacist reimbursement for services;
2. describe the current and future opportunities to generate revenue for pharmacist services; and
3. identify opportunities that can be incorporated into the community pharmacy setting for revenue expansion.

ACPE #0129-0000-19-077-L04-P

Sales - A Critical Component of Independent Pharmacy

Owen BonDurant, President, Independent Rx Consulting

At the completion of this activity, the participant will be able to:

1. recognize the importance of sales in a community pharmacy;
2. compare different sales strategies and explain when to utilize each; and
3. demonstrate how to call on a healthcare professional.

ACPE #0129-0000-19-078-L04-P

Getting to Pharmacy Ownership - the Ins and Outs

Aimee O'Reilly, R.Ph., PharmD; Owner, O'Reilly Family Pharmacy

At the completion of this activity, the participant will be able to:

1. compare and contrast asset vs. stock purchase of a pharmacy;
2. discuss benefits of purchasing an existing pharmacy and starting from scratch;
3. describe areas of difficulty to becoming a pharmacy owner; and
4. identify strategies to successful pharmacy ownership.