DOC SMITH’S
TRAVELING MEDICINE SHOW & WANDERING MERCHANTS

SMITH DRUG COMPANY - BURLINGTON DRUG COMPANY
CONTINUING EDUCATION 2017
Friday, July 21 / Saturday, July 22 / Sunday, July 23
July 21, 2017 (Friday)

Time: 8:00 a.m. - 9:00 a.m.
Title: Recent Specialty Drug Approvals and What's in the Pipeline?
Presenter: Ryan Chandanais, MS, CPhT; Emerging Therapeutics Analyst, Diplomat Specialty Pharmacy, Flint, MI
Summary: This presentation will review drug development trends in specialty pharmacy and examine recently approved specialty drugs as well as those that are expected to be approved in the upcoming year. Information discussed for specialty products will include approved or expected indication, mechanism of action, brief clinical trial overview, price considerations, and analysis of the drug’s possible impact on the market.

Learning Objectives - Pharmacist:
1. Summarize overall drug development trends.
2. Discuss new specialty drugs that have recently been approved and how they fit into treatment.
3. Identify emerging specialty therapies expected to be approved in the near future and forecast how they might impact the market.

Learning Objectives - Technicians:
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ACPE UAN: 0280-0000-17-016-L01-P&T • 1.0 Contact Hour (0.10 CEU) - Knowledge Based

Time: 9:00 a.m. - 10:30 a.m.
Title: Integrating Community Pharmacy into Team-Based Care
Presenter: Stefanie Ferreri, PharmD, Clinical Professor, Division of Practice Advancement and Clinical Education, UNC Eshelman School of Pharmacy, University of North Carolina at Chapel Hill
Summary: The purpose of this activity is to educate pharmacists how to contribute to team-based care using a value-based approach to health care. Pharmacists will be provided successful examples of how they can be integrated in value-based care. Information will be shared on how they can incorporate these practices into pharmacy workflow.

Learning Objectives - Pharmacist:
1. Describe how patient care in a value-based model differs from patient care in a fee-for-service model.
2. Identify enhanced services that can improve patient care in a value-based model.
3. Explain techniques that community pharmacists can use to integrate enhanced services in practice.

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ACPE UAN: 0280-0000-17-017-L04-P&T • 1.5 Contact Hours (0.15 CEUs) Knowledge Based
July 21, 2017 (Friday) • Continued

Time: 10:30 a.m. - 12:00 p.m.
Title: Financing Pharmacies: What to Know Before You Grow
Presenter: Jimmy Neil, BA, MBA
General Manager, Pharmacy Lending, Live Oak Bank, Wilmington, NC
Summary: This activity will describe how borrowers attain financing in today’s pharmacy environment, the criteria that are used to make a credit decision, and how best to structure the purchase and sale.

Learning Objectives - Pharmacist:
1. Describe the key financial metrics and conditions that drive the valuation of an independent pharmacy and the top valuation methods in the marketplace.
2. Apply the possible ways to leverage the sale or purchase of an independent pharmacy using different sources of credit and financing instruments.
3. List the benefits and costs of an Asset Purchase/Sale versus that of a Stock Purchase/Sale.
4. Describe the pitfalls of trying to buy or sell a pharmacy without expert advice and guidance.
5. List the 5 criteria that banks and financial institutions utilize to make a lending decision.
6. Describe multiple types of credit instruments: Conventional, SBA Guaranteed, Private Equity, Seller Notes.

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July 22, 2017 (Saturday)

Time: 7:00 a.m. - 8:30 a.m.
Title: Harnessing the Value: Digital and Social Media as a Community Pharmacy
Presenter: Amanda McSherry, BA, Digital Media Manager, Bethany Kern, BA, Integrated Marketing Coordinator
Infinity Marketing, Greenville, SC
Summary: Navigating digital touchpoints as an independent pharmacy can sometimes be overwhelming. As consumers of all ages are shifting online, it’s imperative to speak to them where they are across social media, search engines and responsive websites. Using industry insights and trends we will evaluate the opportunities for how your business can thrive in this evolving landscape.

Learning Objectives - Pharmacist:
1. Recall digital statistics and trends for consumers in the community pharmacy industry.
2. Explain and identify the value of social media and how it can be beneficial for your business.
3. Recognize the necessity for easy to navigate and mobile friendly websites.
4. Discuss the importance of Search Engine Optimization and how it can be achieved.

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July 22, 2017 (Saturday) • Continued

Time: 1:30 p.m. - 2:30 p.m.
Title: Biosimilars and Community Pharmacy: What You Need to Know
Presenter: Kamala M Nola, PharmD, MS
Vice Chair and Professor, Department of Pharmacy Practice,
Lipscomb College of Pharmacy, Nashville, TN

Summary: Availability of biosimilar drug products is a new and evolving opportunity for patients, pharmacists, and providers to collaborate on care. These recent approvals raise questions of science, policy, coverage, and access. This presentation seeks to update the audience on these new biosimilars, their role in treatment, access and reimbursement issues, and collaborative care opportunities.

Learning Objectives - Pharmacist:
1. Discuss recent approvals of biosimilars and current status of products.
2. Describe interchangeability language and implications for pharmacies.
3. Identify opportunities for community pharmacies to become a resource for patients, providers, and the community for biologics and biosimilars.

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ACPE UAN: 0280-0000-17-020-L03 • 1.0 Contact Hour (0.10 CEU) - Knowledge Based (Qualifies as Law credit)

Time: 2:30 p.m. - 3:30 p.m.
Title: 2017 Pharmacy Based Immunization Update on Best Practices
Presenter: Cindy Taliaferro Smith, PharmD
Clinical Director, Reeves-Sain Pharmacy;
Clinical Coordinator, University of Tennessee Community Pharmacy Residency Program

Summary: This activity will review the latest information on vaccine guidelines for adolescents, teens, and adults as well as examines pharmacist driven vaccine advocacy information relative to vaccination rates in specific populations. In addition participants will learn how to incorporate vaccine strategies into workflow including marketing and profitability guidelines.

Learning Objectives - Pharmacist:
1. Identify patients with immunization needs and screen them appropriately.
2. Provide patient education on necessary vaccines.
3. Discuss marketing strategies that can be used to promote a pharmacy based immunization service.

Learning Objectives - Technicians:
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2. Provide patient education on necessary vaccines.
3. Discuss marketing strategies that can be used to promote a pharmacy based immunization service.

ACPE UAN: 0280-0000-17-021-L01-P&T • 1.0 Contact Hour (0.10 CEU) - Knowledge Based
Summary: This activity will provide a current overview of the long term care industry including new business models resulting from changing economic drivers. There will be a review on what the industry now considers to be long-term care, and insight to advancing long-term care pharmacy services in community pharmacy. Faculty will discuss why it makes good business sense to be a long-term care pharmacy provider and how to market these services to the community. Lastly, we will examine pending legislative and regulatory threats and opportunities that LTC pharmacies and their customers (primarily SNFs) face, as well as options LTCPs have to work together to drive an agenda that seizes the opportunities and reduces the threats.

Learning Objectives - Pharmacist:
1. Discuss how and why the long term care business model is changing.
2. Describe the magnitude of the post-acute care pharmacy business opportunity.
3. Identify collaboration opportunities for pharmacy operators, consultant pharmacists and long term care providers.
4. Define the role of group purchasing organizations (GPOs)/Pharmacy Services Administrative Organization (PSAOs) in the long-term care pharmacy market.
5. Explain the steps required by a pharmacy to be reimbursed for providing long-term care compliance packaging.
6. Recognize legislative and regulatory challenges that threaten the clinical and financial viability of LTC pharmacies.
7. Identify important opportunities for the LTC pharmacy community that can serve to mitigate threats the sector faces.
8. Discuss the evolving “value-based” criteria likely to confront LTC pharmacies in the 2018 Part D contract year.

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July 23, 2017 (Sunday)

Time: 7:30 a.m. - 8:30 a.m.
Title: Current Trends in the Treatment of Hepatitis C
Presenters: J. Richard Thompson, PharmD, MBA, BCPS, Professor and Chair, Department of Pharmacy Practice, Lipscomb University College of Pharmacy, Clinical Associate Professor of Nursing Vanderbilt University School of Nursing, Nashville, TN

Summary: The goal of this program is to educate participants on current treatments for chronic hepatitis C infection in order that they might be a resource for their patients. This activity will briefly review the epidemiology, progression and current treatment guidelines for HCV. There will be a more in depth discussion comparing the efficacy of newer treatments, management of side effects & drug interactions plus common barriers to treating patients with HCV infection.

Learning Objectives - Pharmacist:
1. Discuss the prevalence of hepatitis C and need for screening.
2. Differentiate common hepatitis C drugs by their structural protein targets.
3. Recognize common adverse events and important drug interactions with hepatitis C therapy.
4. Discuss opportunities for the pharmacist in patient education, early testing and access to treatment.

Learning Objectives - Technicians:
1. Discuss the prevalence of hepatitis C and need for screening.
2. Recognize common adverse events and important drug interactions with hepatitis C therapy.
3. Discuss opportunities for the pharmacist in patient education, early testing and access to treatment.

Time: 8:30 a.m. - 10:00 a.m.
Title: From the Pill to the Grave: An Opioid Pandemic
Presenters: Wes Geminn, PharmD, BCPP, Chief Pharmacist, State Opioid Treatment Authority, TN Dept. of Mental Health and Substance Abuse Services; Assistant Professor, University of Tennessee and Belmont University colleges of pharmacy

Summary: The rates of opioid addiction and fatal overdoses are hitting record numbers nationwide. During this presentation the audience will learn more about the scope of the opioid pandemic, the pathophysiology of opioid addiction, the medications used to treat an opioid use disorder and opioid overdoses, and potential strategies that can be utilized in community pharmacies to help become part of the solution for our nation’s opioid problem.

Learning Objectives - Pharmacist:
1. Describe the scope and epidemiology of the nationwide opioid pandemic.
2. Discuss the basic pathophysiology of opioid use disorder (OUD).
3. Recognize recent trends in national legislation related to the opioid epidemic.
4. Compare and contrast the different medications used to treat OUD and opioid overdose.
5. Evaluate opportunities available for community pharmacists to get involved.

Learning Objectives - Technicians:
1. Describe the scope and epidemiology of the nationwide opioid pandemic.
2. Discuss the basic pathophysiology of opioid use disorder (OUD).
3. Recognize recent trends in national legislation related to the opioid epidemic.
4. Identify the different medications used to treat OUD and opioid overdose.

ACPE UAN: 0280-0000-17-023-L01-P&T • 1.0 Contact Hour (0.10 CEU) - Knowledge Based

ACPE UAN: 0280-0000-17-022-L03-P&T • 1.5 Contact Hours (0.15 CEUs) - Application Based (Qualifies as Law credit)
July 23, 2017 (Sunday) • Continued

Time: 10:00 a.m. - 11:00 a.m.
Title: Optimizing COPD Management: An Update on Current Treatment & the Role of the Pharmacist

Presenters: Jessica L. Wallace, PharmD, BCPS, Assistant Professor, Department of Pharmacy Practice, Lipscomb University College of Pharmacy; Clinical Pharmacy Specialist, Internal Medicine, VA Tennessee Valley Healthcare System, Nashville, TN

Summary: This activity is designed to educate pharmacists on new medications available for the treatment of chronic obstructive pulmonary disease (COPD) and the updated 2017 treatment guidelines. The session will begin with a background overview of COPD including clinical presentation, pathogenesis, and diagnosis. The presentation will focus on the recent 2017 update of the Global Initiative for Chronic Obstructive Lung Disease (GOLD) guidelines with regards to the classification of disease severity and recommended pharmacologic management including information on many newly approved COPD medications and inhaler device types. Participants will benefit from demonstrations of the various inhaler devices so they may in turn educate patients in the pharmacy to improve self-management.

Learning Objectives - Pharmacist:
1. Describe newly approved COPD medications and devices.
2. Given a patient case, select the appropriate treatment regimen based on patient specific factors and GOLD 2017 disease severity assessment.
3. Identify the role of the community pharmacist in improving COPD transitions of care.
4. Demonstrate and evaluate the proper use of various inhalation devices to support patient self-management education.

Learning Objectives - Technicians:
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ACPE UAN: 0280-0000-17-024-L01-P&T • 1.0 Contact Hour (0.10 CEU) Application Based

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Target Audience: Accredited for Pharmacists & Pharmacy Technicians

AHR Participant Requirements and Statement of Credit: To receive credit, participants must fully attend each session (no partial credit will be awarded), pass in a completed attendance verification form, and using the access code provided, complete the online evaluation for each session attended. Attendance will be verified. All participants will have the opportunity to evaluate the educational sessions and presenters as well as the ability to identify their future educational needs.

Pharmacists and Pharmacy Technicians: CE credit will be automatically uploaded to CPE Monitor upon completion of the evaluation and posted to the participant’s NABP account within 48 hours where an official certificate of credit can be printed. Evaluations must be completed within 60 days of program date to receive credit.

Statement of Disclosure: Disclosure will be made on the day of the program regarding any interest or affiliation a speaker may have with any commercial interest as well as any commercial support received for this conference.

Refund Policy: Refunds for the CE program are available only if cancellation occurs by June 30, 2017 to Amy Wolfe in the marketing department of SDC or if the program is cancelled.