



Join us for the
THE 2012 COMMUNITY PHARMACY BUSINESS SEMINAR

June 22-24, 2012
Sheraton Overland Park Hotel
at the Convention Center
Overland Park, Kansas

The business of community pharmacy is not a one-size-fits-all model.

Each store has specific needs to be met and each store develops successful strategies individually. When you think inside the mortar, you're focusing on the unique needs of your pharmacy as a thriving business within the community.

The 2012 Conference provides you with key business ingredients to improve your business. You'll have the opportunity to hear from experts on pharmaceutical finance, legislation and property transactions. Discover and learn about the newest practices for your pharmacy. You'll find out more about expanding your community pharmacy, the changes in Washington that affect your business and how to develop a financial strategy for the future. Call or fax today to register.



STEVEN LEFEVER
Finance & Profit Mastery

This program is designed to give pharmacists the tools needed to increase profitability by controlling costs, understanding cost behavior, improving strategic cost management skills and by analyzing the present to make better decisions about the future.

Also featured in this session:

- Classify costs in your pharmacy based on their affect on the income statement as fixed or variable and calculate a break-even point for the business.
- Create a forecast of the resources that your pharmacy business will require to grow.
- Calculate the contribution margin in your pharmacy business and assess its impact on your pricing structure.

0201-9999-12-022-L04-P/T (4hrs)
Program type: Knowledge Based



DAVID BALTO
Legislative Expertise

David Balto is an industry-leading expert on competition policy and has testified before Congress and state legislatures numerous times on health care, pharmaceuticals, health insurers and PBM practices.

Learn more about:

- The ongoing legislative, regulatory and court battles relating to pharmacies and PBMs.
- Educating plan sponsors about problematic PBM conduct to promote a healthier, functioning market.
- Engaging the FTC and Congress on the need for increased PBM regulation and transparency.
- Current and future advocacy efforts on behalf of pharmacies.

0201-9999-12-023-L04-P/T (2hrs)
Program type: Knowledge Based



TONY DE NICOLA
Buying or Selling a Community Pharmacy

Tony De Nicola has a national reputation as an evaluator of community pharmacies. He has remained active in evaluating and brokering community pharmacy business transfers throughout the country during the past fifteen years. Discover more about the value of your pharmacy.

Find out how to:

- Understand the effects of current changes in the pharmacy world on buying or selling your pharmacy.
- Be aware of current evaluation methods being used by buyers and lenders when valuing a community pharmacy.
- Identify the options available to buyers financing an acquisition of a community pharmacy.

0201-9999-12-024-L04-P/T (2hrs)
Program type: Knowledge Based

** A fourth pharmaceutical businesses expert will be speaking on Sunday, June 24, 2012. Details will be announced shortly. Check the PBA Health website and watch your mailbox for an announcement soon! 0201-9999-12-025-L04-P/T (2hrs)
Program type: Knowledge Based



Who should attend:

- Independent Pharmacy Owners
- Chain Pharmacy Owners
- Pharmacy Managers
- Pharmacy Accountants
- Pharmacy Marketers
- Pharmacists
- Pharmacy Technicians

Cutting-edge CE seminars, vendor exhibits, and much more.

For the latest information and access to business tools that will improve your pharmacy full-circle, be sure to reserve your spot today for this exclusive community pharmacy conference. Ten CE contact hours (1.0 CEUs) are available for pharmacists and technicians, and all guests will benefit from the advice of four industry-leading experts on new consumer trends and business development opportunities in the pharmacy marketplace today. This event will also include an info-packed vendor exhibit with market-driven product and service displays, deep discounts and even some prize giveaways from many of community pharmacy's most trusted suppliers.

More event highlights—just for fun!

- Golf Tournament at Falcon Ridge
- Opening Night Welcome Banquet
- Dinner Theatre: "Hairspray"
- Amarillo Sox vs. Kansas City T-Bones AA Baseball Game
- Evening at the newly-opened Hollywood Casino

Register today! Fax this form to 816-245-5702 or call 1-800-333-8097

Name _____

Pharmacy Name _____ NCPDP # _____

Address _____

City _____ State _____ Zip _____

Spouse/Guest _____

Children _____

Cell Phone _____ Email _____

Conference Friday, Saturday and Sunday

Single Guest Only * \$239.00 \$ _____

Guest Plus One * \$379.00 \$ _____

Guest & Family * \$489.00 \$ _____

* Includes vendor exhibit, on-site meals and CE (ten contact hours) sessions for the entire weekend.

Conference Friday Only

Single Guest \$89.00 \$ _____

Includes opening night welcome banquet and vendor exhibit.

Conference Saturday or Sunday Only

Single Guest \$149.00 \$ _____

Please indicate day:

Saturday 6/23/12 Sunday 6/24/12

Includes two on-site meals and all Saturday or Sunday sessions.

Payment Policy: An invoice for payment will be sent to the address you registered above. Cancellations more than 30 days prior are subject to an administrative fee. Cancellations less than 30 days prior are non-refundable.

NABP Policy

Go to www.MyCPEmonitor.net to ensure that your NABP e-Profile is properly setup to receive credit for any ACPE-accredited CPE activities.

NABP e-Profile ID# _____

Date of birth (mm/dd) _____

Additional Events

Friday 6/22/12, 8:00am Shotgun Start

Golf Tournament at Falcon Ridge

If transportation is needed contact Julie Higareda: (816) 245-5711.

\$110.00/ea \$ _____

List Players: _____

Includes breakfast and lunch.

Saturday Evening 6/23/12

Amarillo Sox vs. Kansas City T-Bones

Suite style seating with food and transportation included.

\$50.00/per person # Attending _____ \$ _____

Seating is limited. First come, first serve.

Evening at The Hollywood Casino at Legends

Ages 21 & Over

\$10.00/ea # Attending _____ \$ _____

Includes transportation to and from the casino.

Departs at 6:00pm.

"Hairspray" at The New Theatre Restaurant

\$75.00/ea # Attending _____ \$ _____

Includes transportation, show, dinner and dessert.

Hotel Reservations

Rooms at the Sheraton Overland Park Hotel are available for a group rate of \$129.00 per night through 6/5/12.

To receive this special rate, reservations must be made through PBA Health. Please complete the section below to book accommodations at the Sheraton. For assistance call Julie Higareda at 800-333-8097.

Arrival Date _____ Departure Date _____

Credit Card # _____

Card Expires _____

Starwood Preferred Guest# _____

Transportation to and from airport:

SuperShuttle runs between KCI and the Sheraton 24 hrs/day, 7 days/week. Book reservations at www.supershuttle.com or by calling 800-BLUE-VAN.

Childcare: Nanny & Sitting Service is available.

Call 816-833-8320 or go to www.a1tinytots.com for more information.

Fax your completed registration form to 816-245-5702.

Grand Total
(Registration & Events): \$ _____

PBA•HEALTH®

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Kansas City, Missouri 64120

816-245-5700
www.pbahealth.com