The power of unity in pharmacy

UNIFY CONFERENCE | July 27-29, 2018
Renaissance Oklahoma City Convention Center Hotel by Marriott
Oklahoma City, Oklahoma

PPOk • PBA Health • OPhA
Pharmacy Providers of Oklahoma (PPOk), PBA Health and the Oklahoma Pharmacists Association (OPhA) have teamed up to bring you a one-of-a-kind pharmacy conference.

The 2018 Unify Conference brings together industry experts, innovative speakers and your pharmacy peers to promote discussion, interaction and collaboration.

This three-day event, exclusively for independent community pharmacies, will connect you with the experts, resources and products you need to improve your business. Get ready to share ideas and learn from others in a friendly environment.

This year’s conference includes:

- Continuing education (CE) sessions for professional development
- Vendor exhibit and door prizes
- Opening night banquet
- Networking opportunities
- Exciting events and activities

Activities at the conference:

- Golf tournament at the Golf Club of Edmond, Oklahoma City’s premier golf experience
- Opening night welcome banquet
- Vendor exhibit

Who should attend:

- Independent Pharmacy Owners
- Regional Chain Pharmacy Owners
- Pharmacy Technicians
- Pharmacy Managers
- Pharmacy Accountants
- Pharmacy Marketers
This session will define a team and will discuss the functions of a team, criteria for successful teams, and the benefits of effective teams.

**SATURDAY 7.28.18**
Program Type: Live Knowledge-Based
0.2 CEU (2 contact hours)
ACPE# 0053-9999-18-028-L04-P/T

**Learning objectives:**
1. Outline common causes of team dysfunction and disconnect
2. Explain why teams fail to perform effectively for the short and/or long term
3. Identify the purpose and goals of an effective team
4. Recognize traits of effective and successful teams
5. Describe the profile of an effective team process
6. Discuss the roles of management to ensure an effective team success

**TIM CONNOR**
*President and CEO*
Connor Resource Group and Peak Performance Institute

Tim Connor is the President and CEO of Connor Resource Group and Peak Performance Institute, a professional group providing services to help people live healthier, more enriching lives. He has been a full-time professional speaker, trainer, coach, consultant and best-selling author for more than 35 years. Connor is a results-oriented business coach speaking on topics such as peak performance management, effective leadership, customer-focused sales strategies, personal motivation, value-driven customer service and building positive business and personal relationships.

**SUNDAY 7.29.18**
Program Type: Live Knowledge-Based
0.2 CEU (2 contact hours)
ACPE # 0053-9999-18-031-L04-P/T

**Learning objectives:**
1. Explain why integrity-based communication is so important in today’s world
2. Identify common communication mistakes that impact relationships
3. Discuss how management sabotages and/or contributes to successful communication
4. Explain ways to deal with different communication styles and personalities
5. List causes of communication conflict and how to avoid them
6. Outline how to communicate while under stress and during change
7. List ten effective communication strategies and approaches for positive relationships

**Building Your Healthcare Team: Roles, Functions, Responsibilities and Challenges**

**Communication Pathways for Healthcare Providers: Its Impact on Performance, Culture, Unity and Growth**
JOHN CRUMLY, D.PH., MHA  
*Executive Vice President, PPOk | President, MaxCare Rx*

John Crumly is the Executive Vice President of Pharmacy Providers of Oklahoma (PPOk), an Oklahoma-based pharmacy services administration organization (PSAO) and President of MaxCare Rx, an Oklahoma-based pharmacy benefit manager (PBM) and a subsidiary of PPOk. He utilizes his more than 30 years of experience as a pharmacist and 20 years as a health care administrator to make sure independent pharmacists continue to successfully compete in an ever more complex and competitive health care delivery system. Additionally, he is focused on promoting and facilitating patient choice of provider and the advancement of pharmacist involvement in the emerging value-based health care model, specifically the patient-centered medical home.

KACEE BLACKWELL, PHARM.D.  
*Clinical Pharmacist, MaxCare Rx | Project Coordinator, RxSelect CPESN*

Kacee Blackwell is a clinical pharmacist at MaxCare Rx and is the Pharmacy Providers of Oklahoma’s (PPOk) project coordinator for RxSelect CPESN. A 2008 graduate of the University of Oklahoma College of Pharmacy, she began her career at Yale Drug in Yale, Okla., where she developed one of the first medication synchronization programs in the country. She continues to practice in community pharmacy as a part-time staff pharmacist at Creative Care Pharmacy in Edmond, Okla.

J.J. PEEK, PHARM.D.  
*Clinical Services Director, MaxCare Rx  
Quality Assurance Facilitator, RxSelect CPESN*

J.J. Peek currently serves as the Clinical Services Director at MaxCare Rx and as a quality assurance facilitator for RxSelect CPESN. He received his Pharm.D. from the University of Oklahoma College of Pharmacy in 2009. Following graduation, he completed a Community-Based Pharmacy PGY1 Residency at Wingate University with Kerr Drug in Asheville, N.C. During residency, Peek provided patient care services through the Asheville Project, Outcomes/MTM, Mirixa, CCNC (Community Care of North Carolina), and self-pay clinical services. After completion of the residency, he created and implemented clinical services for two independent pharmacies located in North Carolina.

---

**Paving the Road to Pharmacy’s Future with Enhanced Services Networks**

Community pharmacies historically have acted as gatekeepers to the nation’s medication supply while developing strong patient relationships. As the healthcare landscape transitions to a value-based system, community pharmacies must shift their focus from providing prescriptions to providing medication management services for complex patients with chronic disease. This session will explore the role of a high-performing pharmacy in a clinically integrated network and the opportunities to provide enhanced clinical services through use case testimonies from community pharmacists, management of barriers, and utilization of pharmacist-delivered e-care plans.

**FRIDAY 7.27.18**

Program Type: Live Knowledge-Based  
0.2 CEU (2.0 contact hours)  
ACPE# 0053-9999-18-027-L04-P/T

**Learning objectives:**

1. Define types of services provided by pharmacies in enhanced services networks
2. Describe characteristics of a high-performing pharmacy
3. Explain the importance of a clinically integrated network
4. Outline current opportunities for provision of enhanced services
5. Identify barriers to providing enhanced services in a community pharmacy
6. Identify methods to overcome barriers to providing enhanced services in a community pharmacy
7. Discuss methods of documenting pharmacist-delivered patient care services
This session will discuss current healthcare trends that are influencing change within community pharmacy practice and opportunities related to driving value-based payment models. It will also showcase ways community pharmacies are providing longitudinal medication management services.

FRIDAY 7.27.18
Program Type: Live Knowledge-Based
0.2 CEU (2.0 contact hours)
ACPE# 0053-9999-18-026-L04-P/T

Learning objectives:
1. List current healthcare trends that are influencing change within community pharmacy practice
2. Identify value-based payment models and quality measures
3. Explain how value-based payment models and quality measures apply to community pharmacy practice
4. Identify ways community pharmacies are providing longitudinal medication management services
5. Relate how technology is driving the pharmacist’s patient care process and community pharmacy care management
6. Discuss evidence that demonstrates how community pharmacy is impacting adherence and other quality performance measures through the implementation of medication synchronization, population health management and patient engagement services

MINDY SMITH, R.PH., B.S.PHARM.
Vice President of Pharmacy Practice Innovation
PrescribeWellness

Mindy Smith joined PrescribeWellness in 2015, where she works to drive the adoption of pharmacist patient care services. She is also the president of PrescribeCare MSO, a subsidiary management services organization of PrescribeWellness. Previously, Smith has served as the Executive Director of the American Pharmacists Association Foundation, as the Chief Executive Officer of the Arizona Pharmacy Alliance, and as the Executive Director of the Wyoming Pharmacy Association. She has practiced in community pharmacy settings and health systems. She earned both a Bachelor of Science in Zoology-Physiology and a Bachelor of Science in Pharmacy from the University of Wyoming.
JOHN HEAL  
**Governmental Affairs Director**  
Texas TrueCare  

John Heal is an attorney based in Austin, Texas, with more than 30 years of legislative and political experience. Over the past 15 years, he has advocated for independent community pharmacy on numerous legal, legislative and administrative matters during his tenure as Governmental Affairs Director for Texas TrueCare, an advocacy group for independent community pharmacies in Texas. He is a registered Texas lobbyist who also partners and consults with pharmacy experts in other states in furtherance of the practice and business of pharmacy.

JORGEN SCHLEMEIER  
**Founding Partner**  
Gamble & Schlemeier  

In 1989, Jorgen Schlemeier began his career in Jefferson City, Mo., where he helped coordinate the redistricting efforts for Missouri’s legislative branch as an administrative aide to Senate Minority Floor Leader, Tom McCarthy. Schlemeier left this position in 1992, and joined William Gamble at a governmental consulting firm. Together, Gamble and Schlemeier formed their own governmental affairs firm in 1995, Gamble & Schlemeier, which is now the largest governmental affairs firm in Jefferson City.

**What the Legislature Dispenses to Pharmacists**

This session will focus on recently enacted or proposed laws that will have the greatest effect on the business and practice of pharmacy. It will also discuss third party payer trends and how new payment models will affect pharmacists and other healthcare providers. The session will also discuss legislative activities amongst several states to look at similarities and trends.

SATURDAY 7.28.18  
Program Type: Live Knowledge-Based  
0.2 CEU (2.0 contact hours)  
ACPE# 0053-9999-18-030-L03-P/T

**Learning objectives:**
1. Explain the impact of new laws and trends in the legislative arena  
2. Identify opportunities and changes by the legislature that will benefit pharmacy  
3. Discuss the future of PBM and third party payer legislation
Yes, You Can! How Community Pharmacies Have Profitably Implemented Enhanced Care Services

Based on visits and interviews with pharmacies across the country, Bruce Kneeland has seen first-hand how community pharmacies are providing—and getting paid for providing—patient-centric care. This session will discuss how these pharmacies decided which services to offer, where they got support, and how providing enhanced care services has improved their businesses.

SATURDAY 7.28.18
Program Type: Live Knowledge-Based
0.2 CEU (2.0 contact hours)
ACPE# 0053-9999-18-029-L04-P/T

Learning objectives:
1. Identify a variety of pharmacy services that qualify as enhanced care
2. List three critical operational factors necessary to successfully charge for enhanced care services
3. Identify two or more ways to find partners to help implement the changes necessary to provide enhanced care services

BRUCE KNEELAND
Community Pharmacy Specialist

Bruce Kneeland has been involved in the community pharmacy industry for more than 40 years. During that time, he has worked as the Vice President of Franchise Development for Health Mart Inc., as the Vice President of Communications for the National Wholesale Druggist’s Association, and as Vice President, Corporate Membership for the National Community Pharmacists Association.

Kneeland has been a frequent contributor to pharmacy magazines and a speaker at national and pharmacy conventions. Most of his articles and presentations center on interviews with successful pharmacies where he documents best practices in the areas of pharmacy management, marketing, and enhanced patient care services.
JEFF ROBINS, R.PH., F.A.A.F.R.M.

Owner
Optimum Health Solutions and Summit Functional Counseling

Jeff Robins is a pharmacist and former owner of Essential Wellness Pharmacy in Peoria, Ill. The pharmacy focuses on treatment plans that include lifestyle modification, nutritional counseling, and illness prevention. Robins is also the owner of Optimum Health Solutions, a wellness consultant firm, and Summit Functional Consulting, a consulting firm that creates profitable business models for independent pharmacies. He also works as a consultant for Ortho Molecular Products Inc. Robins is passionate about using clinical nutrition to improve patient outcomes and increase economic viability to independent pharmacies nationwide.

Vitamins: Separating Fact from Fiction - Enhancing Patient Outcomes While Increasing Your Bottom Line

This session will review the most important nutrients lacking in the American diet or being depleted from the body. Robins will also identify the top five nutrients every patient needs and will show pharmacies how to develop a viable approach to discuss nutrition and dietary supplements with patients.

SUNDAY 7.29.18
Program Type: Live Knowledge-Based
0.2 CEU (2.0 contact hours)
ACPE# 0053-9999-18-032-L01-P/T

Learning objectives:
1. Discuss the relative nutrition status of fruits and vegetables in the United States
2. Identify the important nutrients lacking in the American diet
3. Identify the top five nutrients most beneficial to your patients
4. Outline a viable approach to discuss nutrition and dietary supplements with your patients
FRIDAY, JULY 27
7 a.m. – 8 a.m. | **Golfers’ Continental Breakfast** | Golf Club of Edmond Clubhouse
8 a.m. – 1 p.m. | **Golf Tournament** | Golf Club of Edmond Clubhouse (shotgun start at 8 a.m.)
10 a.m. | **Registration Desk Opens** | Second Floor, Ballroom C Foyer, Cox Convention Center
1 p.m. – 2 p.m. | **Golfers’ Luncheon and Award Ceremony** | Golf Club of Edmond Clubhouse
1 p.m. – 3 p.m. | **Healthcare Trends and Quality - Leveraging Community Pharmacy in Value-Based Payment Models and Providing Patient Centric Care** | Mindy Smith
3 p.m. – 5 p.m. | **Paving the Road to Pharmacy’s Future with Enhanced Services Networks** | John Crumly, J.J. Peek, Kacee Blackwell | Meeting Room 9-12, Cox Convention Center
5:30 p.m. – 7 p.m. | **Opening Night Banquet** | Ballrooms D and E, Cox Convention Center
7 p.m. – 10 p.m. | **Vendor Exhibit** | Ballroom C

SATURDAY, JULY 28
7 a.m. | **Registration Desk Opens** | Street Level, Cox Convention Center
7 a.m. – 9 a.m. | **Breakfast Buffet** | Meeting Room 4-5, Cox Convention Center
8 a.m. – 10 a.m. | **Building Your Healthcare Team: Roles, Functions, Responsibilities and Challenges** | Tim Connor | Meeting Room 9-12, Cox Convention Center
10 a.m. – 12 p.m. | **Yes, You Can! - How Community Pharmacies Have Profitably Implemented Enhanced Care Services** | Bruce Kneeland | Meeting Room 9-12, Cox Convention Center
12 p.m. – 1:30 p.m. | **Lunch Buffet** | Meeting Room 4-5, Cox Convention Center
12 p.m. – 1:30 p.m. | **Oklahoma Pharmacists Association (OPhA) Awards Luncheon** | Meeting Room 1-3, Cox Convention Center
1:30 p.m. – 3:30 p.m. | **What the Legislature Dispenses to Pharmacists** | John Heal, Jorgen Schlemeier | Meeting Room 9-12, Cox Convention Center
3:30 p.m. – 5:30 p.m. | **PPOk/PBA Health Industry Update** | John Crumly, Nick Smock, Clark Balcom | Meeting Room 9-12, Cox Convention Center (members only)

SUNDAY, JULY 29
7 a.m. | **Registration Desk Opens** | Street Level, Cox Convention Center
7 a.m. – 9 a.m. | **Breakfast Buffet** | Meeting Room 4-5, Cox Convention Center
8 a.m. – 10 a.m. | **Communication Pathways for Healthcare Providers: Its Impact on Performance, Culture, Unity and Growth** | Tim Connor | Meeting Room 9-12, Cox Convention Center
10 a.m. – 12 p.m. | **Vitamins: Separating Fact from Fiction - Enhancing Patient Outcomes While Increasing Your Bottom Line** | Jeff Robins | Meeting Room 9-12, Cox Convention Center
12 p.m. – 1 p.m. | **Lunch Buffet** | Meeting Room 4-5, Cox Convention Center

In the event of unforeseen circumstances, PPOk, PBA Health and OPhA reserve the right to substitute speakers and topics without prior notice or otherwise alter items on the schedule as needed.
CONTINUING EDUCATION INFORMATION
The University of Oklahoma College of Pharmacy is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education. This seminar offers a total of 14 contact hours (1.4 CEUs) of continuing pharmacy education credit accepted by the Oklahoma Board of Pharmacy and most other states requiring continuing education.

Select sessions that are appropriate for either a pharmacist or a technician. Please note next to the listed ACPE# the type of activity: (K) = Knowledge-based CPE activity or (A) = Application-based CPE activity. For more information on activity types, please contact the Office of Alumni Affairs at 405-271-6194.

The program is designed as individual educational units and should be divided as noted in program materials. The University of Oklahoma College of Pharmacy records all credits granted.

Credit will be available online to participants within four to six weeks upon verification of successful completion of the program. A notification email will be sent to participants when the credit is uploaded.

Credit for the program is awarded only for full participation, and attendance is verified through official sign-in at the beginning of the sessions, the completion of the online program evaluation, the return of your nametag to the registration desk, and receiving your NABP e-Profile ID# and month and date of your birth. Initial release date is July 27, 2018.

ENROLLMENT PROCEDURES, REGISTRATION FEES,
AND GRIEVANCE POLICY
Pre-registration is required to allow the College to provide the appropriate faculty and materials necessary to meet the program objectives.

Registrations will be accepted until July 20, 2018. The Oklahoma Pharmacists Association (OPhA) reserves the right to limit registrations or cancel courses if registration is insufficient. Participants are encouraged to contact the Office of Alumni Affairs at 405-271-6194 by July 20, 2018 to confirm the status of the program. For any grievance associated with this educational activity, please notify the Continuing Education Administrator. You may contact the Office of Continuing Pharmaceutical Education for a copy of Grievance Policies.

The University of Oklahoma College of Pharmacy is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

We’d like to thank Ortho Molecular Products and PrescribeWellness for their support.

JOIN US NEXT YEAR!

July 12-14, 2019
Sheraton Overland Park Hotel at the Convention Center
Overland Park, Kansas
2019 Conference