

Leading Your Team From the Front Line

Your pharmacy's "company culture" — positive or negative — plays an important role in creating successful management practices, establishing your image in your community, building relationships with your patients, and eventually your bottom line. In this presentation, Dan Benamoz will engage with the audience regarding company culture. Participants will understand the types of behaviors that account for leadership effectiveness, the impact that employees can have on a company culture, and the role of effective leadership in creating a high performing culture.



Dan Benamoz, RPh

Founder and President, Pharmacy Development Services

As a registered pharmacist, multiple store owner and successful entrepreneur, Dan Benamoz, R.Ph., has earned the distinction of being known as an independent pharmacy advocate, keynote speaker and retail pharmacy turnaround specialist.

In 1986, he was awarded a United States Patent for the transdermal application of steroids with ultrasound that still continues to be a widely used procedure in orthopedic and sports medicine.

1998, Dan founded Pharmacy Development Services (PDS) with the purpose of bridging the gap between what was taught in pharmacy school and what pharmacy owners need to know about running a business so it doesn't run them.

Over the years, PDS has evolved to become an innovation leader developing numerous cutting edge programs and strategies that have led industry change.

Today, a high performance network of over 500 pharmacy owners nationwide representing more than 1000 retail locations are active and thriving PDS members.

Collaborative Practice in a Community Based Pharmacist Practice

This presentation will identify options for pharmacists to initiate and use collaborative practice agreements to improve community based pharmacy practice. Through group discussion and case studies, participants will identify challenges and strategies for building successful relationships necessary to implement Collaborative Practice Agreements and recognize how this model can improve patient outcomes when pharmacy professionals work in a collaborative, interprofessional model of providing direct patient care and valued clinical decision making.



Steven Simenson, BPharm, RPh

CEO and Managing Partner, Goodrich Pharmacy, Inc.

Steven Simenson, BPharm, RPh, serves as CEO and Managing Partner of Goodrich Pharmacy, Inc., seven Community Pharmacies located in Primary Care clinics in Minnesota. He has cared for patients since graduating from the University of Minnesota in 1977. He participates daily, and serves as an example of, innovative practice initiatives. He is involved in project

IMPACT, practice based research, medication therapy management, collaborative practice, employer health and wellness services, and compounding. With his pharmacist colleges, Steve participates as adjunct faculty at the University of Minnesota, providing mentors, clerkships, and a successful Community Pharmacy Residency. Earlier this year, Steve was honored with the University of Minnesota Outstanding Achievement Award.

Financing, Credit Worthiness, and Cash Flow: What to Know in the Ever-Changing Landscape Called Independent Pharmacy

Buying or selling a pharmacy presents its own unique set of challenges, especially in today's uncertain marketplace, including how to market a pharmacy for sale or find the opportunity to purchase. In this presentation, Mike Bollinger will outline the lending process with expectations of the buyer and seller, describe valuation methods and key indicators, and detail the specific criteria a lender will use when making a credit decision. Recognizing that the leverage of owning a pharmacy may provide different sources of credit and financing, this presentation will define multiple types of credit instruments, various methods to pharmacy ownership, and an asset versus a stock purchase.



Mike Bollinger

Senior Loan Officer, Live Oak Bank

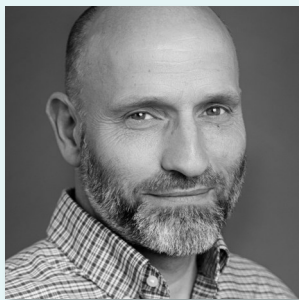
Mike has over 20 years' experience working with community pharmacies. While earning a Business Management degree from the University of New Orleans; he worked at an independent pharmacy where he managed day to day operations. Mike is a former Director of Pharmacy Acquisition for a Fortune 20 drug distributor where he matched buyers with sellers, performed

valuations, structured acquisitions, and secured financing for independent pharmacies. Mike is an expert at analyzing pharmacy financials and has facilitated pharmacy ownership of more than 70 stores. Mike's passion includes coaching independent pharmacy owners on how to improve margins and net profit while increasing revenues, cash flows and managing operating expenses.

Do I Make Myself Clear? Communicating to Drive Intended Business Outcomes

Participants will go through a series of exercises to get clarity on the key outcomes they want communication to achieve by going through the various business needs and dynamics such as day to day operations, process improvement, business longevity (e.g. succession) exposing them to the various business dynamics that require some form of communication.

Once they have identified intended outcomes, participants will develop their own communication plan, mapping frequency and delivery method that best fit them for the key outcomes they want to pursue, associated with a simple process to manage all communications your round.



Jean-Luc Moreau, BS, MA

Principal, Revolution Advisors, LLC

Jean-Luc Moreau is one of the principal at Revolution Advisors LLC, a boutique consulting firm founded around a simple set of values: respect and contribution that matters. Revolution Advisors is made up of experts and leaders who have a passion for consulting and helping clients achieve real change, and has been supporting pharmacists and their businesses for over 10 years. Jean-

Luc has over 25 years of experience in driving change in organizations to increase resilience and performance through various approaches such as strategy, process improvement, organization design and structure, workforce planning, team dynamics and organization culture.

Understanding the Five Profit Levers

If you're like other community pharmacies, you're always looking for ways to increase profit margins. Historically the default to achieving this was lowering costs. However, no organization has had sustainable success by simply cutting costs and relying on traditional methodologies. Sustainable success comes from focusing on growth, innovation and effectiveness, and changing the overall mindset of the organization.

This interactive workshop session examines and discusses a variety of practical, low-cost techniques that have a dramatic effect on a drugstore's profitability. Working from an actual profit-and-loss statement, attendees will see the impact of small changes on their bottom line. The goal of this program is help pharmacists develop a new view of the financial aspects of their operation and understand essential elements that can affect overall pharmacy profitability.



Dave Wendland

Vice President, Hamacher Resource Group, Inc.

As vice president and co-owner of Hamacher Resource Group, Dave is an oft-featured presenter to pharmacists and pharmacy staff on topics ranging from category management and profit enhancement to technology and staff management. Dave joined the Hamacher organization in 1992 where he now leads the organization's strategic development, product innovation, and trade relations efforts.

Dave holds a bachelor's degree in marketing and communications from the Whitewater campus of the University of Wisconsin system. He is a frequent contributor to the industry's trade press and serves on various committees on behalf of the Consumer Healthcare Products Association, Healthcare Distribution Management Association, and National Community Pharmacists Association. He contributes editorial to HealthCare Distributor, Drug Store News, Chain Drug Review, Grocery Headquarters, and HRG's own Behind the Shelf blog. In addition, Dave serves as a brain trust panelist on RetailWire and is a frequent featured speaker at various industry events.

Pharmacy Design in Europe vs. Design in the US: Strategies to Attract Customers Increase Front-End Sales in a Compounding Pharmacy

How can a compounding pharmacy increase its front-end sales? By transforming from a “prescription filling station” plus convenience store into a top health care and wellness destination. This presentation will use real life examples and images to demonstrate architectural solutions which will motivate attendees to rethink the design/layout of their pharmacies as well as their business models



Johannes M. Heine, MBA

Co-owner, Kunesa LLC

With over 16 year history providing innovative pharmacy design solutions, Johannes Heine brings experience with sales and marketing to today's pharmacy needs. Heine holds a Masters degree in International Business Administration from Brunel University London, in addition to studies in Economics and Corporate Strategy. Heine's areas of expertise include improvement of

customer relations, adaptation to rapidly changing environments, and productivity improvement.