

Supermarket Pharmacy Conference Educational Sessions

SATURDAY, SEPTEMBER 12

Joint GMDC/FMI Business Session/Lunch: Consumer Shopping Habits for Wellness and Environmentally Conscious Lifestyles

12:15 p.m. – 2:00 p.m.

ACPE # 006-999-09-401-L04-P, 1.5 hours of CE

Results will be unveiled from GMDC's new multi-year study, providing attendees from both the GMDC and FMI conferences with consumer insights and practical advice regarding health, beauty, wellness and pharmacy.

Presenter: Laurie Demeritt, President and COO, The Hartman Group, Inc.

SUNDAY, SEPTEMBER 13

General Session: Focus on the Consumer: Using Pharmacy and Food to Manage Disease States in a Changing Marketplace

8:15 a.m. – 9:30 am

ACPE #006-999-09-402-L01-P, 1.25 hours of CE

As the healthcare debate focuses on prevention and healthy rewards, economic forces are compelling consumers to make hard choices about health care management. Supermarkets are uniquely positioned help consumers make healthy food choices, manage chronic health concerns and lower their risk of adverse conditions. This session explores opportunities to amplify the role of supermarkets in wellness marketing with integrated marketing programs that connect consumers with relevant products throughout the store.

Presenter: Sharon Glass, Group Vice President, Health & Wellness Marketing, Catalina Marketing Corporation

Panel Discussion: Positioning Pharmacists as the Supermarket Whole Health Specialist

9:45 a.m. – 11:00 a.m.

ACPE #006-999-09-403-L04-P, 1.25 hours of CE

A panel of experts will react to and expand upon the morning general session and talk about how the role of the pharmacist could and should evolve in the supermarket setting.

Facilitator: Cathy Polley, RPh, Vice President, Pharmacy Services, FMI

Panelists:

Don Clark, Vice President, Pharmacy Operations, K-VA-T Food Stores

Dave Jones, Vice President, Industry Initiatives, Kellogg USA

Dave Nazaruk, Senior Vice President, Business Development, Staywell Custom Communications, a division of StayWell/MediMedia USA

Jay Parsons, President, Catalina Health Resource

Cecil Russell, Vice President of Strategic Development, Save Mart Supermarkets

Concurrent Workshop #1: The Supermarket Pharmacy of the Future

11:00 a.m. – 12:00 p.m.

ACPE # 006-999-09-404-L04-P, 1 hour of CE

What will the in-store pharmacy look like in the future? How will it work? What technology will be available to enable pharmacists to be more efficient and effective? This session will help you see the vision of the future pharmacy.

Presenter: Christopher Thomsen, Vice President Business Development, KirbyLester LLC and President, The Thomsen Group, Inc.

Concurrent Workshop #2: Privacy and Electronic Health Records: The Changing Landscape of Personal Health Records and Protected Health Information

11:00 a.m. – 12:00 p.m.

ACPE # 006-999-09-405-L03-P, 1 hour of CE

Learn how recent consumer trends in self-care and policies to ensure privacy affect electronic health records. How do issues like interoperability and record ownership fit in? Explore these issues and understand how health trends affect professional pharmacy practice.

Presenter: Rusty Keith, Senior Director of Alliances, Surescripts

Joint GMDC/FMI Business Session/Lunch: 2009 Supermarket Pharmacy Trends: Pharmacy's Role in the Supermarket

12:00 p.m. – 1:00 p.m.

ACPE #006-999-09-406-L04-P, .75 hours of CE

Supermarket CEOs have recognized that a pharmacy within the store uniquely positions them to meet the growing customer demand for health-related products, services and information. This presentation will provide data on key pharmacy benchmarks and relate recent pharmacy trends to broader economic, industry and consumer trends.

Presenter: John Carlo, Vice President of Pharmacy, Wegmans Food Markets, Inc.

Joint FMI/GMDC Roundtable Discussions

1:00 p.m. – 2:00 p.m.

ACPE # 006-999-09-407-L03-P, 1 hour of CE

Pharmacy Conference attendees will discuss pharmacy-specific issues or join their retail colleagues and suppliers responsible for health/beauty/wellness in small-group discussions on mutual issues and opportunities.

NOTE: Prior to the conference, attendees ranked discussion topics via RSVPs to GMDC and were informed via email of their assigned topic. Check in at the GMDC registration desk if you have questions or can't remember your topic.

MONDAY, SEPTEMBER 14

FMI Educators Breakfast with Pharmacy Retailers (by invitation)

7:00 a.m. – 9:00 a.m.

ACPE # 006-999-09-408-L04-P, 1 hour of CE

Discuss common concerns and develop new partnerships with pharmacy educators at this compelling annual conference event. All Pharmacy Conference retail attendees who RSVP'd are welcome to join us.

**Concurrent Workshop #1: Legislative and Regulatory Issues and Their Implications for Pharmacy
9:00 a.m. – 10:00 a.m.**

ACPE # 006-999-09-409-L03-P, 1 hour of CE

This workshop will explain current legislative issues affecting pharmacy including healthcare reform, pedigree and drug traceability, drug disposal, federal medical assistance percentage, drug importation and more.

Presenter: Laura Raney, Manager of Pharmacy Regulatory Compliance & Government Relations, The Kroger Co.

**Concurrent Workshop #2: Pharmacy Joins the Green Revolution
9:00 a.m. – 10:00 a.m.**

ACPE # 006-999-09-410-L04-P, 1 hour of CE

The importance and popularity of sustainability has grown substantially in the last few years. The scope is broad and there is significant variation in approach by company. What are leading-edge retailers doing, and how can pharmacy operations become more “green”? This workshop will explore sustainability issues and associated dynamics and outline emerging opportunities for pharmacy to be part of the solution.

Presenter: Bob Garrity, Vice President, Environmental Sustainability, Giant Eagle, Inc.

**FMI Closing Session: Pharmaceutical Trends, Issues and Outlook
10:15 a.m. – 11:30 a.m.**

ACPE # 006-999-09-411-L04-P, 1.25 hours of CE

This session will provide attendees with a view of pharmaceutical trends specific to the supermarket pharmacy sector, forecasting market shifts, exploring the impact of generics and sharing optimism for the future of supermarket pharmacy.

Presenter: Doug Long, Vice President Industry Relations, IMS HEALTH