



Shaping Your PhaR_xmacy Future

Activity Description:

Where is your practice today and more importantly, where will it be tomorrow? There have been many changes in health-care over the last several years and many more are sure to come. All of which are making pharmacy a more competitive business than ever. How is your practice stacking up? Are you maximizing your business' opportunities? How does your practice stand up against industry benchmarks? Where will your practice be ten years from now? Based on Shaping the Future, the successful ten-year strategic leadership activity offered to Iowa CEO's and most recently, veterinarians, Shaping Your Pharmacy Future is a strategic leadership development activity series designed to put you back in control of your practice. It is designed to bring business and pharmacy experts together to help you fine-tune your business practice and ensure its vitality into the future.

This knowledge-based CPE activity series is offered as five separate modules: Strategic Planning, Human Resources, Financial Matters, Marketing, and Legal Issues. Complete all of the modules for a lower price than each module individually and earn a Certificate in Community Pharmacy Entrepreneurial Leadership upon your completion!

Learning Objectives:

Upon completion of the, the learner will be able to:

Module 1: Strategic Planning

1. Compose an organizational mission and vision statement
2. Formulate an organizational plan
3. Create a strategic plan
4. Identify one's strengths and contribution to the visioning process

Module 2: Human Resources

1. Develop a list of competencies that are desired for your organization's employees
2. Implement a more effective management decision making process
3. Analyze employee reactions to conflict and change

Module 3: Financial Matters

1. Measure the organization's financial stability using Ratio Analysis
2. Compare pricing strategies using Breakeven Analysis
3. Estimate the value of the organization

Module 4: Marketing

1. Identify the organization's position within a defined marketplace

2. Revise the organization's marketing plan by utilizing technology, one-to-one techniques, branding and the media
3. Improve marketing strategy by utilizing a database strategy and internet marketing

Module 5: Legal Planning

1. Address important legal issues relevant to your pharmacy's operations
2. Develop the necessary legal documents for your organizational structure
3. Create a deferred compensation activity (retirement planning)
4. Develop non-compete agreements, compensation strategies, and buy/sell
5. Understand what is important in buying and selling a business

Target Audience:

Pharmacists

Faculty:

Greg Saboe	Michael Thompson
Jon Ryan	Michael Upah
Brad Tice	Chuck Phillips
C. Kenneth Meyer	Craig Havermeyer
Terri Deems	Sam Creamer

Faculty Disclosure:

All faculty members report no actual or potential conflicts of interest in relation to this activity series.

CPE Credit:

To obtain 25 contact hours of continuing education credit (2.5 CEUs) and a statement of credit, all components, assignments, exams and evaluations associated with all five modules of the certificate activity must be completed. This is knowledge-based CPE.

Activity release date: 05/06/2009

Activity expiration date: 05/06/2012

ACPE Logo and Statement:



The Collaborative Education Institute is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. These are knowledge-based activities.

The ACPE Universal Activity Numbers: 2.5 CEUs/25 Hours

Module 1: Shaping Your Pharmacy Future through Strategic Planning

UAN # 107-999-09-064-H04-P 0.5 CEU's/5.0 Hrs.

Module 2: Shaping Your Pharmacy Future through Human Resources

UAN # 107-999-09-065-H04-P 0.5 CEU's/5.0 Hrs.

Module 3: Shaping Your Pharmacy Future through Financial Matters

UAN # 107-999-09-066-H04-P 0.5 CEU's/5.0 Hrs.

Module 4: Shaping Your Pharmacy Future through Marketing

UAN # 107-999-09-067-H04-P 0.5 CEU's/5.0 Hrs.

Module 5: Shaping Your Pharmacy Future through Legal Planning

UAN # 107-999-09-068-H04-P 0.5 CEU's/5.0 Hrs.

Activity Format and Requirements:

This web-based activity series consists of five web-based online modules designed to strengthen your practice's financial picture. The activities are offered in presentation format with embedded audio clips, and include various exercises and feedback designed to establish your practice's vision for the future, develop and implement its strategic plan, and set it on a path for financial success. The activities are delivered through Drake University's Blackboard Suite application. Registrants will be contacted after registration with the appropriate links, passwords and full instructions for completing the coursework. To ensure the highest quality activity delivery, a high-speed internet connection is required. You may experience some problems with wireless connections where signal strength is variable or low.

Financial Support:

This activity has no outside financial support associated with it.

Activity Fee:

An activity fee of \$895 will be assessed and includes access to all modules, associated materials, individual online feedback and access to a business expert. (Individual modules may be purchased for a fee of \$190 per module). **Refund policy:** Full refund less a \$25.00 administrative fee until 5 days prior to the posted start date (1st of each month). In lieu of a refund, your paid registration fee can also be used to register a substitute participant, who will receive continuing education credit and certificate.

If you would like to purchase this self-study activity, Click on the following link to register.

<http://www.deltarx.com/asp/Courses/CourseDetail.aspx?ID=52>