

The background of the poster is a composite image of the Boston skyline. The left side features a blue-tinted image of the City Hall tower and surrounding buildings. The right side features a red-tinted image of the same skyline, including the Prudential Center and the Old State House. Overlaid on the red-tinted section are white line-art icons of clouds and a large firework exploding. The text 'RBC 2023 BOSTON CONFERENCE GUIDE' is centered in large, white, bold, sans-serif capital letters. Below this, the phrase 'Fun for the whole family!' is written in a white, cursive script. The entire poster is framed by white stars in the corners and vertical white lines on the sides.

# RBC 2023 BOSTON CONFERENCE GUIDE

*Fun for the whole family!*





# WHY BOSTON?

Boston, Massachusetts, the host city of RBC 2023, is charming and legitimately historic, from the cobblestone streets of Beacon Hill to the authentic Italian restaurants and food purveyors of the North End. The oldest ballpark in Major League Baseball, Fenway Park, is in the middle of the city, which even non-baseball fans can get excited about, and cozy Cambridge is as accessible to visitors as the sprawling waterfront. So many of its parts feel lost in time as you walk the Freedom Trail and visit Little Italy.

With a diverse food scene, museums, beautiful parks and more, Boston is the perfect destination for the entire family at the 2023 Cardinal Health Retail Business Conference (RBC). Join us at RBC 2023 in Boston for a celebration of your unwavering commitment to patient care and community wellness.





# HOW TO REGISTER

To begin registration for RBC 2023, visit the RBC registration website and enter the access key **BostonMA23**. You will be prompted to enter your **SHIP TO** account number and the **ZIP CODE** of the pharmacy you're registering.

Please reference a Cardinal Health invoice or log into Order Express and click **Admin > Account Information > Account ID Field** to locate this information. Once you've entered your SHIP TO account number and the ZIP CODE of the pharmacy you're registering, please fill out all required information. Details on how to book your hotel room will be provided shortly after you've completed registration.

**Don't forget the deadline to register for RBC 2023 and book your hotel room is June 19, 2023. Have questions about registration? Email [rbc@cardinalhealth.com](mailto:rbc@cardinalhealth.com) or [showsupport@perenso.com](mailto:showsupport@perenso.com) for assistance.**

## CONFERENCE FEES

<b>RBC Package:</b> Includes 1 adult registration	<b>\$1875*</b>
<b>Additional Options:</b> These options are only available after the purchase of at least 1 RBC Package	
<b>Additional Adult:</b> Good for all days, all meals, sessions & entertainment	<b>\$995</b>
<b>Child (3-17):</b> Good for all days, Camp Cardinal Health, all meals, sessions & entertainment	<b>\$650</b>

*\*The deadline to register for RBC is Monday, June 19, 2023. If you wait to register for RBC until you are on-site in Boston, an additional \$100 will be added to the price of your registration package.*

Scan the QR code  
to REGISTER TODAY!



Access Key: BostonMA23





# WHERE TO STAY

Along with being close to the Boston Convention & Exhibition Center, these hotels also reside near the family-friendly Boston Children's Museum, stunning exhibits at the Institute of Contemporary Art, and much more.

*\*Prices listed below do not include tax which is currently 5.7% state tax, 6.5% city tax, 2.75% convention tax and 1.5% tourism tax.*



## **Westin Boston Waterfront**

425 Summer Street, Boston, MA 02210

Hotel rate: \$301 per night



## **Omni Boston Waterfront**

450 Summer Street, Boston, MA 02210

Hotel rate: \$299 per night



## **Seaport Hotel**

1 Seaport Lane, Boston, MA 02210

Hotel rate: \$299 per night



## **Aloft Boston Seaport District**

401-403 D Street, Boston, MA 02210

Hotel rate: \$269 per night



## **Element Boston Seaport District**

391-395 D Street, Boston, MA 02210

Hotel rate: \$269 per night



## **Boston Park Plaza**

50 Park Plaza, Boston, MA 02116

Hotel rate: \$279 per night

*A shuttle will be provided from this hotel to RBC*





# RBC Boston

Cardinal Health

JULY 19-22, 2023

## HOTEL MAP

Scan the QR code  
to REGISTER TODAY!



Access Key: BostonMA23



# Schedule of Events

## Tuesday, July 18

		Location
2 – 5 p.m.	Customer registration	North Lobby   Meeting Level 1
2 – 5 p.m.	Camp Cardinal Health registration	Room 159   Meeting Level 1

## Wednesday, July 19

		Location
6:30 a.m. – 5 p.m.	Customer registration	North Lobby   Meeting Level 1
7 – 9 a.m.	Breakfast available at your hotel	
7:30 a.m. – 5:30 p.m.	Camp Cardinal Health	Room 159   Meeting Level 1
11 a.m. – 1 p.m.	Lunch	Exhibit Hall B   Exhibit Level
5 – 7 p.m.	Dinner	Exhibit Hall B   Exhibit Level

## Thursday, July 20

		Location
7 a.m. – 7 p.m.	Customer registration	North Lobby   Meeting Level 1
7 – 9 a.m.	Breakfast available at your hotel	
7:30 a.m. – 5 p.m.	Camp Cardinal Health	Room 159   Meeting Level 1
10 – 11:30 a.m.	Opening Session featuring Eli Manning	Exhibit Hall C   Exhibit Level
11:30 a.m. – 1:30 p.m.	Lunch	Exhibit Hall B   Exhibit Level
11:30 a.m. – 4 p.m.	Exhibit Hall	Exhibit Hall A   Exhibit Level
6 – 9 p.m.	Customer Appreciation Night	Fenway Park

## Friday, July 21

		Location
7 a.m. – 7 p.m.	Customer registration	North Lobby
7 – 9 a.m.	Breakfast available at your hotel	
7:30 a.m. – 5 p.m.	Camp Cardinal Health	Room 159   Meeting Level 1
10 – 11:30 a.m.	Industry Session with Cassandra Worthy	Exhibit Hall C   Exhibit Level
11:30 a.m. – 1:30 p.m.	Lunch	Exhibit Hall B   Exhibit Level
11:30 a.m. – 4 p.m.	Exhibit Hall	Exhibit Hall A   Exhibit Level
5 – 7 p.m.	Dinner	Exhibit Hall B   Exhibit Level
7 – 9 p.m.	Evening entertainment featuring magician Justin Willman	Exhibit Hall C   Exhibit Level

## Saturday, July 22

		Location
7 a.m. – Noon	Customer registration	North Lobby   Meeting Level 1
7 – 9 a.m.	Breakfast available at your hotel	
7:30 a.m. – 3 p.m.	Camp Cardinal Health	Room 159   Meeting Level 1
9 a.m. – 1 p.m.	Exhibit Hall	Exhibit Hall A   Exhibit Level
11:30 a.m. – 1:30 p.m.	RBC 2024 Chicago Kickoff Lunch	Exhibit Hall B   Exhibit Level

*\*Schedule is subject to change*

For more information visit  
[rbc.cardinalhealth.com](https://rbc.cardinalhealth.com)

## Southwest Airlines

- Book your flight through SWABIZ using this [link](#) and enter company ID number 99429002 to receive the discount.
- Destination must be BOS (Boston Logan International Airport).
- For questions regarding ticketing, call the traveler support line at 855-234-5444.

## United Airlines

- Make a reservation using this [link](#), book directly with a travel agency or call United Reservations Meeting Desk at 800-426-1122 and provide the agent with the offer code: ZMTE837097.
- Destination must be BOS (Boston Logan International Airport).

## Delta Air Lines

- Click [here](#) to book your flight or call Delta Meeting Network® at 1.800.328.1111 Monday through Friday between 8 a.m. and 6:30 p.m. EST and refer to Meeting Event Code NM2Q2.
- Travel dates must be between Friday, July 14 and Thursday, July 27.
- There is no service fee for reservations booked and ticketed via Delta's reservation 800 number.

## Airport Parking

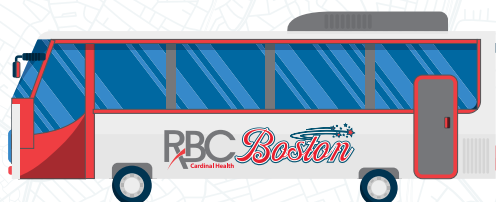
The Parking Spot is offering a free day of parking.  
Reservation link coming soon.

## Car Rentals

Reserve a car using this [link](#).

- Enterprise is offering a 5% discount
- National is offering a 10% discount

## Airport shuttle schedule



### Arrivals

Transportation from Boston Logan International Airport will be provided Tuesday, July 18 through Thursday, July 20 to your hotel. If you elect to arrive outside of the posted dates and times, you are responsible for making your own ground transportation arrangements from the airport.

### Departures

Transportation from your hotel to Boston Logan International Airport will be provided Saturday, July 22 and Sunday, July 23. If you elect to leave outside of the posted dates and times, you are responsible for making your own ground transportation arrangements to the airport.

### Arrival Schedule\*

#### Tuesday, July 18:

9 a.m. – 8 p.m., every 30 min

#### Wednesday, July 19:

9 a.m. – 8 p.m., every 30 min

#### Thursday, July 20:

9 a.m. – 5 p.m., every 30 mins

\*Subject to change

### Departure Schedule\*

#### Saturday, July 22:

4:30 a.m. – 6 p.m., every 30 min.

#### Sunday, July 23:

4:30 a.m. – Noon, every 30 min.

\*Subject to change





# BRING THE KIDS TO *Camp Cardinal Health*

Our Rompers (ages 3-6), Adventurers (ages 7-11) and Explorers (ages 12-17) will experience everything Boston has to offer guided by our long time Camp Cardinal Health staff. Whether it's learning about the Boston Tea Party and Freedom Trail, or running through a Ninja Course and going to the Franklin Zoo, Massachusetts is a great spot for a family getaway.

## **ROMPERS | Ages 3-6**

Wednesday, July 19 | **Boston Tea Party**

Thursday, July 20 | **Science, Science, Science!**

Friday, July 21 | **Ninja Course**

Saturday, July 22 | **Glow Party**

## **ADVENTURERS | Ages 7-11**

Wednesday, July 19 | **Freedom Trail, North End & Xtreme Craze**

Thursday, July 20 | **Charlestown Navy Yard, The Anchor & Constitution Beach & Ben & Jerry's Ice Cream**

Friday, July 21 | **Edward M. Kennedy Institute & The Franklin Zoo**

Saturday, July 22 | **Museum of Science**

## **EXPLORERS | Ages 12-17**

Wednesday, July 19 | **Charlestown Navy Yard, The Anchor & Constitution Beach & Ben & Jerry's Ice Cream**

Thursday, July 20 | **Edward M. Kennedy Institute, Today's Vote & The Franklin Zoo**

Friday, July 21 | **Freedom Trail, North End & Xtreme Craze**

Saturday, July 22 | **Museum of Science**





## OPENING SESSION SPEAKER

Two-Time Super Bowl-Winning Quarterback  
& Two-Time Super Bowl MVP

# ELI MANNING

With an incredible work ethic, iron-man mentality and natural leadership skill as constants throughout his 16 years in the NFL, Eli Manning made a name for himself as one of the elite quarterbacks in the game.

## OPENING SESSION

THURSDAY, JULY 20 | 10 - 11:30 A.M.

## INDUSTRY SESSION SPEAKER

Founder & CEO Change Enthusiasm Global,  
Keynote Speaker, Author & Consultant

# CASSANDRA WORTHY

Cassandra Worthy is Founder & CEO of Change Enthusiasm® Global, a well-respected Leadership Development and Consulting company. She is a former Fortune 100 Innovation Leader, highly dynamic speaker & presenter, chemical engineer, but above all else the world's leading expert on Change Enthusiasm®.

In her dynamic keynotes and workshops, with wit and infectious energy, she now teaches this unique strategy with world-class business leaders across any and every industry, from CPG to Retail to Insurance to Healthcare.

## INDUSTRY SESSION

FRIDAY, JULY 21 | 10 - 11:30 A.M.







*A home run for the whole family*  
**THURSDAY, JULY 20 | 6-9 P.M.**

Though generations have come and gone, Fenway Park remains, much like it did the day it opened on April 20, 1912. Home to the 9-time World Series champion Boston Red Sox, it's the oldest ballpark in Major League Baseball and one of the most well-known sports venues in the world.

At RBC 2023, you and your family will have exclusive access to this historic ballpark, experiencing up-close Pesky's Pole and the fabled Green Monster! There is no better place in all of Boston to show our appreciation for all the hard work, dedication and care you show your patients.

**FROM THE HIT NETFLIX SHOW  
"MAGIC FOR HUMANS"**

**JUSTIN  
WILLMAN**

**LIVE AT RBC**  
**FRIDAY, JULY 21 | 7-9 P.M.**

A show for the entire family  
filled with magic that will  
amaze, delight, and shock you!





One of the cornerstones of RBC 2023 will be our re-imagined RBC UNIVERSITY, featuring over 40 continuing education (CE) classes as well as important hands-on workshops on marketing, business processes and other topics to expand your perspective. You'll head home with actionable ideas to help drive business growth and achieve meaningful patient outcomes.

## RBC 2023 Continuing Education Sessions presented by NCPA®

*(subject to change)*

### Wednesday, July 19, 2023

8:00am - Noon	Pharmacy-Based Point-of-Care Test & Treat National Certificate Program*
8:00am - 4:00pm	Understanding the Population Health Landscape: Chronic Care Management, Remote Physiological Monitoring, and Behavioral Health Integration Considerations*
8:30 - 9:30am	Getting to the Heart of It – Clinical Pearls and Workflow Solutions to Improve Outcomes for Patients on Hypertension Medications
10:00 - 11:00am	How to Get at Least 50% Patients Med Synced and Unlock Workflow Efficiencies, Increased Inventory Turns, and Better Adherence
1:00 - 2:00pm	Advancing Your Service Portfolio – A Team Effort
1:30 - 4:30pm	Basic Life Support*
2:30 - 3:30pm	Navigating USP and Other Important Compounding Updates
4:00 - 5:00pm	PBM Audit Targets You Encounter Daily and How Your Team Can Avoid Them in Workflow

### Thursday, July 20, 2023

7:30 - 8:30am	Unraveling the Complexities of Pharmacy Medical Billing
8:45 - 9:45am	Food is Medicine: Using 'Farmacology' to Empower Wellness
8:45 - 9:45am	The 340b Landscape for Community Health Centers - What's at Stake?
8:45 - 9:45am	You Can't Set it and Forget It – Establishing Recruitment and Retention Strategies that Actually Work
1:00 - 2:00pm	Getting Up to Speed with Recommendations and Medical Billing Opportunities for Vaccines
1:30 - 2:30pm	LTC Operations Under the Microscope – Fine-tuning Your LTC Workflow
1:30 - 2:30pm	Peer-Approved Strategies for Securing Payer Partnerships
3:00 - 4:00pm	Disrupted or Empowered? Future Trends in Community Pharmacy Practice
3:00 - 4:00pm	You Don't Have To Sell To a Chain! Keeping Independent Pharmacies Independent

*\* requires pre-registration*



# RBC 2023 Continuing Education Sessions presented by NCPA®

(subject to change)

## Friday, July 21, 2023

7:30 – 8:30am	340B Implementation: A Guide for Community Health Centers and Grantees
7:30 – 8:30am	NCPA's Take 5! Revenue-Generating Services That Connect to Your Front End
7:30 – 8:30am	Your Guide to Improving Patient Safety by Addressing Health Literacy
8:45 – 9:45am	Bringing LTC Pharmacy Services to Your Patients' Doorstep: How to Operationalize and Optimize a Medical At-Home Pharmacy Program
8:45 – 9:45am	Exploring Diabetes Guideline Updates and Billing Opportunities
8:45 – 9:45am	Unleashing Team Productivity through Strength-Based Leadership
1:00 – 2:00pm	Integrating Point of Care Testing (Beyond COVID-19) into Your Workflow
1:30 – 4:30pm	Basic Life Support*
1:30 – 2:30pm	Easy-to-Use Tools for Crafting a Fantastic Student Rotation With Minimal Time Investment
1:30 – 2:30pm	Community Health Centers and the Impact of the Inflation Reduction Act on Inventory and Cash Flow
3:00 – 4:00pm	Creating an Inclusive Pharmacy Atmosphere by Addressing Barriers to Equitable Health Care
3:00 – 4:00pm	LTC Marketplace Dynamics Sure to Shape Your Business Strategies
3:00 – 4:00pm	Taking a Functional Medicine Approach to Medication Therapy Management

## Saturday, July 22, 2023

8:30 – 11:30am	Basic Life Support*
8:00 – 9:00am	Law and Advocacy Update 2023 – The Issues Impacting Your Business
9:30 – 10:30am	How To Use Your Pharmacy Data to Identify Trends and Improve Your Bottom Line
11:00am – Noon	Essential Marketing Tips to Help Your Pharmacy Stay Connected and Expand Your Reach

\* requires pre-registration



All programming listed above is eligible for continuing education credit through NCPA. NCPA is accredited by the ACPE as a provider of continuing pharmacy education. The target audience: community pharmacists and community pharmacy technicians.

Continuing education courses provided by:





**STAY FIT.  
STAY RELAXED.  
STAY HEALTHY AT THE**

**RBC** WELLNESS  
Cardinal Health **ZONE**



*Fitness Classes*



*Yoga Classes*



*Health Seminars*



*Health Assessments*

**PAWS AND RELAX!**

Stop by and meet some special therapy dogs ready to help you rest, relax and put a smile on your face!








## Follow us on social media:

 [facebook.com/CardinalHealth](https://facebook.com/CardinalHealth)

 @cardinalhealth | #RBC2023

 [linkedin.com/company/cardinal-health/](https://linkedin.com/company/cardinal-health/)



© 2023 Cardinal Health. All rights reserved. CARDINAL HEALTH, the Cardinal Health LOGO and ESSENTIAL TO CARE are trademarks or registered trademarks of Cardinal Health. All other marks are the property of their respective owners. (1/2023)

Cardinal Health  
7000 Cardinal Place  
Dublin, Ohio 43017