



# CONFERENCE GUIDE





# WHY CHICAGO?

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Chicago, Illinois offers a dynamic and enriching experience that spans cultural, culinary, and architectural delights. Renowned for its iconic skyline, Chicago stands as a testament to architectural innovation, with towering skyscrapers such as the Willis Tower and John Hancock Center dominating the cityscape. The city's rich cultural tapestry is woven through world-class institutions like the Art Institute of Chicago, housing an extensive collection of masterpieces, and the Field Museum, showcasing the marvels of nature. From the serene shores of Lake Michigan to the lively neighborhoods like Wicker Park and the Loop, Chicago's diverse landscapes provide a backdrop for exploration, offering a perfect blend of urban sophistication and natural beauty.

With a diverse food scene, museums, beautiful parks and more, Chicago is the perfect destination for the entire family at the 2024 Cardinal Health Retail Business Conference (RBC). Join us at RBC 2024 in Chicago for a celebration of your unwavering commitment to patient care and community wellness.



# HOW TO REGISTER

To begin registration for RBC 2024, visit the RBC registration website and enter the access key **Chicagoll24**. 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 2024 and book your hotel room is June 30, 2024. 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>\$700</b>

*\*Cancellations received after June 30th, 2024, will incur a \$500 cancellation fee. Cancellations received within 72 hours of arrival date will be charged the equivalent of one night's room rate and taxes in addition to a \$700 cancellation fee. If you do not cancel and are confirmed as a "no show" you will be charged the equivalent of one night's stay plus a \$950 cancellation fee. No exceptions will be made. If you do not have a room reservation the room rate fee will not apply.*

Scan the QR code  
to REGISTER TODAY!



Access Key: Chicagoll24



# WHERE TO STAY

Please see below for the list of RBC hotel accommodations for your stay in the Windy City! You must book your hotel room through the RBC registration website to receive the nightly rate.

*\*Prices listed below do not include tax.*



## **Marriott Marquis Chicago**

2121 South Prairie Avenue Chicago, IL 60616

Hotel rate: \$289 per night

For RBC guests who want to stay steps from the convention center, the Marriott Marquis is located near the lakefront, museum campus and conveniently connected to the McCormick Place Convention Center. Marriott Marquis Chicago is the perfect headquarters for your visit to Chicago.

Distance to RBC at McCormick Place:  
Connected



## **Hyatt Regency McCormick**

2233 South Martin Luther King Drive Chicago, IL 60601

Hotel rate: \$260 per night

For RBC guests who want to stay steps away from the convention center, the Hyatt McCormick is located within walking distance of Soldier Field and Wintrust Arena in Chicago's South Loop neighborhood.

Distance to RBC at McCormick Place:  
Connected



## **Hyatt Regency Downtown**

151 East Wacker Drive Chicago, IL 60616

Hotel rate: \$220 per night

For RBC guests looking to spend their downtime in the heart of Chicago, the Hyatt Regency Downtown is a gateway to the city's top attractions. Hotel guests enjoy a walkable location and easy access to Millennium Park, Chicago Riverwalk, the Magnificent Mile and Lake Michigan.

Distance to RBC at McCormick Place:  
3.0 miles - Shuttle Bus will be provided.  
Chicago has a dedicated bus lane making this trip only 7-10 minutes.





# SITE MAP



Access Key: Chicago124





# SCHEDULE OF EVENTS

All events take place at McCormick Place West unless otherwise noted.

## Tuesday, July 23

		Location
2 – 5 p.m.	Customer registration	Level 3   North Lobby
2 – 5 p.m.	Camp Cardinal Health registration	W177   Level 1

## Wednesday, July 24

		Location
7 – 9 a.m.	Breakfast available at your hotel	RBC Hotels Only
7:30 a.m. – 5 p.m.	Customer registration	Level 3   North Lobby
7:30 a.m. – 5 p.m.	Camp Cardinal Health	W175–W180   Level 1
9 a.m. – 3 p.m.	Continuing Education available	W183–W185   Level 1
11 a.m. – 1 p.m.	Lunch	Skyline Ballroom   Level 3
3–6 p.m.	Show Floor Grand Opening	Hall F1   Level 3
5:30 – 7:30 p.m.	Dinner	Skyline Ballroom   Level 3

## Thursday, July 25

		Location
7 – 9 a.m.	Breakfast available at your hotel	RBC Hotels Only
7:30 a.m. – 5 p.m.	Customer registration	Level 3   North Lobby
7:30 a.m. – 5 p.m.	Camp Cardinal Health	W175–W180   Level 1
8 a.m. – 4 p.m.	Continuing Education available	W183–W185   Level 1
9:30 – 11 a.m.	Opening Session featuring Dr. Mark Hyman	Wintrust Arena
11 a.m. – 1 p.m.	Lunch	Skyline Ballroom   Level 3
11:30 a.m. – 4 p.m.	Show Floor Open	Hall F1   Level 3
5 – 7 p.m.	Dinner	Skyline Ballroom   Level 3
7 – 9 p.m.	Entertainment featuring Sheryl Crow	Wintrust Arena

## Friday, July 26

		Location
7 – 9 a.m.	Breakfast available at your hotel	RBC Hotels Only
7:30 a.m. – 5 p.m.	Customer registration	Level 3   North Lobby
7:30 a.m. – 5 p.m.	Camp Cardinal Health	W175–W180   Level 1
8 a.m. – 4 p.m.	Continuing Education available	W183–W185   Level 1
10 – 11 a.m.	Industry Session	Wintrust Arena
11 a.m. – 1 p.m.	Lunch	Skyline Ballroom   Level 3
11:30 a.m. – 4 p.m.	Show Floor Open	Hall F1   Level 3
5 – 6:30 p.m.	Dinner	Skyline Ballroom   Level 3
7 – 9 p.m.	Customer Appreciation Night	Chicago Field Museum

## Saturday, July 27

		Location
7 – 9 a.m.	Breakfast available at your hotel	RBC Hotels Only
7:30 a.m. – 1 p.m.	Camp Cardinal Health	W175–W180   Level 1
8 a.m. – 4 p.m.	Continuing Education available	W183–W185   Level 1
11 a.m. – 1 p.m.	Grab & Go lunch provided for CE classes and Camp Cardinal Health participants	Level 1 Hallway

*\*Schedule is subject to change*



# TRAVEL DISCOUNTS

Destination airport can be either MDW (Chicago Midway) or ORD (Chicago O'Hare) for travel dates July 22–28, 2024.

**ATTENTION: Due to planned road closures and traffic conditions, we highly recommend flying into Chicago Midway (MDW) for an expedited shuttle service to your hotel.**

## Southwest Airlines

- Book your flight through SWABIZ using this [link](#) and enter Company ID 99469963 to receive the discount.
- For questions call 1-800-435-9792 / 1-800-I-FLY-SWA.

## United Airlines

- Book your flight by clicking on discount code [ZP96885998](#).
- MileagePlus members earn valuable miles for their travel when using the Meetings discount code.
- You may also call United Meetings Reservation Desk Monday – Friday at (800) 426-1122 for booking assistance.
- Booking fees are waived for Meeting reservations.

## Delta Air Lines

- Book your flight using this [link](#).
- You may also call Delta Meeting Network® at (800) 328-1111 Monday – Friday, 8:00 a.m. – 6:30 p.m. (EST) and refer to Meeting Event Code **NM3Q6**.
- There is not a service fee for reservations booked and ticketed via our reservation 800 number.

## Car Rentals

- Enterprise/National is offering a 5% discount at all US and Canada locations.
- Reserve a car using this [link](#)
- Discount is shown on the last page of the reservation process for each brand.

## Airport Parking

- The Parking Spot is offering a free day of parking!
- Make your reservation at The Parking Spot [here](#).
- Already a member, just download the app and make your reservation using promo code: CHRBC24.
- Once completed, you will have access to special pricing and be able to earn points for free parking and many more additional perks.

## Airport shuttle schedule

You are encouraged to use our ground transportation services once you arrive in Chicago and when you depart for your flight home. These shuttles will run from Chicago O'Hare International Airport (ORD) and Chicago Midway International Airport (MDW) to RBC customer hotels, and vice versa.

### Arrivals - *subject to change*

Tuesday, July 23: Every 30 minutes from 12 p.m. to 8 p.m.

Wednesday, July 24: Every 30 minutes from 9 a.m. to 8 p.m.

Thursday, July 25: Every 30 minutes from 9 a.m. to 6 p.m.

Friday, July 26: No airport shuttle will be available.

### Departures - *subject to change*

Saturday, July 27: Every 30 minutes from 4:30 a.m. to 6 p.m.

**NOTE:** If you are flying out of Chicago O'Hare International Airport (ORD), it is recommended you depart three hours before your scheduled flight. If you are flying out of Chicago Midway International Airport (MDW), it is recommended you depart two-and-a-half hours before your scheduled flight.



# CAMP CARDINAL HEALTH SCHEDULE

Camp Cardinal Health is a four-day, fun-filled children's program offered each year at RBC, featuring age-appropriate activities such as arts and crafts, games and off-site excursions in a safe, nurturing environment. This year's program will be managed by ACCENT on Children's Arrangements (AOCA) – a premier provider with more than 32 years of experience producing exceptional children's events.

## ROMPERS | Ages 3–6

Wednesday, July 24 | **Dream Big**

Thursday, July 25 | **Windy City Sports**

Friday, July 26 | **Weird Science**

Saturday, July 27 | **Animal Mania**

## ADVENTURERS | Ages 7–11

Wednesday, July 24 | **Lincoln Park Zoo**

Thursday, July 25 | **Millenium Park, Navy Pier and a Lake Cruise**

Friday, July 26 | **Shedd Aquarium and Adler Planetarium**

Saturday, July 27 | **Museum of Science and Industry**

## EXPLORERS | Ages 12–17

Wednesday, July 24 | **The Brookfield Zoo**

Thursday, July 25 | **Shedd Aquarium and Adler Planetarium**

Friday, July 26 | **Millenium Park, Navy Pier and a Lake Cruise**

Saturday, July 27 | **Museum of Science and Industry**

## NEW for 2024! Childcare for infants & toddlers

New at RBC 2024, we will offer childcare for infants (6-12 months) and toddlers (12-36 months). Guardians can choose from two care options during camp hours: half day at \$55 per child or full day at \$100 per child. Please make your selections when registering for this year's conference.

On Thursday, July 25 and Friday, July 26 from 7 to 9 p.m., complimentary childcare will be available for infants, toddlers and rompers. This offering is on a first-come, first-serve basis at RBC 2024.







Nine-time Grammy winner

# SHERYL CROW

## THURSDAY NIGHT ENTERTAINMENT

**Songwriter. Activist. Rock Star. Woman. Champion. Mother.** Nine-time Grammy winner Sheryl Crow is many things, but at the core, she remains a creative spirit channeling her talents into music that lifts people up, brings them together and speaks to the truths on the horizon. Her first nine studio albums have sold 35 million copies worldwide; seven charted in the Top 10, and five were certified for Multi-Platinum sales. In 2023, Sheryl Crow was inducted into the Rock and Roll Hall Of Fame. **Don't miss her LIVE performance on the evening of Thursday, July 25 at RBC in Chicago!**

**Visit [rbc.cardinalhealth.com](https://rbc.cardinalhealth.com) to register today.**





# NIGHT AT THE MUSEUM

CUSTOMER APPRECIATION NIGHT • FRIDAY, JULY 26th • 7 - 9 PM

Each year at RBC, we host Customer Appreciation Night to showcase our appreciation for independent pharmacies' unwavering dedication to their patients and communities.



*Field Museum Major Sponsor Magellan Corporation.*

This year's Customer Appreciation Night holds many interactive opportunities. Don't miss your chance to explore the world-famous Field Museum's historic artifacts and specimens, dance to live music, participate in themed activities and enjoy delicious desserts and drinks with dinosaurs in the museum's main lobby.

Dinner will be served at the McCormick Place Convention Center before customers depart for the Chicago Field Museum. Transportation will be provided from the convention center to the Field Museum and buses will return customers to their RBC hotel following the event.



*SUE is part of the Griffin Dinosaur Experience, made possible by the generous support of the Kenneth C. Griffin Charitable Fund.*



*Unseen Oceans is organized by the American Museum of Natural History, New York.*

Visit [rbc.cardinalhealth.com](http://rbc.cardinalhealth.com) to register today.







One of the cornerstones of RBC 2024 is 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 2024 Continuing Education Sessions presented by NCPA®

(subject to change)

### Wednesday, July 24, 2024

8 a.m. – 3 p.m.	Mental Health First Aid*
8:30 – 9:30 a.m.	Strategies to Stop the Stigma and Support Patients with Opioid Use Disorders
8:30 – 9:30 a.m.	The Fundamentals of Medical Billing for Independent Pharmacies
9 a.m. – Noon	Basic Life Support*
10 – 11 a.m.	Maternal Health & Hormonal Contraception
10 – 11 a.m.	Triggers, Trends & Prevention Strategies: Top Tips for Preparing for and Responding to PBM Audits
12:30 – 1:30 p.m.	LTC@Home 101: The Need to Knows for Getting Started
12:30 – 1:30 p.m.	2024 Law and Advocacy Update
2 – 3 p.m.	Burnout & Bias: Evaluating the Impact of Human Behavior on Patient Safety
2 – 3 p.m.	Untapped Potential: Creative Front-end Solutions to Boost Your Bottom Line

### Thursday, July 25, 2024

8 – 9 a.m.	2024 Vaccine Update
8 – 9 a.m.	The Do's and Don'ts of Implementing a New Service
8 – 9 a.m.	Federal & State CHC Legislative Update–340B Landscape
Noon – 1 p.m.	Maximizing ROI in the Telehealth World with Remote Physiologic Monitoring
Noon – 1 p.m.	Team Building & Engagement: Staff Hiring & Retention
Noon – 1 p.m.	Long-Term Care Advocacy Update
1:30 – 2:30 p.m.	Emerging Roles of AI & Technology in Healthcare
1:30 – 2:30 p.m.	Functional Approaches to Clinical Nutrition: Supplement Recommendations to Improve Patient Care
3 – 4 p.m.	Creative Solutions for Making Your Pharmacy a Wellness Destination
3 – 4 p.m.	Unpacking the Pharmacy Reimbursement Model and its Impact on Your Pharmacy's Key Performance Indicators
3 – 4 p.m.	Beyond The Basics: Tangible Tips for Taking Your LTC@Home Services to the Next Level

\* requires pre-registration



# RBC 2024 Continuing Education Sessions presented by NCPA®

(subject to change)

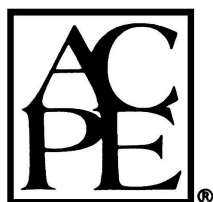
## Friday, July 26, 2024

8:30 – 9:30 a.m.	Diversifying Your Point-of-Care Testing Portfolio Beyond COVID-19
8:30 – 9:30 a.m.	Mastering the Art of Effective Delegation Across Generations
8:30 – 9:30 a.m.	CHC: New 340B Rules? HRSA Patient & Managed Medicaid Evolving Auditing Standards
Noon – 1 p.m.	Exploring the 2024 Diabetes Guideline Updates
Noon – 1 p.m.	Enhancing Health Equity with Community Health Workers
Noon – 1 p.m.	Optimizing LTC Operations
1:30 – 4:30 p.m.	Basic Life Support *
1:30 – 2:30 p.m.	Tapping into Your Team: Elevating the Roles of Technicians within Your Pharmacy
1:30 – 2:30 p.m.	Compounding Updates: Understanding Key Regulations and Best Practices for Building Your Compounding Business
3 – 4 p.m.	Using Pharmacogenomics to Personalize the Patient Experience
3 – 4 p.m.	Exploring the Cost+ Pharmacy Model
3 – 4 p.m.	CHC: Navigating Community Pharmacy Partnerships in the 340B Program

## Saturday, July 27, 2024

8 a.m. – Noon	Opportunities in Diabetes Care*
8 a.m. – Noon	Pharmacy-Based Point-of-Care Test & Treat National Certificate Program*
8 a.m. – 3 p.m.	Lean into Leadership*
9 a.m. – Noon	Basic Life Support*

\* 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*



*Massages*



*Pickleball Court*



*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!







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