



Don't miss the **Counter** Talk™ Theater

Conversations for independent pharmacists

Join us for engaging and enlightening discussions with pharmacists, industry experts and Cardinal Health leaders in the Counter Talk™ Theater!

Hear inside perspectives on industry trends, best practices and the future of pharmacy, plus innovative services and solutions from the independent pharmacy experts at Cardinal Health.

New this year is our (((LIVE))) podcast recordings happening in the Counter Talk™ Podcast booth near registration. Stop by and listen to current topics being discussed by industry insiders.

**Scan the QR code to listen
and subscribe to the Cardinal
Health™ Counter Talk™ Podcast!**





CounterTalk™ Theater Schedule

Thursday, July 20 - Hall A | Exhibit Level

12:30 p.m. | Managed Care Update: Preparing for 2024 Changes

Join us for an informative session to help prepare you for the upcoming 2024 changes including a Q&A with Government Relations Vice President, Jerrica Mathis, a review of PBM Medicare Performance Programs and how to successfully navigate 2024 DIR changes.

1:30 p.m. | Confused by Drug Supply Chain Security Act (DSCSA)? We can help!

Join Cardinal Health's Maryann Nelson and Vicki Airhart to take a deeper dive into the DSCSA and the major impacts to independent pharmacists. Learn what compliancy means and how we can help you remain compliant with the updated regulations. This session will cover: Information about Global Location Numbers (GLNs), the Cardinal web portal (Track and Trace reporting) and Electronic Product Code Information Services (EPCIS) and will provide valuable insights about changes with returns and the strategies in place to make the transition easier for you and your employees.

2:30 p.m. | COVID-19 Commercialization

As the CDC Federal Retail Pharmacy Program ramps down, we will cover guidance on how to handle any remaining government purchased vaccine and reporting tie outs. We will also discuss the new commercial vaccine recommendations and steps for ordering through Cardinal Health distribution.

Friday, July 21 - Hall A | Exhibit Level

12:30 p.m. | B2C Digital Trends

Learn about today's digital trends in the pharmaceutical industry and tips and tricks to keep your business current.

1:30 p.m. | Market Trends Impacting the Pharmaceutical Market

Come learn how the latest economic indicators are impacting retail sales in the marketplace, how the Retail Independent shopper is performing, and what this could mean for your independent pharmacy.

2:30 p.m. | Pharmacy Legislative and Regulatory Update

A discussion moderated by Rebecca McGrath, Cardinal Health's Head of Government Relations, with Jim Flood and Scott Douglas of Crowell & Moring's Government Affairs group, as they discuss the latest legislative and regulatory activity in D.C. that could impact retail pharmacies. Jim and Scott will also provide the landscape of health care priorities in Congress and how pharmacists can get involved.



Saturday, July 22 - Hall A | Exhibit Level

10:00 a.m. | Exploring Additional Revenue Streams

With declining product reimbursement and the DIR cliff looming in the future, it has never been more important for pharmacies to diversify and expand new revenue streams. Many states are also passing legislation to give pharmacists expanded scope and authority to provide and bill for clinical services. How do you know what opportunities are available, how do you create opportunities and how do you get started? Come listen to some of your peers discuss how to get credentialed, contracted and implement clinical revenue streams.



CounterTalk™ Podcast (((LIVE)))

**Podcast booth
located in the
North Lobby near
registration.**

Thursday, July 20

Noon | Modern Payments Processing

A deep dive into the Modern Payments Processing solutions featuring Gerry O'Hare, owner of Jeffrey's Drug Store.

1:00 p.m. | Conversations on RECON - Where are my payments?

Cardinal Health Reconciliation is a great compliment to your pharmacy administrative duties. Join us to learn more about how Cardinal Health Reconciliation can help you and your pharmacy.

2:00 p.m. | Market Trends Impacting the Front of Your Store

Come learn how the latest economic indicators are impacting retail sales in the marketplace, how the Retail Independent shopper is performing and what this could mean for your independent pharmacy.

3:00 p.m. | Preparing for DIR & How CIM Can Help

As changes are implemented to DIR fees in 2024, pharmacies are being warned to prepare for a cash flow squeeze in Q1 of 2024. For many pharmacies, their largest asset is their prescription inventory and often an overlooked area for improving cash flow. Learn how pharmacies are using Cardinal Health™ Inventory Manager to free up precious cash flow and control spending. Whether you are just beginning on your perpetual inventory journey or looking for ways to improve your current processes, Cardinal Health™ Inventory Manager is ready to assist.

Friday, July 21

11:30 a.m. | The State of the Caregiver and How Retail Independents Can Help

Caregivers are growing at a significant rate and they are finding themselves with little education and assistance along the way. From helping managing medications to making a home conducive to their needs, Retail Independents can help make a difference for the caregivers in their community. AARP will share the state of the caregiver and how Independents can be part of this growing population. AARP is the nation's largest non-profit, non-partisan organization dedicated to empowering Americans 50 and older to choose how they live as they age.



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Friday, July 21

1:30 p.m. | Interview with U.S. Representative Buddy Carter and NCPA's Doug Hoey

Join us for an exclusive interview with US Representative Buddy Carter (R-GA) and NCPA's Doug Hoey on the current regulatory and legislative activity impacting retail pharmacies.

3:00 p.m. | Pharmacy Marketing Advantage Commerce

Join us for a deep dive into Pharmacy Marketing Advantage Commerce and how it can help your pharmacy be more profitable.

*(1) National Safety Council online. Preventable deaths: Odds of dying. Available at: <https://injuryfacts.nsc.org/all-injuries/preventable-death-overview/oddsodying/>

(2) The World Health Organization. Community Management of Opioid Overdose: 2014. <https://apps.who.int/iris/bitstream/handle/10665/137462/9789241548816eng.pdf?sequence=1>.

Saturday, July 22

9:00 a.m. | How to Profit from NEW OTC Hearing Aid Category

Breaking down the barriers of treating hearing loss through the newly created OTC Hearing Aid category. Learn how cost effective this new option is for patients, how to make available in your pharmacy and answer commonly asked questions.

10:00 a.m. | Innovations in the Continuous Glucose Monitoring Marketplace

With 37.3 million people in the United States having diabetes¹ the glucose monitoring field represents an essential component of the management of diabetes. Continuous glucose monitoring (CGM) has emerged as a valuable tool to assess the effectiveness and safety of treatment in many patients with type 1 diabetes and in selected patients with type 2 diabetes treated with intensive insulin regimens.² Come learn the latest innovation in the CGM marketplace and how it continues to disrupt the diabetes traditional treatment.

11:00 a.m. | Front End Product Management: Right Product, Right Place at the Right Price

The heart of retail starts with the right product, in the right place, and with the right price on the shelf. Learn about the turnkey solution available to ensure your pharmacy has the best shoppable shelves for your patients. Learn the data utilized, the tools to execute, and marketing to drive purchases that is all a part of the Front-End Product Management (FEPM) solution.