

INSIGHTS

Dedicated to the success of the community pharmacy



NHCE 2011: Advancing Pharmacy from A to B Purchasing Opportunities Maximize Your Profits

This year's AmerisourceBergen® National Healthcare Conference & Exposition (NHCE) is focused on advancing your pharmacy from **Point A**—*where your business is today* to **Point B**—*where you want your business to be*.

One step along your path from **Point A** to **Point B** is maximizing your profits. AmerisourceBergen is proud to offer you two key resources to help you make the most of your buying decisions and to boost your bottom line: the NHCE Pre-Show Catalog and our new Buying Webinars.



Now Available

NHCE Pre-Show Catalog

The NHCE Pre-Show Catalog is just one click away. Log on to THE LINK® for quick and easy access to the NHCE Pre-Show Catalog.

The items in this year's catalog have been carefully selected to offer you the maximum profit potential. Look for great deals across all buying categories, including Private Label, OTC/HBC and Home Healthcare, so you can maximize your buying dollars.

Best of all, you will have the opportunity for additional discounts. With this added benefit, orders placed by June 1, 2011, will be eligible for additional discounts of up to 5%. The discounts vary by individual product and category; please see the NHCE Pre-Show Catalog for details. Your discounts will be applied as a rebate in December 2011.

Additional items will be added after June 1 and all NHCE 2011 Catalog orders are due by July 29. Your NHCE order will appear on your

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New This Year!

Buying Webinars

This year, AmerisourceBergen is pleased to bring you our new Buying Webinars. We worked with manufacturers to create a resource that will make your buying decisions easier than ever.

With our new Buying Webinars, you can hear directly from manufacturers about the products showcased in the NHCE Pre-Show Catalog. The 30-minute webinars, each featuring select manufacturers, are designed to answer your questions and to help you make the best buying decisions for your business. The webinars include key product information, tips for effectively promoting the products and an overview of the ordering process.

The prerecorded webinars are posted on THE LINK to give you easy, convenient access to this helpful, new resource. Choose the webinars that interest you and view them at your convenience.

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Register Today!

NHCE 2011: Registration Is Open

Register today for the AmerisourceBergen National Healthcare Conference & Exposition from July 19-23, 2011, at Caesars Palace, Las Vegas, NV. Visit www.nhce2011.com for detailed NHCE 2011 information and to register.

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Nebraska GNP Adds Workout Room

Residents of Pawnee City, NE, have a new place to exercise and get fit—their local Good Neighbor Pharmacy®!

Early this year, Larry “Pete” Vonderfecht, RPh, owner of Pete’s Pharmacy, expanded his business to include a fitness facility. Much

went into Pete’s decision to include this unique niche into the business he has owned for more than 30 years.

He knew from firsthand experience how difficult it can be to get into a fitness routine. He explains that he and his wife both had quadruple bypass surgery and could benefit from exercise. “But if you don’t have a reason to do it, you just put it off,” he says.

He was also taking a look around his community. “A lot of people didn’t eat right, smoked, did all the bad things,” Pete says. With the closest fitness center miles away, there was an unmet need for a fitness facility in the community. “It really fills a place here,” he says.



Larry “Pete” Vonderfecht, RPh, in his pharmacy’s workout room with customer Deborah Klein.

The pharmacy’s fitness facility fits right into Pete’s philosophy of complete wellness. For Pete, taking care of his patients goes well beyond fulfilling their medication needs. He has long been concerned about the total wellness of his patients and the fitness center is just one more way he takes care of his customers.

The Pete’s Pharmacy Be Well Fitness Center has been up and running since January and is a big hit in the community. “We have more than 60 members already,” says Pete. “They all seem to enjoy it.” New members are joining all the time.

With the fitness center, Pete is targeting people who just want to get in shape and be healthy and well. “We’re not trying to build muscle,” he explains. He tries to foster good wellness habits in his fitness customers by putting out free samples of healthy items in the fitness center.

The Be Well Fitness Center is a great way for Pete’s customers to get fit and stay fit. It has also been good for business, too, says Pete. “I really think it has brought in new patients,” he says. And many of his existing customers are taking advantage of the fitness benefits at the new facility as well.

“Other facilities were quite a distance from Pawnee City, so Pete brings it to them,” says Kim Sullivan, AmerisourceBergen Account Manager. “I am impressed by the fact he cares enough about his patients and community to bring something like this to small-town Nebraska.”

Congratulations to Pete’s Pharmacy for finding a niche that really ‘works out’!

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NHCE 2011 will have something for everyone—even your kids. AmerisourceBergen is pleased to announce our new Kids’ Camp to enhance your NHCE 2011 experience—and theirs. Your kids will have a fun-filled way to spend their day while you are earning your CE credits, networking and investigating the solutions and products that can advance your business to your Point B.

Your kids can enjoy Kids’ Camp for one day or all the days of your NHCE stay. The NHCE Kids’ Camp is a great way to take care of your kids while you take care of your business.

Look for more information on the new NHCE 2011 Kids’ Camp coming soon to www.nhce2011.com.

New This Year! Buying Webinars

Our new Buying Webinars will help you make the buying decisions that will maximize your profits and allow you to offer your customers the products that will bring them through your door.

Visit THE LINK® at <https://link.amerisourcebergen.com> to view the new Buying Webinars.

NHCE 2011 Reminder: Register for Your CE Courses

Register for NHCE continuing education courses by **June 20** to reserve your spot in the CE sessions of your choice. Select your CE sessions at www.nhce2011.com.

CDC Has the New Facts on Diabetes

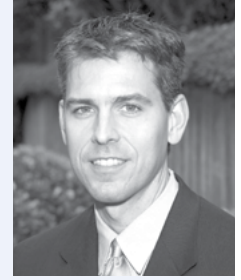
Despite efforts across the country to increase awareness of diabetes, the incidence of diabetes is on the rise and the statistics surrounding this disease continue to be alarming. The U.S. Centers for Disease Control and Prevention (CDC) recently released its 2011 Diabetes Fact Sheet.

According to the CDC, more than 25.8 million people in the United States have diabetes. That's 8.3% of the population! Sadly, about 7 million of those people are still undiagnosed so they are not taking the steps necessary to manage their diabetes. A staggering fact from the CDC is that an estimated 79 million American adults over age 20 have prediabetes.

One thing is certain: Diabetes patients in your community need you more than ever. As a community pharmacist, you can play a key role in helping patients manage their disease, discover they have it or, more importantly, take steps to prevent it.

"Our pharmacists are well positioned to make a significant contribution in providing the ongoing management to their patients diagnosed with this chronic and challenging disease," says Ceci Zeigler, LPN, National Director, Patient Care Services, AmerisourceBergen.

A copy of the 2011 CDC Diabetes Fact Sheet was mailed to all Diabetes Shoppe® members last month. The 12-page fact sheet is an excellent resource for you to use with your patients. If you need a copy, please visit www.cdc.gov for a free download.



Notes from Douglas Hoey, RPh

NCPA—The Road Ahead

I'm excited and honored to have been chosen by the NCPA Executive Committee to lead NCPA. Many of you know me from my previous 14 years at NCPA, first with the Management Institute and its ownership, professional and student affairs initiatives, later as NCPA's first chief operating officer and last year as interim CEO. I will do my best to implement the Executive Committee's strategy and provide all of our members with continued advocacy success and business solutions.

We've already had some advocacy success this spring, such as repeal of the 1099 IRS reporting requirement that would have been a paperwork nightmare for small businesses and the Centers for Medicare and Medicaid Services' postponement of its short-cycle dispensing rule affecting LTC pharmacies to Jan. 1, 2013.

There are a number of other important items on our legislative agenda including federal regulation of PBMs, exempting pharmacists from federal antitrust laws for the purposes of contract negotiations with health plans and expansion of pharmacist-delivered medication therapy management services.

NCPA can tee up the issues with legislators, but our strength resides in members of Congress hearing from you.

We will be cooperating with industry stakeholders to engage the strength of 23,000 community pharmacies and ensure that the value of pharmacist services is appropriately recognized by legislators, regulators and policymakers.

My litmus test for NCPA's initiatives and programs will be simple: "How do they advance the ability of community pharmacists to grow their business while caring for their patients?"

Douglas Hoey, RPh, MBA
Executive Vice President and CEO
National Community Pharmacists Association

National Diabetes Fact Sheet, 2011

FAST FACTS ON DIABETES

*Diabetes affects 25.8 million people
8.3% of the U.S. population*

DIAGNOSED
18.8 million people

UNDIAGNOSED
7.0 million people

All ages, 2010

- Among U.S. residents aged 65 years and older, 10.9 million, or 26.9%, had diabetes in 2010.
- About 215,000 people younger than 20 years had diabetes (type 1 or type 2) in the United States in 2010.
- About 1.9 million people aged 20 years or older were newly diagnosed with diabetes in 2010 in the United States.
- In 2005–2008, based on fasting glucose or hemoglobin A1c levels, 35% of U.S. adults aged 20 years or older had prediabetes (50% of adults aged 65 years or older). Applying this percentage to the entire U.S. population in 2010 yields an estimated 79 million American adults aged 20 years or older with prediabetes.
- Diabetes is the leading cause of kidney failure, nontraumatic lower-limb amputations, and new cases of blindness among adults in the United States.
- Diabetes is a major cause of heart disease and stroke.
- Diabetes is the seventh leading cause of death in the United States.

Citation
Centers for Disease Control and Prevention. National diabetes fact sheet: national estimates and general information on diabetes and prediabetes in the United States, 2011. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2011.

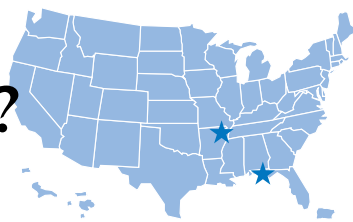
GOOD NEIGHBOR PHARMACY

National Center for Chronic Disease Prevention and Health Promotion
Division of Diabetes Translation

CDC

Managing Diabetes: Living Without Limits

Where's Andy?



Throughout April, 'Iron Andy' Holder, triathlete and spokesperson for Good Neighbor Pharmacy®, visited more communities as he continued his nationwide mission to inspire people to live without limits and to share the many benefits of a Good Neighbor Pharmacy.

His first stop last month was Pensacola, FL, for the American Diabetes Association Tour de Cure. Andy boosted awareness of diabetes and GNP and also rode in the 62 scenic miles of the event.

Andy's Florida trip included a speaking engagement at Gulf Breeze Elementary school. Andy was a hit with the kids and even received an e-mail later that day from one of the girls at the school telling him he was a real hero. "Feedback like that never gets old!" Andy says.

Last month, Andy also made a return trip to Jonesboro, AR, to participate in the HMG Health and Fitness Expo. The trip, hosted by Soos Drug, began with a TV spot on ABC News in Memphis and two radio interviews with KFIN and KISS FM in Jonesboro.

The annual HMG Health and Fitness Expo was again a huge success and an excellent opportunity for Andy to share his inspiring messages and to boost awareness of diabetes and



'Iron Andy' Holder visits the Soos Drug/GNP booth at the HMG Health and Fitness Expo. From left: Andy, Jackie Speak, Krystal Soo, RPh, owner of Soos Drug, Heidi Miller and GNP Program Manager Terry Neckel.

If you read *Triathlete Magazine*, you may have seen a familiar face in the May issue. Andy was featured in a story called "Tri Saved Me: four triathletes battle chronic illness—and win". The story features Andy's


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of the important role a GNP pharmacist can play in its management. Andy spoke with guests at the Soos Drug/ Good Neighbor Pharmacy booth and also joined doctors and a diabetes educator in main-stage panel discussions, including a Diabetes Panel and a Healthy Kids Panel.



'Iron Andy' Holder (left) as a guest chef in the Healthy Cooking Kitchen with Piero's chef Marco Trimarchi.

In an Iron Andy first, he donned an apron and appeared as a guest chef in the Healthy Cooking Kitchen.

Andy also had the opportunity to compete in the "Doc Rock" 5K and Half Marathon where he was able to defend his 5K title (Male 40-44) from last year. Congratulations Andy!

Where will we find Andy next?

journey from his diabetes diagnosis to becoming an Ironman and the GNP spokesperson. Visit the *Triathlete Magazine* website at www.competitive-digital.com and search 'Andy Holder' to see a digital copy of the story.

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Now Available

NHCE Pre-Show Catalog

December invoice.

Be sure to check out THE LINK® at <https://link.amerisourcebergen.com> to view the great buys in the NHCE Pre-Show Catalog. Order by June 1 for additional discounts!

NHCE Pre-Show Catalog Orders

Orders due by **July 29, 2011.**

Order by **June 1** for your additional discounts.

Visit THE LINK at <https://link.amerisourcebergen.com> to view the catalog and place your order. Don't miss out!