


INSIGHTS

Dedicated to the success of the community pharmacy  AmerisourceBergen®

Advancing Pharmacy from A to B

Register Now for NHCE 2011

Don't wait any longer! There's only a few weeks left to register for the AmerisourceBergen® National Healthcare Conference & Exposition (NHCE).

Join us at Caesars Palace in Las Vegas from July 19-23 for NHCE—the industry's premier healthcare conference and exposition for pharmacy professionals. Align your business objectives to our richest agenda yet—education, products, programs, networking and perspectives on the industry.

What's Your **A to B?**
PLOT. PARTNER. ADVANCE.



Declare your business priorities at NHCE and experience content, dialogue and a spirit of partnership singularly focused on advancing you from **Point A**—where your business is today to **Point B**—where you want your business to be.

The only question you need to consider between now and arriving at Caesars Palace is...What's your A to B?

Online registration closes on **July 8, 2011**. Register today!

Note: NHCE on-site registration will be available. For further information, contact your AmerisourceBergen Account Manager or visit www.nhce2011.com.

Send the Kids to Camp at NHCE 2011



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 *Camp AmerisourceBergen* for one day or all the days of your NHCE stay. *Camp AmerisourceBergen* is a great way to take care of your kids while you take care of your business.

(Continued on page 3)

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. For detailed information and to register, visit www.nhce2011.com. Register soon—**Online registration closes July 8.**

Camp AmerisourceBergen Registration
Deadline: July 8, 2011

Inside this Issue

It's a Good Time to Educate Your Patients About Generics
New Generics Coming Soon

NCPA Notes
Key NHCE Dates
Managing Diabetes: Living Without Limits—Where's Andy?

It's a Good Time to Educate Your Patients About Generics

You know that generic drugs can offer your patients the safe and effective treatments they need at a significant cost savings. You probably know that not all of your patients have confidence in the therapeutic safety and efficacy of generics.

The U.S. Food and Drug Administration (FDA) estimates that 7 out of 10 drugs dispensed today are generics.* And we know that in today's economy, saving money is a welcome benefit for most consumers. But still, many patients have questions and concerns about generic drugs.

With the launches of generic Nasacort® AQ and Levaquin® coming soon and the generics of brand name blockbusters Lipitor® and Zyprexa® coming this Fall, now may be a good time to start a conversation about generics with your patients.

Some patients equate lesser cost with lesser quality and often don't realize that the higher cost of the brand can be attributed to development and marketing costs. They may also be unaware that the FDA approves generic drugs and holds those manufacturers to rigorous standards. You can reassure your patients that generic drugs are safe and effective.

The FDA has all the resources you need to help you educate your patients and address their concerns. The FDA website has a wealth of information on generic drugs as well as variety of high-quality consumer education materials that you can download for free. The materials include:

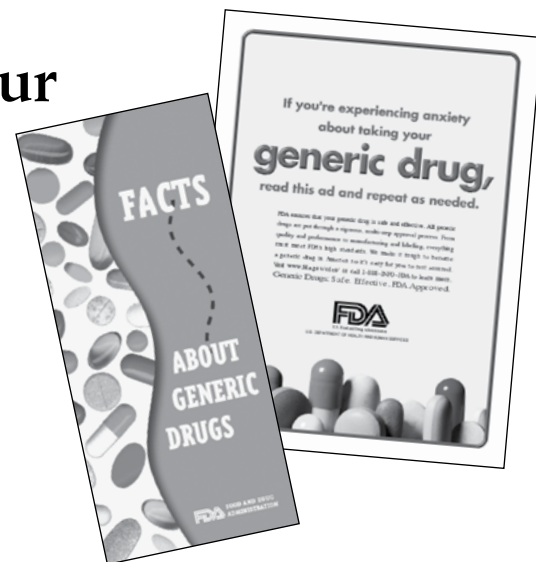
- Brochures
- Posters
- Counter mats
- Public service announcements
- PowerPoint presentations
- Internet banners
- Handouts
- Articles

All are designed to show generic drugs are safe, effective and FDA-approved, to address frequently asked questions and to debunk myths surrounding generics. The materials are available in English and Spanish with some materials also being available in Chinese, Korean and Russian.

Visit the FDA website at www.fda.gov for more information. You can access a list of available

NHCE 2011 Reminder: Register for Your CE Courses

Register for NHCE continuing education courses by **July 8** to reserve your spot in the CE sessions of your choice. Select your CE sessions at www.nhce2011.com.



consumer education materials at <http://www.fda.gov/Drugs/ResourcesForYou/Consumers/BuyingUsingMedicineSafely/UnderstandingGenericDrugs/ucm169209.htm>.

You are a valuable and trusted resource for your patients. With the economic crunch being felt across the country and upcoming generic launches, now is a great time to share information on generic drugs with your patients. You can get your patients ready to take care of their health while they take care of their budgets.

* "Facts and Myths about Generic Drugs." U.S. Food and Drug Administration website. <http://www.fda.gov/Drugs/ResourcesForYou/Consumers/BuyingUsingMedicineSafely/UnderstandingGenericDrugs/ucm167991.htm>. Updated October 13, 2009. Accessed May 24, 2011.

New Generics Coming Soon

Generic Nasacort® AQ (triamcinolone acetonide) and Levaquin® (levofloxacin) are coming soon!

The aqueous nasal spray from Sanofi-Aventis U.S., LLC, will go generic this month. Soon you will be able to offer your patients allergy relief at a savings.

Next month, generic levofloxacin will be available to save your patients money in the treatment of certain bacterial infections.



(Continued from page 1)

Send the Kids to Camp at NHCE 2011

Camp AmerisourceBergen is designed to give children ages 4-14 a fun-filled, safe, age-appropriate camp experience. *Camp AmerisourceBergen* is offering camp experiences to children in three age groups:

- 4 to 6 year olds—*Rompers*
- 7 to 11 year olds—*Adventure*
- 12 to 14 year olds—*Explorers*

All camp events are onsite at Caesars Palace convention area. Camp programs are designed to keep each age group engaged and entertained throughout the entire event with themes and agendas that are both educational and fun.

Each day the young *Rompers* will enjoy a different, exciting, hands-on theme: *Saddle Up, Cirque du Rompers, Carnival Party* and the *Un-Birthday Party*. The Romper Camp room will be fully stocked with the latest toys, games and arts and crafts to ensure great days of fun for the youngest campers.

Adventure Camp will keep your 7 to 11 year olds engaged all day. Each day will be filled with fun from the traveling *Las Vegas Museum of Natural History* exhibit, the *Magic Workshop and Show, Mad Science Day* and their souvenir projects from the *Creation Station*. The Adventure Camp room will be filled with the latest toys, games, video games, a foosball table and arts and crafts.

Explorers are sure to have a great time each day with activities that are fun, energetic and creative. *Explorers* will enjoy *Mad Science/Minute to Win It, Inflatable Sports, Create! Art Stations* and a *Surf and Beach Bash*. The Explorer Camp room will offer games, video games, a pool table and arts and crafts.

To ensure your children have a wonderful, memorable camp experience, we have enlisted the help of American Child Care, experts in event programming for children with more than 20 years' experience in providing safe, fun camps for kids in a conference setting.

For complete details about *Camp AmerisourceBergen* and for camp registration information, please visit <http://www.americanchildcare.com/ab/>.

All children attending NHCE who will be participating in meals and special events with their parents must be registered to attend. Youth registration for NHCE (ages 17 years and under) is \$100.00. Children attending *Camp AmerisourceBergen* will be charged an additional \$75.00 per camp day. Separate registration is required to attend *Camp AmerisourceBergen*. Once you complete your NHCE registration, you will be provided with a link to <http://www.americanchildcare.com/ab/> to register with *Camp AmerisourceBergen*.



Notes from Douglas Hoey, RPh

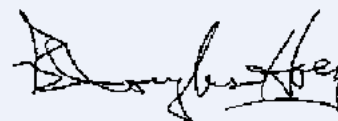
You and Your Patients Should Be Proud

By now, many of you have heard that recent patient surveys conducted by *Consumer Reports*, J.D. Power and Associates and Gallup have once again given high scores to independent community pharmacists for categories ranging from customer satisfaction to trustworthiness.

Now we want to let your patients know as well. That is why NCPA pharmacy owner/manager members are receiving in the mail a free counter card to thank patients and reinforce the choice to support independent community pharmacy. We hope the cards will be displayed proudly in every store.

We know independent community pharmacists, like you, are dedicated to providing patients with expert medication counseling and sterling customer service. And we know it can be difficult given the legislative challenges facing our industry. Please visit our Booth #26 (Augustus) at the AmerisourceBergen® National Healthcare Conference & Exposition on July 22 and 23 to learn about new opportunities.

It's gratifying when others notice and appreciate your efforts. We congratulate all independent pharmacists throughout the country on this distinguished recognition and encourage you to share the good news with your patients and others in your community as well. For more information, visit www.ncpanet.org/index.php/customer-satisfaction-marketing-materials using your NCPA member log-in.



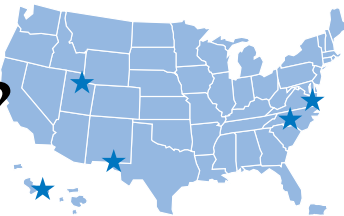
Douglas Hoey, RPh, MBA
Executive Vice President and CEO
National Community Pharmacists Association

Key NHCE Dates

CE Registration Deadline	July 8
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NHCE <i>Camp AmerisourceBergen</i> Registration Deadline	July 8
AmerisourceBergen® National Healthcare Conference & Exposition	July 19-23
NHCE Pre-Show Catalog Order Deadline	July 29

Managing Diabetes: *Living Without Limits*

Where's Andy?



It was a month of celebration, inspiration, and competition for 'Iron Andy' Holder, triathlete and spokesperson for Good Neighbor Pharmacy®, as he continued his mission to inspire people to live without limits and to boost awareness of diabetes and of the important role of a GNP pharmacist in its management.

Andy kicked off the month with a celebration to welcome the new Harmon's Pharmacy in Farmington, UT, which is housed within the Harmon's Grocery Store. Andy was on hand for a number of Grand Opening events that put the focus on diabetes awareness and living without limits, including in-store meet and greets, a diabetic cooking class with Harmon's dietitian, speaking engagements at a local elementary school and a 30-mile training bike ride with the local American Diabetes Association. We wish the new Harmon's Pharmacy much success!

Andy's next stop was El Paso, TX, where he was in town for the El Paso Diabetes Walk/10K Run. Andy inspired the racers as he addressed the crowds both before and after the event. While in town, Andy took his story and his inspirational messages to East Montana Middle School where he received a warm welcome from the students and to Fort Bliss where his living without limits message was particularly fitting and so well-received. At Fort Bliss, Andy had the honor of speaking to the Fort Bliss Warrior Transition Battalion. These army soldiers are now battling injuries and the obstacles facing them as they transition to their next step. Andy hoped to inspire the wounded warriors to keep a positive attitude, to avoid the word 'can't' and, of course, to live without limits.



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Andy's busy month continued on the Hawaiian Islands where he celebrated the Grand Opening of Kuhio Pharmacy in Waikiki. Andy was on hand to meet and greet people from the community and to share the benefits of GNP. Turnout for the store's Grand Opening celebration was phenomenal. If the Grand Opening is a predictor, then this pharmacy is sure to be a winner! We welcome Kuhio Pharmacy to the GNP family!

While in Hawaii, Andy also reached out to the community sharing his messages and boosting awareness of diabetes and GNP with a radio and two television interviews. Andy also put his living without limits message into action at the Honolulu Triathlon. Andy completed the 1.5K swim, 40K bike and 10K run of the Honolulu Triathlon in just 2 hours, 23 minutes and 6 seconds, which earned him 10th place in his age group—way to go Andy!



'Iron Andy' Holder at the Honolulu Triathlon.

From the Pacific, Andy headed back to the East Coast for a stop in Stedman, NC, for the Stedman Drug 25th Anniversary Celebration and Health Fair. Andy joined in that celebration as well with a meet and greet at the store. It was an excellent opportunity for Andy to reach out to the community to shed light on diabetes and to spread his message about the valuable role a GNP pharmacist can play in the management of diabetes and other chronic disorders. Andy also visited the MAC Williams Middle School to inspire students to always persevere and live without limits.

Andy's May travels ended with a trip to Poquoson, VA, to participate in the Poquoson Pharmacy Wellness Event. What a busy month!

Where will we find Andy next?