


INSIGHTS

Dedicated to the success of the community pharmacy  AmerisourceBergen®

NHCE 2011: *The Place to Be*



Temperatures across much of the country were soaring in July but one of the hottest places to be was the annual AmerisourceBergen National Healthcare Conference & Exposition (NHCE) at Caesars Palace in Las Vegas, NV.

The education, deals, business solutions and entertainment were all sizzling as thousands of pharmacy professionals, vendors and industry representatives came together for NHCE—the industry’s premier healthcare conference and exposition. Pharmacy owners and professionals from all around the country returned to their

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**New Generics Now Available...
More Coming Soon**

Now is a great time to talk to your patients about the benefits of generics. Generics of Nasacort® AQ (triamcinolone acetonide) and Levaquin® (levofloxacin) were recently introduced and more generics are on the way, including the much anticipated launches of Lipitor® (atorvastatin calcium) and Zyprexa® (olanzapine) generics coming this Fall.

PRxO® Generics, one of the industry’s leading generics solutions, is your resource to offer your patients cost-savings benefits and to maximize the profit potential of generics for your pharmacy practice. For more information, contact your AmerisourceBergen Account Manager.

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NHCE 2011: *The Place to Be*

practices refreshed, invigorated and armed with the tools they need to move their businesses from Point A to Point B—that is, from where they are today to where they want to be.

Everyone came to NHCE ready to learn. A full and robust professional education agenda gave pharmacists the opportunity to earn all their continuing education (CE) credits for the year and to learn industry best practices. More than 30 CE courses and three certificate programs were offered at NHCE; thousands of CE credits were earned. NHCE attendees also gained valuable insights and perspectives from colleagues and Subject Matter Experts at our new Peer-to-Peer Roundtable Discussions and Business Objectives Symposiums.

Two Exposition floors, one devoted to AmerisourceBergen solutions, gave everyone the opportunity to find all the great solutions they needed to advance their businesses. The AmerisourceBergen Expo opened in Hall of Fame style as all attendees were greeted with a resounding

round of applause from AmerisourceBergen associates as they entered the Expo floor. The exciting, new Good Neighbor Pharmacy® branding campaign was introduced as was the new GNP International Travel Health Clinic Program. (See stories below and at right.) Both received an enthusiastic welcome from the GNPs.

Keynote speakers James Carville and Mary Matalin also received a warm welcome. These celebrated political voices entertained and engaged the audience as they shared their insider perspective on Capitol Hill and their insights on the dynamics that affect the pharmacy industry.

Our Final Night Party was the perfect way to close a memorable NHCE. A rockin' good time was had by all as the legendary band Earth, Wind & Fire took the stage and party-goers danced the night away. Good times, good memories...and a fitting finale for another great NHCE.

Thanks for a spectacular NHCE!

Cheers for the New GNP International Travel Health Clinic Program

Good Neighbor Pharmacists can now give their patients a healthy send off on their international travels.

GNP has partnered with the University of Southern California (USC) to bring a unique travel vaccine program to GNP pharmacies certified to immunize. Introduced at NHCE, Good Neighbor Pharmacy International Travel Health Clinic program is a great new niche opportunity for GNP pharmacists.

Good Neighbor Pharmacy pharmacists who have received certification to administer specific immunizations and vaccines in their state are eligible for the GNP International Travel Health Clinic program, which allows them to enroll in an additional training program to offer comprehensive pre-travel health services in the convenient community pharmacy setting.

International travel health experts at the University of Southern California School of Pharmacy will provide additional training and clinical support to participating pharmacists. Pharmacists will gather information from their patients and work with USC Travel MAP (USC Travel Medicine Assistance Program) to give patient and destination-specific recommendations for vaccines, prescription and OTC medications, travel supplies and counseling topics. Local GNP pharmacists see the patient, equipped with expert information from USC Travel MAP.

“Working with USC Travel MAP gives another opportunity for our Good Neighbor Pharmacies to be a resource for their patients, which is consistent with



Good Neighbor Pharmacy’s goal of becoming a health care destination” says Mike Cantrell, President, Good Neighbor Pharmacy. “Pharmacists certified to provide immunizations, and acquire this additional training, will be providing one more important professional, convenient service for their patients.”

Director of USC Travel MAP, Dr. Jeff Goad, believes this service offers patients an opportunity to have convenient access through their neighborhood pharmacy to the right information, medications and immunizations before embarking on an international trip.

“Too often, people head out of the country without thoroughly preparing to keep themselves healthy and safe

New GNP Campaign Gets Rave Reviews

Good Neighbor Pharmacy unveiled its new consumer brand campaign at NHCE. The new “Get to know your neighbor” campaign highlights the superior, personalized customer service that patients receive at a Good Neighbor Pharmacy. The exciting, new campaign drew rave reviews from NHCE attendees.



The new TV commercials are now being used in select markets across the country and are available from your AmerisourceBergen Account Manager for use in cluster advertising. Customized print materials will be available on the new and improved Brand Central Station. The campaign is featured on the redesigned www.goodneighborpharmacy.com. The campaign will also be carried out through social media efforts—on Facebook, Twitter and YouTube—encouraging patients across the country to get to know their local Good Neighbor Pharmacy.

during their trip. This often results in unhappy travels,” says Goad. “Good Neighbor Pharmacies working with us at USC Travel MAP can provide patients with what they need to help ensure a healthy trip.”

“We encourage all Good Neighbor Pharmacists to give the program serious consideration,” says Ceci Zeigler, LPN, National Director, Patient Care Services. “It can provide a valuable service to the community while increasing revenue. Just think of all the resources available in the community to promote the program... travel agencies, AAA, churches with mission programs, colleges and high schools with study abroad programs, local businesses with international travel and associates, physician practices, YMCA, Rotary club and other civic organizations.”

With the GNP International Travel Health Clinic, Good Neighbor Pharmacists will be able to help their patients travel smart and stay healthy.

To learn more about the GNP International Travel Health Clinic, please contact Ceci Zeigler at 610-727-7344 or czeigler@amerisourcebergen.com.



Notes from Douglas Hoey, RPh

Working Together for the Future of Pharmacy

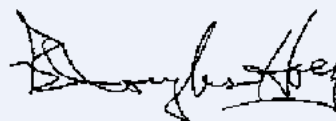
A few weeks ago, teams of pharmacy students from three universities were named finalists in the Good Neighbor Pharmacy National Community Pharmacists Association Pruitt-Schutte Student Business Plan Competition.

The competition allows teams of pharmacy students to create independent community pharmacy business plans that are judged by a distinguished panel of pharmacy professionals. It is the first national competition of its kind in the pharmacy profession, named to honor two great champions of independent community pharmacy, the late Neil Pruitt Sr. and the late H. Joseph Schutte.

This year drew entries from 35 schools and colleges of pharmacy including seven first-time submissions. Finalists from Idaho State University College of Pharmacy, University at Buffalo College of Pharmacy and Pharmaceutical Sciences and University of Oklahoma College of Pharmacy will compete in an exciting, live competition at NCPA's Annual Convention and Trade Exposition in Nashville, October 8-12. New this year during the Convention, we invite you to a business plan poster session on Sunday with all participating schools, so you can exchange ideas and feedback with the teams regarding their innovative business models.

We thank AmerisourceBergen and the Good Neighbor Pharmacy network for its long-time support of the competition. Many of today's pharmacy students will be independent community pharmacy owners in the future, and we at NCPA are proud to work with Good Neighbor Pharmacy to provide them with the necessary tools to become successful entrepreneurs. For more information on the competition and the Annual Convention, visit www.ncpanet.org.

Best,



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



Andy Clarey, Director, Programs and Services, North Region, unloads a GNP donation check for The Culinary Training Academy in Las Vegas, NV.



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GNP Partners with TODAY's "Lend a Hand" Series

Earlier this summer, Good Neighbor Pharmacy® was proud to support the TODAY Show's "Lend a Hand" program, an annual initiative of the popular morning show that helps small charities across the country as they work to improve conditions in their communities.

Each year, the program's series travels to five cities, in five days, surprising five community charities with the support they need to carry out their missions. This June, TODAY host Al Roker embarked on a goodwill trip that took him to Anchorage, AK, Las Vegas, NV, Houston, TX, Birmingham, AL, and Charleston, WV. Good Neighbor Pharmacy was pleased to be a "Lend a Hand" sponsor providing much-needed supplies and monetary donations to a deserving charity in each location.

Throughout the "Lend a Hand" week, Good Neighbor Pharmacy contributed \$140,000 in cash and products. GNP has long prided itself on being immersed in the community. GNP was proud to be on the front lines of "Lend a Hand" and to donate the time, money and products that will make a real difference in those five communities.

The "Lend a Hand" program was also a great way to spark interest in Good Neighbor Pharmacy in the communities visited and among TV viewers across the country. During the TODAY Show's "Lend a Hand" week, GNP received numerous on-air mentions including live videos of GNP representatives unloading donation-filled trucks, Al Roker's live interview with GNP Vice President Scott Robinson and Scott's live check presentation to The Community Kitchens of Birmingham in Alabama.

The TODAY Show has an average viewership of 5.5 million viewers, and about half of those viewers are in the target 25-54 age group. In addition to the great exposure from the TODAY Show, GNP also reached out to new patients through social media as well. Throughout the "Lend a Hand" week, GNP had nearly 1,500 new Facebook fans, more than 2,200 Facebook Sweepstakes entries, more than 3,700 GNP website unique visitors and nearly 700 YouTube video views.

What a way to boost awareness of Good Neighbor Pharmacy and to pave the way for the new "Get to know your neighbor" GNP branding campaign!



A big thank you to everyone at Ripley Pharmacy in Charleston, WV, who came out to support "Lend a Hand" in a big way. Ripley associates and their families were all decked out in Ripley Pharmacy/GNP t-shirts and carried signs sporting the GNP logo. Two of the children were right behind Al Roker during the broadcast, proudly holding their signs that showed off the Good Neighbor Pharmacy logo.