

## 2015 Retail Pharmacy Services, Patient Programs, Technology & Automation EPPS

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, June 16, 2015

#### "Breaking Down Barriers - improving patient engagement"

##### 60 minutes

Patient engagement is mission critical to improving medication adherence which will lead to better outcomes for the patient. With the medical claim cost of a non-adherent patient approximately twice that of an adherent member, there is a growing movement to hold patients and doctors accountable for their actions or lack of action. Government influenced health care reform is playing a huge part in expediting accountability initiatives & we are starting to see self-funded employers implement programs that incorporate significant incentives for good behavior, including medication possession. The panel discussion will cover some of the emerging technologies in the market that will help breakdown many of the current barriers to drive improved patient adherence and thus outcomes. Panel: Wes Crainshaw Sr. Manager - Pricing and Systems Sam's Club Maher Mourad R.Ph. Director, Customer Care Operations Walgreen Company Kevin Combs Vice President of Sales Synergy Medical Preston Hale, RPh National Sales Manager, Strategic Accounts QS/1 Denys Ashby Director of Sales, Chain McKesson Pharmacy Systems & Automation Daniel Rodriguez Director of Chain Services Outcomes Pharmaceutical Health Care

Dan Schroeder, President  
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