



The Ultimate Guide to the Cardinal Health Virtual Marketplace

Event Dates: July 27, 2020 – August 14, 2020

The Cardinal Health Virtual Marketplace is a three-week online event for independent pharmacies that offers access to deals and resources to help you navigate ever-changing needs and champion healthcare in your community. By attending the Virtual Marketplace event you will receive exclusive access to:

- The Consumer Health Summer Extravaganza which is a catalogue of deals on over-the-counter (OTC) products for your front-end.
- Demonstrations on Cardinal Health solutions and deals on solution enrollment to help you drive efficiencies and grow.
- A selection of live and recorded continuing education (CE) classes available for credit at no additional cost.

This Guide outlines details of the event and shares tips for how to be prepared to make the most of your time during the Virtual Marketplace.

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Top Tips to Make the Most of Your Time

We've outlined our top tips for each area of the Virtual Marketplace below to help you prepare for and make the most of the event. Please note that Google Chrome is the preferred browser and Internet Explorer is not compatible with the Virtual Marketplace.

First Thing's First: Register

Top Tip: Register by July 22 to see your pharmacy-specific pricing from the beginning of the event.* Visit page 3 of this guide for guidance on how to register.

- When you go to register, be sure to have your account number handy.
 - If you have trouble finding your account number, contact your Cardinal Health or Kinray Sales Representative.

* Please note that If you register after July 22, you can still place orders as soon as you complete registration, but you may not see pharmacy-specific pricing for up to 3 business days.

Consumer Health Summer Extravaganza

Top Tip: Talk to your Cardinal Health or Kinray Sales Representative to review your Consumer Health purchasing history. This will assist you in determining which items you will be looking for on the Virtual Marketplace.*

* Please note that pricing may differ on Order Express vs the Consumer Health Summer Extravaganza due to promotions running on Order Express during the same timeframe. Orders will ship at your pharmacy's correct everyday pricing.

Solution Demonstrations and Deals

Top Tip: Visit pages 4-5 in this Guide to review solution demonstration details. Contact your Cardinal Health or Kinray sales representative to discuss which solutions could best help you to drive efficiencies and grow your business.

- Deals on solution enrollment will be available throughout the event. To take advantage, be prepared with the following:
 - Cardinal Health customers: Order Express username and password.
 - Kinray customers: pharmacyservices.cardinalhealth.com username and password (the same you would use to access your central pay information).
- Add any live demonstrations that you plan to attend to your calendar.

Continuing Education (CE) Classes

Top Tip: These classes are open to pharmacists, pharmacy technicians and non-pharmacists. Planning to attend a live CE class? Join 10 minutes early to give yourself enough time to log in.

- Live and on-demand CE's can be accessed through the Cardinal Health Virtual Marketplace event portal. To take a live class, you will need to log on to the Virtual Marketplace Learning Center (link will be made available on the portal July 27th). In order to create an account you will need your first and last name, email, position type, birthdate and your six-digit NABP profile ID.
 - If you need to create a NABP e-profit ID, visit www.nabp.net. If you already have one but need to look it up, you can [use the search feature](#) on the NABP site.
- Visit pages 6-8 in this Guide to review the CEs that will be available through the Virtual Marketplace and add any live CEs that you plan on taking to your calendar.

Steps to Register for the Virtual Marketplace

1. **Invitation to register** | On July 1, you will receive an email with a password and a link to the registration page: <https://www.rbc.cardinalhealth.com/virtualevents>

*If you do not receive an invitation to register, reach out to your Cardinal Health or Kinray Sales Representative.

2. **Complete registration information** | Once you arrive at the registration page, you will enter your provided password and validate the following information: Your *name, pharmacy name, account number, accounts you will be ordering from, and sales rep information*.

*If you have trouble finding your account number, reach out to your Cardinal Health or Kinray Sales Representative.

3. **Receive email confirmation** | After submitting your registration information, you will receive an email confirmation within 5 minutes that includes Marketplace FAQ's and instructions on accessing the Marketplace when it goes live on July 27.

4. **Create a unique password** | On July 27, those who have already completed the above registration steps will receive an email with a unique ID and link. Use the one-time link and the temporary ID to create your own log-in credentials. Tip: Save this link to your browser for quick and easy access to the Cardinal Health Virtual Marketplace

5. **Access the live marketplace** | You will be required to log in one time with the login credentials that you set. You will be required to sign back in only if your session times out after 12 hours. If you have anything in your cart, but did not submit, logout, or leave the page, then the orders will still stay in the cart.

6. **Registering after July 22** | Register by July 22 to see pharmacy-specific pricing. If you register after July 22, you can still place orders as soon as you complete registration, but you may not see pharmacy-specific pricing for 3 business days. If you decide you would like to attend on or after the event has started, you will still be required to register and set up a unique password in order to enter the event. The password creation email will be sent within five minutes of completing your registration information.

7. **Other Information** | What happens if I register, but do not receive an email with the password setup on July 27? You can e-mail showsupport@perenso.com and have the notification re-sent.

Solution Demonstration Details

Live and On-Demand Demonstrations

Attending the Virtual Marketplace gives you access to demonstrations on Cardinal Health solutions and deals on solution enrollment to help you drive efficiencies and grow. Seven solution demonstrations will be offered “live” during the first week of the event and will then be available on-demand on the Virtual Marketplace site. The live demonstrations will include a chat question and answers function where you can engage with the presenters throughout the demonstration.

Live Demonstration Schedule

Solution	Date
<p><i>Leveraging CIM to Gain Control of Pharmacy Inventory</i> With many competing priorities in the pharmacy, it's no surprise that inventory management can be a burden. Through the use of technology and automation, effective inventory management can improve the operational workflow and reduce costs in your pharmacy. Hear from members of the Cardinal Health™ Inventory Manager (CIM) team as they demonstrate the CIM solution. See firsthand how the logic and use of CIM can help to remove excess inventory, improve turns and reduce time spent on traditional inventory processes - all while creating visibility to critical dollars sitting on shelves. Attendees will have the opportunity to see the solution's platform including areas such as ordering, excess inventory management, and reports.</p>	<p>Tuesday, July 28 2:00 pm ET <i>60 minutes</i></p>
<p><i>Front-end Product Management Basics</i> Learn how to create a better shopping experience by optimizing your OTC assortment and selecting the right retail pricing structure to enhance in-store pricing perception and to maximize front-end sales.</p>	<p>Tuesday, July 28 3:00 pm ET <i>90 minutes</i></p>
<p><i>Point-of-Care Testing (POCT) 101</i> In this session the POCT team will be presenting on how to become a patient care destination. You will learn how the POCT program provides tools and resources that allow retail pharmacies to offer rapid diagnostic testing and wellness screenings to you patients to position your pharmacy as a health and wellness destination. Implementing our point-of-care testing solutions in your pharmacy can help promote business sustainability and profitability.</p>	<p>Wednesday, July 29 2:00 pm ET <i>60 minutes</i></p>

Medical Benefit Billing An overview of Medicare Part B and how Cardinal Health Medical Benefit Billing enables pharmacies to bill, track and reconcile medical claims.	Wednesday, July 29 4:00 pm ET <i>60 minutes</i>
Reconciliation An overview of how Reconciliation can manage, track and report on third party accounts receivable.	Wednesday, July 29 5:00 pm ET <i>60 minutes</i>
RCS A look at how Reimbursement Consulting Services drives revenue, adherence and business insights.	Thursday, July 30 3:00 pm ET <i>60 minutes</i>
Buying and Selling Community Pharmacies Learn more about the complex process of buying and selling community pharmacies including steps to plan, compiling the right documentation, cleaning up financial bookkeeping, which key performance measures to focus on, understanding market trends and the valuation process, navigating lending options and structuring financing, and finding the right person with whom to partner.	NEW TIME: Friday, August 7 2:00 pm ET <i>90 minutes</i>

Other Presentations

Miss America 2020

<i>The future of pharmacy from the perspective of a future pharmacist</i> Spend time with pharmacy student and reigning Miss America 2020, Camille Schrier, to hear her thoughts around the future of pharmacy. Camille will discuss her educational experiences and serving as Miss America through a global pandemic, and how this has shaped her perceptions of the profession of pharmacy.	Tuesday, August 4 4:00 pm ET <i>60 minutes</i>
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Continuing Education (CE) Details

Live and On-Demand Classes

Six CE classes will be offered at no additional cost. Three of the classes will be offered “live” and three will be available on-demand. Both “live” and on-demand classes are available for credit and there is no cap to how many classes you may take. Anyone taking a CE class must create an account to access the CEs. In order to create an account you will need your first and last name, email, position type, birthdate and your six-digit NABP profile ID. Once a live class is over, it will be available on-demand and available for home-study credit (please note a pre and post-test is required to receive credit for on-demand programs).

Live and on-demand CE’s can be accessed through the Cardinal Health Virtual Marketplace event portal. To take a live class, you will need to log on to the Virtual Marketplace Learning Center (link will be made available on the portal July 27th).

You will need to register for the live courses. When you sign up on to the learning management system, you will see all of the live webinars that you can register for and will need to click the registration button in order to be taken to the events registration page. *Note, you will need to register for each live session individually.*

The *Medical Billing Dos and Don’ts* CE is eligible for 1.5 hours of continuing education credit (0.15 CEU). All other CEs listed are eligible for one hour of continuing education credit (0.1 CEU).

NCPA will provide instruction regarding how to receive CE credit both on the CE page in the Virtual Marketplace and during the courses. NCPA will also manage issuance of credit directly with class participants.

Live CE Schedule:

Webinar	Date
<i>Top Tips for Avoiding Audit Claw Backs</i>	Thursday, July 30 8-9 pm ET
<i>Clinical Pearls and Immunization Updates in less than 60 Minutes</i>	Thursday, August 6 2-3 pm ET
<i>Completing the Team: Optimizing your Staff with a Community Health Worker</i>	Thursday, August 13 8-9 pm ET

Live CE Descriptions

Top Tips for Avoiding Audit Claw Backs

Thursday, July 30, 2020 at 8-9 pm ET

Pharmacy audits are a drain on resources and can significantly impact your profitability and success. Understanding the many facets of the audit process, including triggers, trends, and prevention strategies will enable you to be more successful in an audit situation. New challenges in 2020 include revised FDA guidance on dispensing insulin pens, new DMEPOS order requirements, and COVID-19 billing and documentation requirements. Hear from an industry expert about the changing landscape and how you can work to prevent audits in your pharmacy.

Presenters:

Trent Thiede, PharmD, MBA, Chief Operating Officer, PAAS National

Clinical Pearls and Immunization Updates in less than 60 Minutes

Thursday, August 6, 2020 at 2-3 pm ET

Pharmacy practice is forever evolving with new drugs coming to market and treatment methods continuously improving. In this fast-paced session, learn the latest in patient care, including a focus on immunizations, and how to incorporate these clinical tips into your workflow.

Presenters:

Shanna O'Connor, PharmD, Assistant Professor, College of Pharmacy Idaho State University
Cassidy Elgan, PharmD, PGY-1 Community-based Practice Resident

Completing the Team: Optimizing your Staff with a Community Health Worker

Thursday, August 13, 2020 at 8-9 pm ET

Community health workers are frontline local public health workers who serve as a link between health/social services and their community to facilitate access to services and improve the quality and cultural competence of service delivery. During this program learn why "adding" a community health worker to your pharmacy will lead to greater efficiency and save patient lives.

Presenter:

Richard Logan, Jr., PharmD, Co-owner, L&S Pharmacy

On-Demand CE's
(Available beginning Monday, July 27, 2020)

Standing Out with Social Media

When COVID hit, operations were changing daily and pharmacies were required to update their patients on changes in services, operating procedures and more. Was your pharmacy prepared to make mass communication to all your patients at the drop of a hat? In this session, learn from an industry expert as she highlights the importance of having a strong social media presence and gives you top tips for helping your pharmacy stand out online to patients of all generations.

Presenter:

Starza Thompson, Director of Marketing, Digital Pharmacist Inc.

Essential Ingredients for a Natural Niche

The global natural and organic market accounted for nearly \$11.5 billion in 2017 and shows no signs of slowing down. As more consumers of all ages move toward being proactive instead of reactive to their health, it's time for pharmacy to get ahead of the curve in the natural products space. This includes everything from supplements to lotions. In this session, NCPA's Gabe Trahan will guide you on what natural product categories you should be focusing on, share the developing trends in natural products, and help you find that sweet spot where your new lines are to be displayed.

Presenter:

Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA

Medical Billing Dos and Don'ts

More pharmacies are interested in services that can be billed and paid for outside the PBM, from the medical benefit. These new opportunities are a chance for pharmacy to shine and show the value we can bring to health care while also introducing additional revenue possibilities. In this session, medical billing experts will break down the basics, teach you the terms you need to know, and bring clarity to a new horizon of pharmacist-billed services. Walk away with tools to grow into the medical billing space successfully.

Presenters:

Olivia Bentley, PharmD, CFts, AAHVP, Director of Collaborative Care, RxClinic Pharmacy
Hamilton Borden, PharmD, Pharmacy Consultant / MTM Coordinator Blount Discount Pharmacy
Residency Program Director, Jason Ausili, PharmD, Chief Clinical Officer, FDS, Inc.