

ASAP 2011 Industry & Technology Issues Conference a HIT

This year's American Society for Automation in Pharmacy (ASAP) 2011 Industry & Technology Issues Conference was a hit, delivering health information technology information in a jam-packed program full of practical insights attendees could implement when they returned home. More than 125 representatives from distributor and pharmacy companies, technology vendors and services providers, and pharmacy organizations participated in the two-day event held in Amelia Island, Florida on January 20-22.

What makes the ASAP semi-annual programs so valuable is the breadth of topics covered within a two-day period, the majority in thirty-minute sessions designed to deliver the core content quickly yet understandably. Fifteen topics were offered on this year's program and participants could receive approximately eight continuing pharmaceutical education (CPE) credits as well.

Doug Long kicked off the ASAP Conference, with an insightful look at trends in the U.S. pharmaceutical marketplace. In his fast-paced and humorous style, Doug presented the very latest data on sales and prescription growth. 2010 sales growth has slowed from 2009, reaching 2.4% year-to-date in October 2010. Prescription growth during the same period grew only 0.7% vs. 2.1% in 2009. He noted branded prescription growth has been sharply negative while generic drug growth continues to rise. The estimated value of branded products at risk for generic product introductions is \$92 billion through 2014. Nearly 75% of all prescriptions are now filled with generic products. Long also covered leading growth companies, leading product categories, and leading products. Key themes he echoed that will continue to impact the market are access, quality, and affordability of health care.

Numerous issues impacting system development and pharmacy operations were highlighted. Current challenges in the long-term care pharmacy industry were highlighted by Lynne Batshon of the American Society of Consultant Pharmacists (ASCP), including DEA requirements, and "short-cycle" dispensing. Clarence Lea, VP Marketing and Industry Relations for FDS described current vendor-support compliance programs and their contribution to the pharmacy's bottom line. The forthcoming changes to AMP reimbursement were discussed by Tim Kosty, President of Pharmacy Healthcare Solutions. And, Kevin Hennessey of Cephalon gave a current update on the FDA REMS program issues.

Other hot topics included system security issues and strategies to address them both in business and on at-home computers, a case study of e-prescribing in Sweden, an update on the 340B program by Ted Slafsky of the Safety Net Hospital group, consumer medication information and efforts to make it useable and standardized, HIPAA update, and HIT and open-source software.

Brian Isetts and Jon Schommer of the University of Minnesota provided a historical perspective on pharmacist clinical services, including MTM services, and their growth and development as well as workforce issues that may impact their growth. Isetts is on sabbatical at CMS, working on MTM service issues. The always entertaining and knowledgeable lobbyist Jeanne Scott closed the program, providing a comprehensive yet humorous look at the health care reform law, possible changes, and the political players involved.

In addition to practical takeaways, the wholesaler, pharmacy, and system participants were able to learn and share ideas with one another at the event's breakfasts, lunches, and networking events. Mark your calendars now for the next ASAP program, June 23-25, 2011 at the Breakers in Palm Beach, FL.

This document was created with Win2PDF available at <http://www.win2pdf.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.
This page will not be added after purchasing Win2PDF.