

Fall 2008 CE Program

Sunday - November 9, 2008

1:00 - 5:15pm

Part 1: General Pharmacy Issues

Part 1 – ACPE#: 001-000-08-022-L04-P (for Pharmacists)

ACPE#: 001-000-08-022-L04-T (for Technicians)

Part 2: Legal Issues

Part 2 – ACPE#: 001-000-08-023-L04-P (for Pharmacists)

ACPE#: 001-000-08-023-L04-T (for Technicians)

4 Hours of ACPE Approved CE

Where:

Auburn University Harrison School of Pharmacy (Walker Building)

And Off Campus Sites

(Videoconferenced to Mobile, Birmingham and Columbus, GA)

Who Should Attend?

Pharmacist and Pharmacy Technicians

AGENDA

12:30 – 1:00 PM

Registration

Program and Presenters:

1:00 – 2:00 PM

Part 1 – Direct to Consumer Advertising (DTCA) of Prescription Drugs

Jack DeRuiter, Ph.D.

Pharmacist Objectives:

1. Discuss the role of drug marketing strategies in direct to consumer advertising.
2. Discuss the role of direct to consumer advertising for the top-marketed and top selling drugs.
3. Describe the impact of direct to consumer advertising on healthcare.

Technician Objectives:

1. Define direct to consumer advertising.
2. Outline the history of direct to consumer advertising and FDA regulation.
3. Discuss stakeholders' perspectives regarding direct to consumer advertising.

CONTACT INFORMATION

BIRMINGHAM location:

Auburn University Pharmaceutical Care Center
100 Centerview Drive
Chambers Building, Suite 210
Vestavia Hills, AL 35216 -- (205) 978-9024

COLUMBUS location:

Columbus Regional Medical Center
710 Center Street
Columbus, GA 31901 -- (706) 761-8407

MOBILE location:

University of South Alabama Research Park
Building 3/ Suite 2100
"AUHSOP's Mobile Campus" -- (251) 445-9300

2:00 – 3:00 PM

Providing Successful and Sustainable Immunization Delivery Services in Community Pharmacies.

Salisa Westrick, Ph.D.

Pharmacist Objectives:

1. Describe the importance and benefits of pharmacy-based immunization services.
2. Identify basic components and requirements necessary to provide in-house immunization services.
3. Identify ways to assess customers' need for immunization services, market immunization services and obtain reimbursements.

Technician Objectives:

1. Describe the importance and benefits of pharmacy-based immunization services.
2. Identify basic components and requirements necessary to provide in-house immunization services.
3. Identify how pharmacy technicians can get involved in immunization initiatives in pharmacy.

3:00 - 3:15 PM - Break

3:15 – 4:15 PM

Part 2 – A Review of Alabama Prescription Drug Monitoring Program
Steve Espy, R.Ph.

Pharmacist Objectives:

1. Describe how pharmacists can gain access to the prescriptions drug monitoring program.
2. Outline the procedure for notifying pharmacists of their access to the program.
3. Outline how a pharmacist can query a patient's controlled substance drug history.

Technician Objectives:

1. Discuss the history of the drug monitoring program.
2. Outline when the program began, who must report, and who can have access.
3. Define how many providers have requested access.

4:15 – 5:15 PM

Pharmacy Safety and Security

Richard Zenuch

Pharmacist Objectives:

1. Identify potential problems that may lead to pharmacy security problems.
2. Describe methods that pharmacists may use to prevent controlled substances theft.
3. Describe methods that pharmacists may use to identify fraudulent prescriptions and to prevent their use of illegal procurement of drugs.

Technician Objectives:

1. Describe the role of technicians in assisting pharmacists in the maintenance of store security.
2. Discuss factors that lead to the theft and fraudulent procurement of drugs.

General Information



Auburn University is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education; credits are recognized nationwide.

Registration and Fees

Complete the registration form and mail it along with the appropriate fee to:

Harrison School of Pharmacy
Office of Post Graduate Education
2320 Walker Building
Auburn, AL 36849-5504

You may pay by check* or credit card (MasterCard & Visa, no debit cards). You may also fax your registration form to 334-844-8353. Pre-registration is strongly encouraged. Lack of pre-registered participation can lead to program cancellation.

* Please make checks payable to: AUHSOP

Refunds

If you are unable to attend a program, refunds will be made. We will, however, retain a \$10 processing fee and require a written request for the refund. The request must be received in our office prior to the start of the program. No refunds will be made after the program begins.

Statement of Credit

Each program is ACPE approved for a specified number of continuing education hours. In order to obtain credit, the entire program must be attended. No partial credit will be given. The Alabama State Board of Pharmacy requires that each participant sign out at the conclusion of the program. A statement of credit will be mailed to you within four weeks of completion of the program. The statement of credit should be retained as proof of attendance in the event of an audit by the State Board of Pharmacy.

Cancellations

Each program is subject to postponement or cancellation if the required minimum number of registrants is not met at least 30 days prior to the program.

Fall 2008 CE Program Enrollment Form

Enroll me in the Fall CE Program be held at Harrison School of Pharmacy, Auburn University on November 9, 2008

NAME: _____ DAYTIME PHONE: (_____) _____

ADDRESS: _____
Street (w/Apt. No.) or P.O. Box City State ZIP

ENTER CREDIT CARD INFORMATION ON LINE BELOW: (Visa or MasterCard Only)

ACCOUNT #: _____ EXPIRATION DATE: _____

SIGNATURE: _____ (REQUIRED FOR CREDIT CARDS)

Alabama License # _____ Other State _____ License# _____

Email Address: _____ APAA Member ___ Yes ___ No

Which Location Will You Be Attending? _____

Pre-registration fee \$60 ___ (Due by November 4, 2008)

On-site registration fee \$70___ *Please feel free to fax this registration form to 334-844-8353 or mail it to the Office of Post Graduate Education, 2320C Walker Building, Auburn, AL 36849.

Disclosure Policy:

It is the policy of Auburn University's Harrison School of Pharmacy, Office of Post Graduate Education to insure balance, independence, objectivity, and scientific rigor in all its sponsored or jointly sponsored educational programs. All faculty participating in these programs are expected to disclose to the program audiences any real or apparent conflict(s) of interest related to the content of their presentation(s), including any corporate sponsorship of speaker.

Auburn University is committed to providing accommodations and services to students with documented disabilities. Students who have questions or need special accommodations to participate in distance education courses should contact The Program for Students with Disabilities, 1244 Haley Center, Auburn, AL 36849; Ph: (334) 844-2096; Fax: (334) 844-2099; Email: haynemd@auburn.edu; [web: http://www.auburn.edu/disability](http://www.auburn.edu/disability).



Auburn University is an equal opportunity educational institution/employer.