

CFPS



Growth. Performance. Success.

2024 ANNUAL CONVENTION



Finish the Fight: Strategies for Getting PBM Reform Past the Finish Line

NCPA 2024 Annual Convention and Expo

Columbus, Ohio

Speakers



**CARTER HIGH, PHARMD,
RPH**

OWNER

BEST VALUE RHOME
PHARMACY



BIL SCHMIDTKNECHT

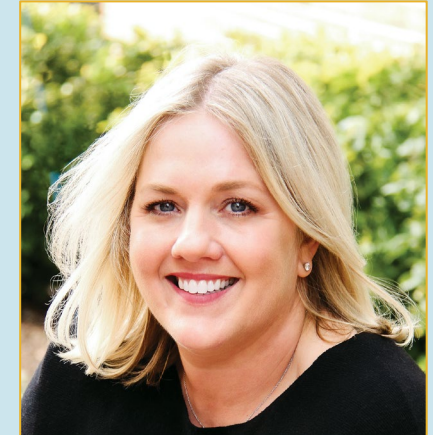
PATIENT ADVOCATE



JACK MOZLOOM

SENIOR VICE PRESIDENT,
COMMUNICATIONS

NCPA



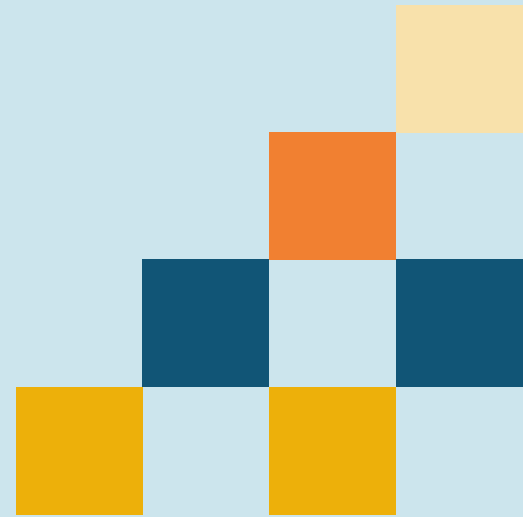
ANNE CASSITY, JD

SENIOR VICE PRESIDENT,
GOVERNMENT AFFAIRS

NCPA

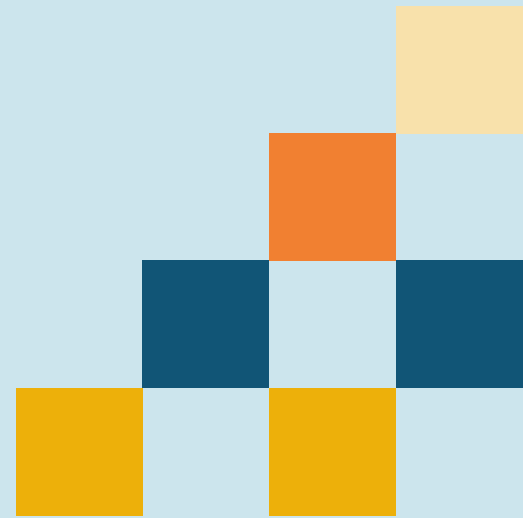
Disclosure Statement

There are no relevant financial relationships with ACPE defined commercial interests for anyone who was in control of the content of the activity.

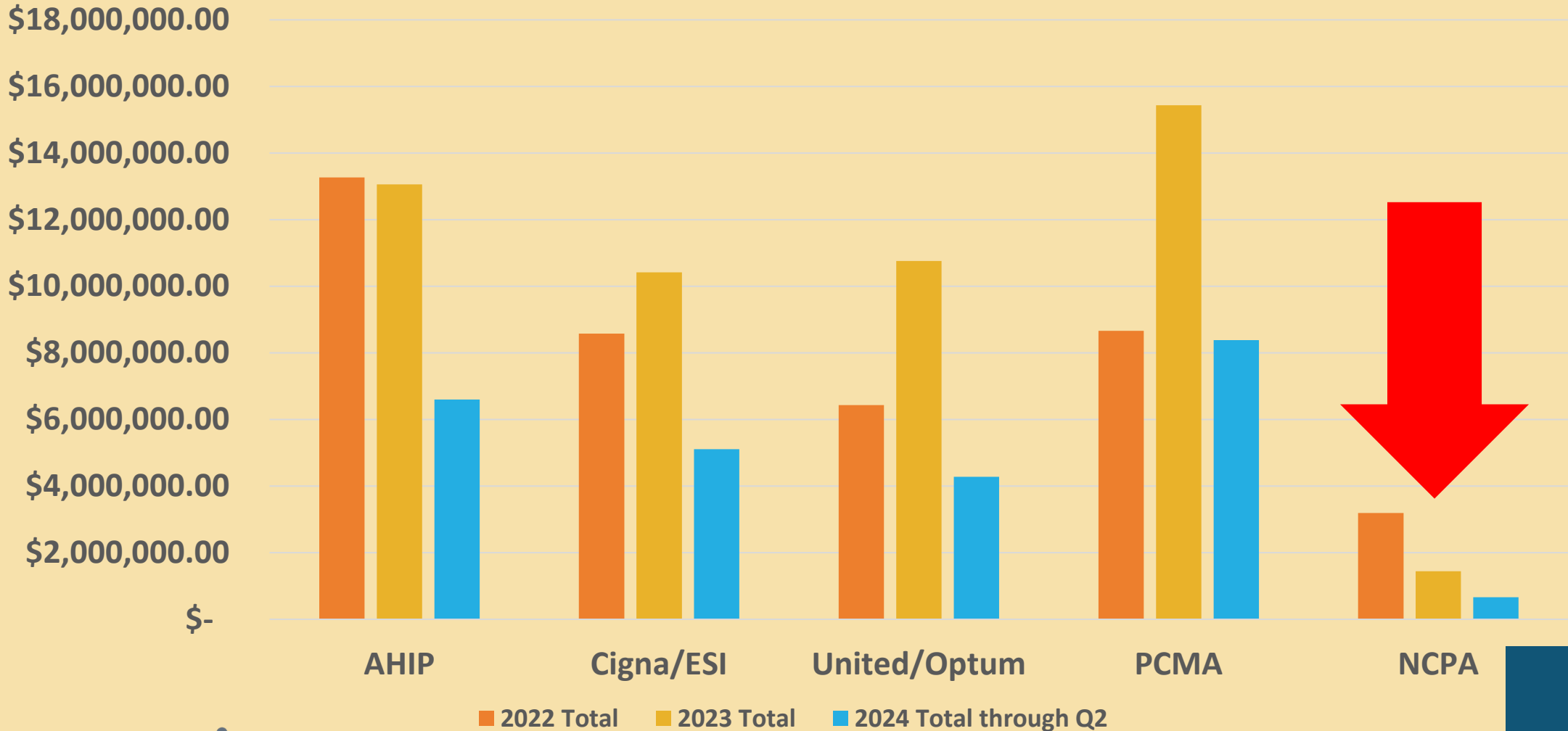


Pharmacist and Technician Learning Objectives

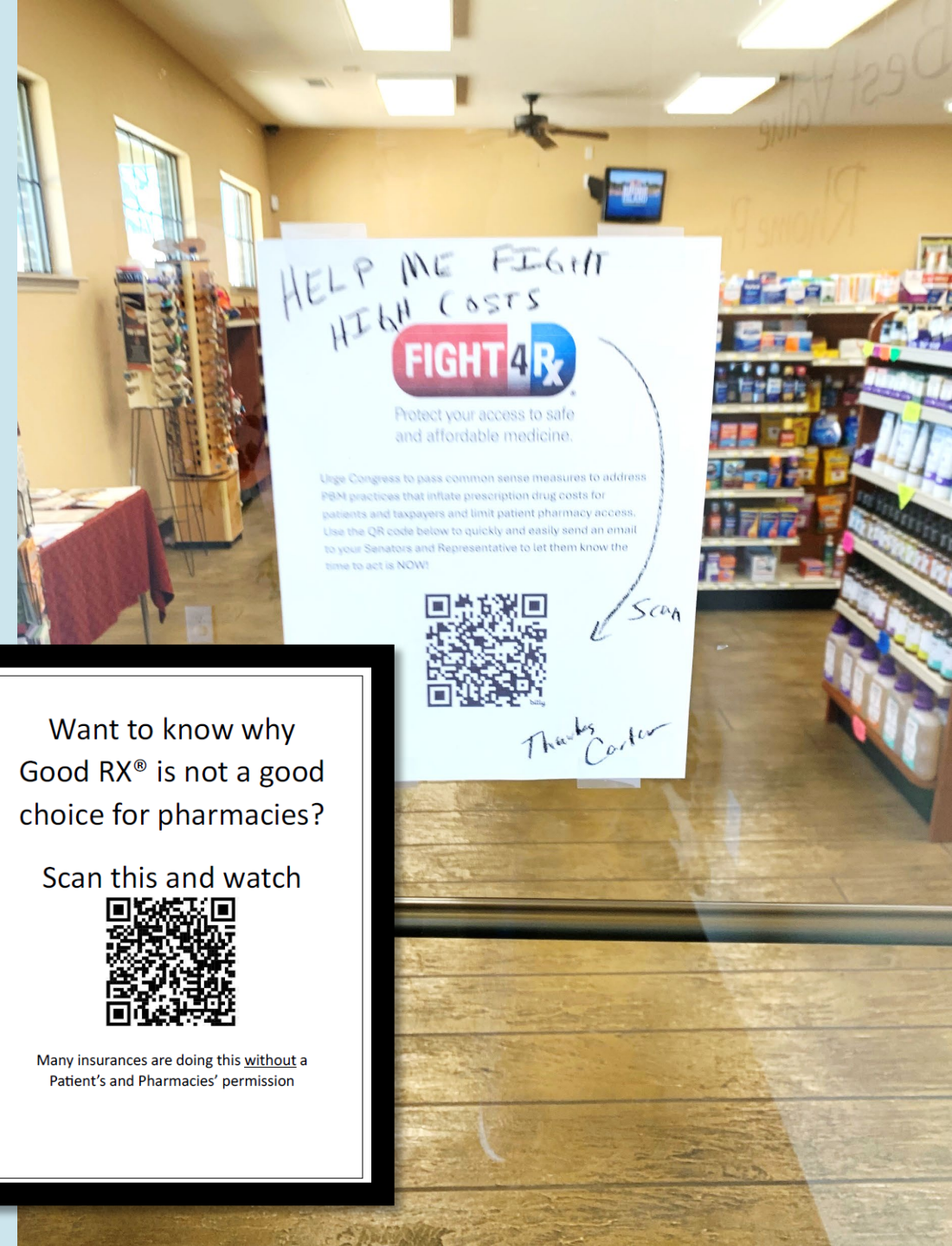
1. Discuss the current climate of PBM reform.
2. Review the Finish the Fight campaign and opportunities for participating in the campaign.
3. List three strategies for engaging elected officials in PBM issues affecting your pharmacy.



WE CAN'T COMPETE WITH DOLLAR TO DOLLAR SPENDING



Educating and mobilizing your patients

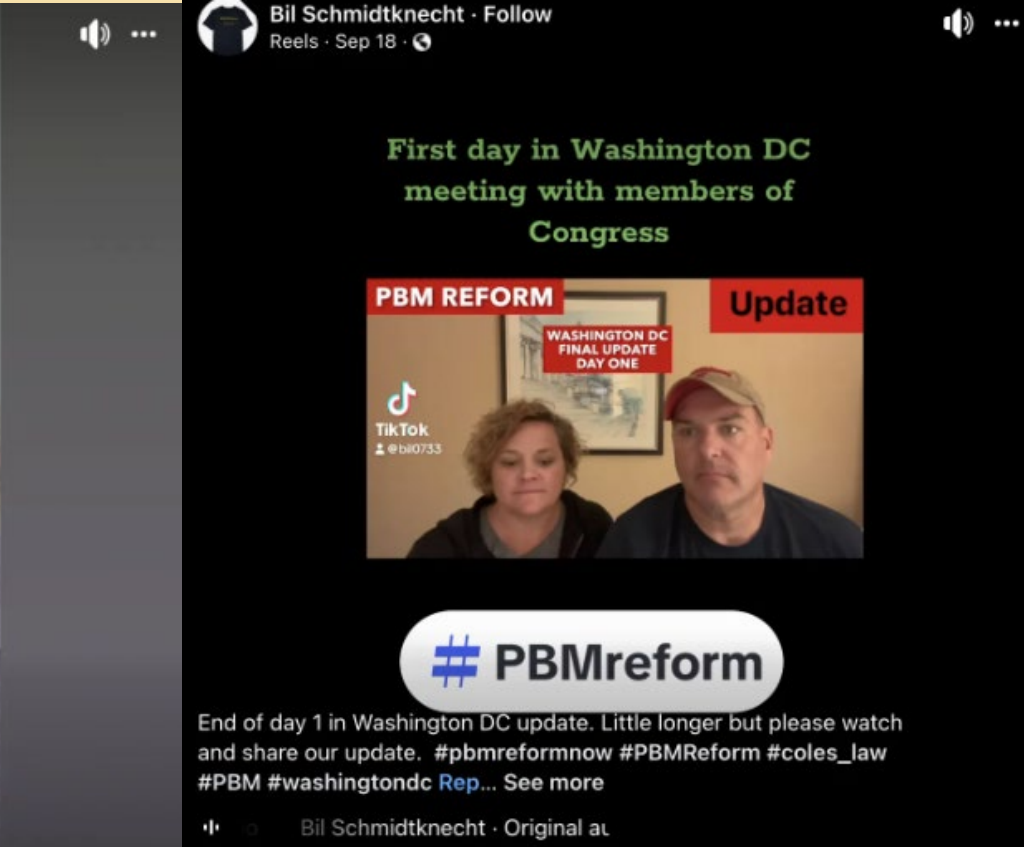


Want to know why
Good RX[®] is not a good
choice for pharmacies?

Scan this and watch

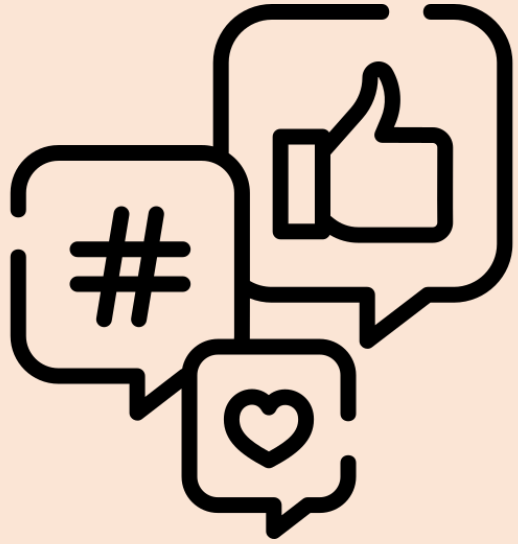


Many insurances are doing this without a
Patient's and Pharmacies' permission



Impact of the patient advocate is **IMMEASURABLE.**

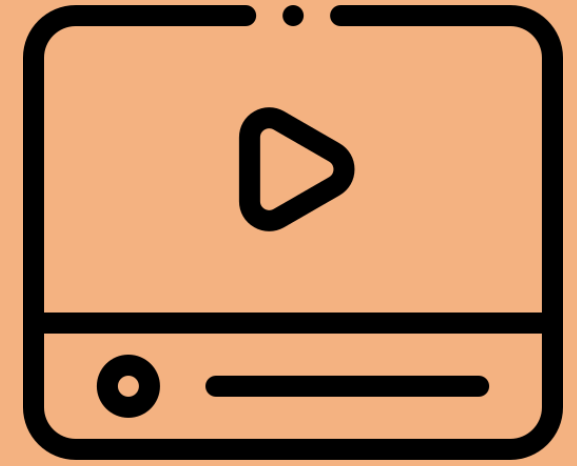




Social media



Press



**Videos in your
stores**

**Get the message out to your
patients**

Finish the Fight

A multi-media campaign to pressure Congress to act on PBM reforms before the end of 2024.

Activating pharmacy customers

to send letters/emails to Congress and call their offices



Activating NCPA members

to send letters/emails to Congress and call their offices



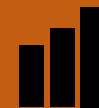
Working with NCPA members to sign op-eds and letters to place in targeted publications



Paid advertising:
TV
Digital
Social media



National consumer poll on unfair PBMs/ Insurance practices



Put PBM *fat cats* on a diet.

Drug middlemen
are profiting billions
while you pay more.

Tell Congress to pass
PBM reform now!



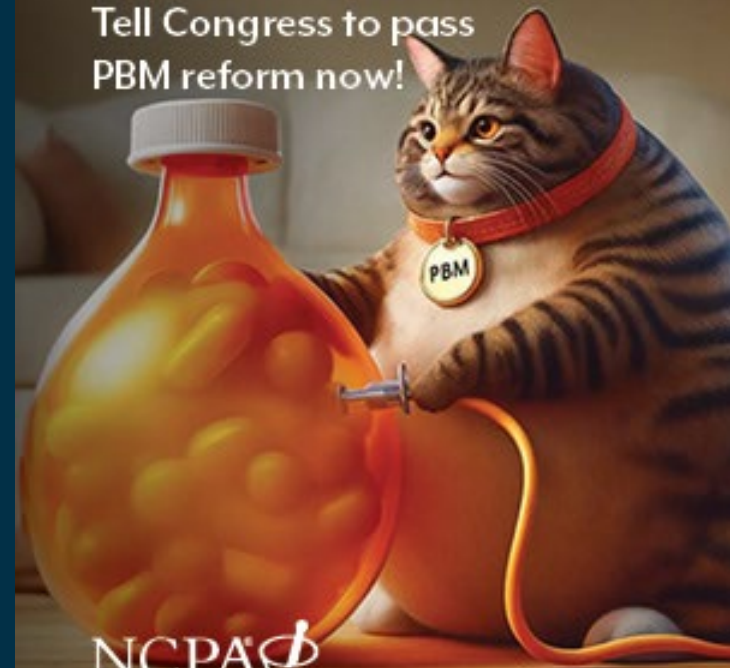
NCPA®
NATIONAL COMMUNITY
PHARMACISTS ASSOCIATION

Digital Display Ads

PBM fat cats
are *inflating*
prescription
costs.

Drug middlemen are profiting
billions while you pay more.

Tell Congress to pass
PBM reform now!



NCPA®
NATIONAL COMMUNITY
PHARMACISTS ASSOCIATION

Print ads, banners, bag tags



PBM fat cats
are *inflating*
prescription
costs.

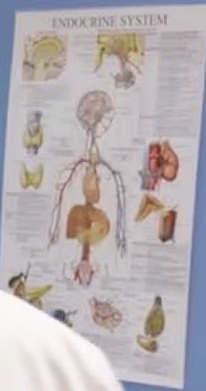
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Ritter





Finish the Fight!

National Multimedia campaign to get Legislators to act on PBM reform

Pharmacy patients should contact their representatives in Congress.

Campaign includes television, digital, and other advertising!

Download the materials to get your patients involved

<https://ncpa.org/finishthefight>



PBM
leeches
siphon your savings.

Drug middlemen are profiting billions while you pay more.

Tell Congress to pass PBM reform now!



Questions?