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**FOR IMMEDIATE RELEASE****NCPDP Brings Thought Leaders Together to Discuss Challenges and Opportunities for Better Coordinated Healthcare at NCPDP Annual Conference**

Panelists include Dr. Ken Adler, Kim Caldwell, R.Ph., Arien Malec, Jill Schmalz, Thomas R. Bizzaro, R.Ph.

SCOTTSDALE, AZ – April 24, 2014 – [NCPDP](http://ncpdp.org), the not-for-profit pharmacy standards development organization, announced today its [2014 Annual Technology and Business Conference](#) opening thought leader keynote which will kick-off the conference on May 6, 2014 at the Westin Kierland Resort & Spa. The keynote session brings industry thought leaders together to discuss the real world challenges and opportunities for better coordinated care across the healthcare ecosystem.

The opening keynote session amplifies NCPDP's conference theme, *Coloring Outside the Lines*, by bringing the diverse perspectives of thought leaders together to explore the impact of data silos and other complexities associated with changing healthcare service delivery and payment.

Panelists include:

- Kenneth G. Adler, MD, MMM, medical director, Arizona Community Physicians (ACP)
- Kim Caldwell, R.Ph., director pharmacy professional affairs, Humana Pharmacy Solutions, and past president of AMCP Board of Directors
- Arien Malec, vice president of strategy for RelayHealth Clinical, member of ONC HIT Standards Committee
- Jill Schmalz, senior vice president, Horizon Government Affairs
- Pat Sullivan, president of The Sullivan Group (facilitator)
- Thomas R. Bizzaro, R.Ph., chair, NCPDP Board of Trustees

Bizzaro explained, "NCPDP is providing the forum for open discussion about challenges associated with providing better coordinated care. This is the perfect audience for such a discussion – our members understand the value of collaboration and problem solving to improve the business of healthcare and the patient experience."

Register for NCPDP's 2014 Annual Technology & Business Conference: <http://ncpdp.org/ac/register.aspx>. For real-time updates before and during the conference, follow us at <http://twitter.com/ncpdp> or join the discussion using NCPDP's 2014 Annual Technology & Business Conference hashtag: #NCPDP14.

About NCPDP

Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization with 1,600

members representing virtually every sector of the pharmacy services industry. Our diverse membership provides leadership and healthcare business solutions through education and standards, created using the consensus building process. NCPDP has been named in federal legislation, including HIPAA, MMA, and HITECH. NCPDP members have created standards such as the Telecommunication Standard and Batch Standard, the SCRIPT Standard for ePrescribing, the Manufacturers Rebate Standard and more to improve communication within the pharmacy industry. Our data products include dataQ®, a robust database of information on more than 76,000 pharmacies, and HCidea®, an innovative prescriber database that provides continually updated information on more than two million prescribers. NCPDP's RxReconn® is a legislative tracking product for real-time monitoring of pharmacy-related state and national legislative and regulatory activity. For more information about NCPDP Standards, Data Services, Products, Educational Programs and Work Group meetings, go online at www.ncdp.org or call (480) 477-1000.

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