

CONTACTS:

Janet Cabibbo
jcabibbo@ncpdp.org, 480.477.1000, X104
Maggie Bruce
mbruce@ncpdp.org, 480.477.1000, X144

**FOR IMMEDIATE RELEASE****NCPDP Announces Patient Rights Activist, Regina Holliday, to Keynote its 2018 Annual Conference, *Industry United to Improve the Patient Journey***

Register for NCPDP's Annual Conference by February 16th to Take Advantage of Early Bird Discount

SCOTTSDALE, AZ – February 13, 2018 – [NCPDP](#) announced today that Regina Holliday will Keynote its [2018 Annual Technology & Business Conference](#), *Industry United to Improve the Patient Journey*, which will be held May 7-9, 2018, at the Westin Kierland Resort & Spa in Scottsdale, Arizona. Holliday's personal advocacy and grassroots movement, blending art and storytelling through The Walking Gallery, has supported a shift in the healthcare conversation to focus on patient empowerment and patient inclusion in healthcare decision-making.

Lee Ann Stember, President and CEO of NCPDP explained, "We believe Holliday's keynote address will resonate with NCPDP members who are actively involved in sharing, listening, learning and problem-solving industry standards and guidance in NCPDP's forums. At one time or another, we are all a patient and/or a caregiver. We channel that experience and passion to developing solutions to improve the patient journey. Regina Holliday's participation as a keynote speaker is especially significant this year as we explore new ways to improve the healthcare experience for patients and their providers."

Regina Holliday is a Maryland-based patient advocate and artist known for painting a series of murals depicting the need for clarity and transparency in medical records. This advocacy mission was inspired by her husband, Frederick Allen Holliday II, and his struggle to get appropriate care. With her passion for advocating for patients to receive timely access to their health care data, her artwork became part of the national healthcare debate. Holliday earned a platform to push for legislation that would provide electronic healthcare records to patients. Continuing her advocacy through art, she also started the Walking Gallery movement, where more than 400 volunteer members wear business suits or blazers with either their story or their loved one's story painted on their backs to attend public meetings.

Holliday's keynote address will take place during the first full day of NCPDP's Annual Conference, on Tuesday, May 8, 2018. To register for NCPDP's 2018 Annual Technology & Business Conference, *Industry United to Improve the Patient Journey*, visit <http://ncpdp.org/ac/index.aspx>. Take advantage of \$275 in early bird savings when you register by February 16th. For real-time updates before and during the conference, follow us at <http://twitter.com/ncpdp> or join the discussion using NCPDP's 2018 Annual Technology & Business Conference hashtag: #NCPDP18.

About NCPDP

Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization with approximately 1,500 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 80,000 pharmacies, resQ[™], an industry pharmacy credentialing resource, and HCidea[®], an innovative prescriber database that provides continually updated information on more than 2.5 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 <http://www.ncdp.org> or call 480.477.1000.

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