

## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**  
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### **NCPDP ANNOUNCES 2005 ANNUAL CONFERENCE SPEAKERS**

Scottsdale, AZ - **THE NATIONAL COUNCIL FOR PRESCRIPTION DRUG PROGRAMS, INC. (NCPDP) ANNOUNCES FEATURED SPEAKERS FOR ITS 2005 ANNUAL CONFERENCE TO BE HELD MARCH 5 – 9, 2005 IN PHOENIX, ARIZONA.** Among those announced are keynote speakers Captain Gerald Coffee, a heroic and decorated Navy veteran, Marshall Trimble, southwest personality and famed storyteller and Susan Dentzer, on-air correspondent with TheNewsHour.

**Captain Gerald Coffee** joined the Navy in 1957 and served his country as a naval officer for 28 years. For over seven of those years (1966 to 1973) - one fourth of his career - he served as a prisoner of war in the communist prisons of North Vietnam. He is the recipient of the Silver Star, two awards of the Legion of Merit, the Distinguished Flying Cross, two Bronze stars, the Air Medal, two Purple Hearts, and the Vietnam Service Medal with 13 stars. Captain Coffee draws from his personal life experiences to impart a timeless and life-changing message of faith; in self, one another, country and God. With empathy and humor he provides a truly uplifting experience.

**Susan Dentzer** is an on-air correspondent with TheNewsHour, where she leads a unit dedicated to providing in-depth coverage of healthcare, health policy and Social Security reform. The health unit, begun in 1998, was awarded the 2000 Robinson Electronic Media Award by the American Psychiatric Association for its report on schizophrenia. The unit is funded by a grant from the Henry J. Kaiser Family Foundation. Prior to joining TheNewsHour in July 1998, Dentzer was chief economics correspondent and economics columnist for U.S. News & World Report, where she served from 1987 to 1997. In a series of columns and stories for U.S. News, she reported extensively on the debate over reforming and partially "privatizing" Social Security and over such health policy issues as regulation of managed care. Before joining U.S. News, Dentzer was at Newsweek, where she was a senior writer covering business news until 1987. She has also been a frequent contributor to such publications as Modern Maturity and Working Woman magazines. Dentzer will moderate the well-attended Industry Executive Round Table, featuring: **Judy Cahill**, Executive Director, Academy of Managed Care Pharmacy, **Craig Fuller**, President and CEO, National Association of Chain Drug Stores, **David Kates**, Vice President of Clinical Product Management for WebMD Practice Services, **John Quinn**, CTO, Capgemini Health, and **Steve Waldren**, Assistant Director, Center for Health Information Technology, American Academy of Family Physicians.

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**Marshall Trimble** is an Arizona native and one of the state's most popular and colorful personalities. Over the years he has appeared on ABC, NBC and CBS national television shows. Trimble has also been featured on PBS programs, and has a daily Arizona radio show called "Trimble's Tales." While enjoying the reputation of being one of America's most popular raconteurs of this nation's colorful folk history, Marshall Trimble is also considered the dean of Arizona historians.

NCPDP's 2005 Annual Conference will also feature its educational track sessions, which yield continuing education credits for pharmacists. Educational track speakers and topics include:

*How Genomics Will Affect Pharma*

**David Moskowitz**, Chairman, CEO and Chief Medical Officer, GenoMed, Inc.

*Industry Trends*

**Doug Long**, Vice President, Industry Relations, IMS Health

*NCVHS Recommendations for E-Prescribing Standards*

**Jeffery Blair**, Vice President, Medical Records Institute

*Healthcare's Uncertain Future(s)*

**Kim Slocum**, Director, Strategic Planning/Business Development, AstraZeneca

*A Regulatory Year in Review and a Look at What's Coming: Federal and State Regulatory Update on PBMs and Pharmacies*

**Laurel Wala**, Attorney at Law, The Phoenix Law Group

**Samantha Brown**, Attorney at Law, The Phoenix Law Group

*E-Prescribing Panel*

**Luanne Malsin**, Clinical Pharmacy Specialist, Marshfield Clinic

**Michael Burger**, Product Manager e-Prescribing, WebMD Practice Services

**Dr. J. Timothy Murphy**, Allscripts

**Dr. Dwight Michael**, Gettysburg Family Practice, Inc.

*Medication Therapy Management*

**Sherry Neuman**, Clinical Consultant, Prescription Informatics

*RxNorm, Past, Present and Future*

**Stuart Nelson**, National Institutes of Health

*Discount Card Programs*

**Scott Hughes**, R.Ph., Vice President, MemberHealth

*Re-Importation*

**Chris Ward**, President, Ward Health Strategies

*What Does it Take to Bring a New Drug to Market?*

**Mark Gianforcaro**, Ingenix

*NCPDP 101*

**Dale A. Chamberlain**, CTO & Vice President, Express Scripts, Inc.

For a complete summary of presentations and track session overviews as well as information on obtaining CE credits, please see: <http://www.ncdp.org>.

**About NCPDP**

Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization (SDO). With approximately 1,400 members representing virtually every sector of the pharmacy services industry, NCPDP has made great strides over the last 25 years. NCPDP has established HCidea, a new service that will create a healthcare identifier for individual healthcare prescribers. The NCPDP Provider Identification Number provides over 68,000 pharmacies with a unique identifying number for interactions with federal agencies and third party processors. NCPDP has eleven (11) active Work Groups dedicated to the technological advancement of pharmacy through standards development. NCPDP's Telecommunication Standard Version 5.1 and Batch Standard Version 1.1 were named the official standards for pharmacy claims in the Health Insurance Portability and Accountability Act's Final Rule. For more information about NCPDP Standards, Educational Programs and NCPDP Work Group meetings, visit the NCPDP website at [www.ncdp.org](http://www.ncdp.org).

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