FOR IMMEDIATE RELEASE

NCPDP Annual Conference Explores Disruptive Innovation, Coloring Outside the Lines in Healthcare

SCOTTSDALE, AZ – Feb. 19, 2014 – NCPDP, the not-for-profit pharmacy standards development organization, announced today its 2014 Annual Technology and Business Conference, May 4-7, 2014 at the Westin Kierland Resort & Spa. The conference theme, Coloring Outside the Lines, was inspired by the innovative approach that NCPDP has taken to develop ANSI-accredited standards and industry guidance, and effect its own evolution into the trusted problem solving forum for healthcare business and patient safety issues.

“Through the volunteer work of members and non-members, we have transformed our industry from the bottom-up to make healthcare safer and more efficient,” explained Lee Ann Stember, President of NCPDP. “From industry standards, such as our SCRIPT Standard for ePrescribing and Telecommunication Standard for claims processing, to developing a sustainable, national solution for prescription drug monitoring programs (PDMP) to ensure access to needed medications and proactively identify fraud and abuse - Coloring Outside the Lines is the rule, not the exception at NCPDP.”

The theme of the Annual Conference will come alive with on-stage painting by featured keynote speaker, Erik Wahl, #1 best-selling author, entrepreneur and internationally recognized graffiti artist. Drawing from his experience as both a businessman and an artist, Wahl is one of the most sought-after corporate speakers available today, with a client list that includes AT&T, Disney, Microsoft, and FedEx. Wahl has also been featured as a TED presenter.


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 and Business Conference hashtag: #NCPDP14.

About NCPDP
Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization with over 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.ncpdp.org or call (480) 477-1000.

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