

See you at an
upcoming conference!

MOMENTUM

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Conference Confidential: Focused Attention on the LTC Community

Shawn Madden and Kevin Kirkpatrick have become experts at packing efficiently. They are the MedCall team members who are regularly on the road to attend conferences, conventions and trade shows where they visit with clients, meet with long-term care pharmacy providers and network with industry leaders.

"Conferences are the perfect settings to meet with long-term care pharmacy providers," said Madden, national sales leader at MedCall. "The informal and informational environments give us the opportunity answer questions and offer solutions."

Madden and Kirkpatrick, MedCall's regional director of Sales, recently attended the 2015 Softwriters 7th Annual FrameworkLTC Users Conference in Las Vegas. The three-day event focused on user education and opportunities to network with others in the FrameworkLTC community. "Technology is an important aspect of managing a long-term care pharmacy," said Madden. "Attending this conference keeps MedCall up to date on trends and issues that are important to the industry at large."

Madden appreciates that these events let him meet one-on-one with clients. "I use the phone or email for most of my discussions with our clients," he said. "But meeting clients in person gives me added insights on enhancing the services MedCall delivers."

According to Madden, MedCall has an obligation to attend conferences and trade shows throughout the year and around the country. He encourages the entire MedCall team to develop a deep understanding of the needs of the long-term care pharmacy industry, which give the team the background to better serve clients. Attending conferences also opens the door for new ideas in service delivery, customer service and client retention.

Want to meet the MedCall team at an upcoming conference or trade show? Here's a list of the events they'll be attending. MedCall looks forward to seeing you there!

NCPA Annual Convention

October 10 – 14

Gaylord National Resort and Conference Center in National Harbor, MD

The National Community Pharmacists Association (NCPA) represents the owners of nearly 23,000 pharmacies. "I'm looking forward to this convention," said Madden. "NCPA's mission – a dedication to the continuing growth and prosperity of independent pharmacies – recognizes an important segment in the healthcare community." (Conferences continued on page 2)



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Conferences (from page 1)

ASCP 2015 Annual Meeting and Exhibition

October 30 – November 1

Paris Las Vegas in Las Vegas, NV

Since 1969, the American Society of Consultant Pharmacists (ASCP) has been empowering healthcare providers to enhance the quality of care for all older persons. “Our aging population is a rapidly growing segment of healthcare,” said Kirkpatrick. “ASCP is a leader in helping older Americans enjoy their later years with a focused attention on the appropriate use of medications.”

2016 Integra Conference

February 16 – 18

Westin Savannah Golf Resort in Savannah, GA

Integra Group specializes in the design and development of mission-critical software systems, which includes products relevant to the long-term care pharmacy industry.

“Integra’s long-term care pharmacy clients appreciate the continuing education they receive at this conference,” said Kirkpatrick.

“This event offers in-depth training, opportunities to network, information on trending market issues and interactions with highly skilled Integra staff.”

13th Annual MHA Business Summit

March 2 – 4

Bellagio in Las Vegas, NV

Managed Health Associates, Inc. (MHA) is a health care services and technology company with expertise in group purchasing, managed care and payer contracting, reimbursement management and specialty pharmacy solutions. MHA held its first summit in 2004, and the event has been growing ever since.

“The MHA Business Summit is a must-attend event for me,” said Madden. “I always come away with greater knowledge of the legislative, financial and regulatory issues facing the long-term care pharmacy industry.”

Meet National Account Manager Jessica Rosonowski

Jessica Rosonowski has worked at MedCall since 2013 and was named a national account manager this year in April. In this role, she oversees long-term care pharmacy accounts to guarantee that MedCall meets customer expectations. And to stay in touch, she is regularly on the road to visit with clients and see firsthand how long-term care pharmacies benefit from MedCall’s services.



“Jessica is stepping up on our national account management team,” said Ann Beal, senior director of Operations at MedCall. “She is highly attuned to the challenges our clients face in the market and makes it her mission to deliver exceptional customer service.”

On a recent trip to Tennessee, she found herself with some free time and decided to drop in to see a client without an appointment. In the course of their conversation, Jessica discovered that the pharmacist was facing challenges with providing services after-hours. This gave her the opportunity to tell the client about on-call pharmacy services available through MedCall. “The client is excited about using this additional service line and the opportunity to give his pharmacy staff regular hours,” said Jessica.

Jessica isn’t content with the status quo. She taking classes to become a pharmacy technician to better understand MedCall’s clients and their operations.

With Jessica on the MedCall team, clients know that they have a source for answers to their questions and solutions when they need them. She is truly an

Younger Adults Getting Flu Shots Lowers Flu Risks for the Elderly

Here’s more proof that people of all ages should get an annual influenza vaccination. A new study, in the journal *Clinical Infectious Diseases*, reports that young adults getting flu shots can help decrease the rate of influenza in the elderly.

The study focused on U.S. county vaccination records and found that seniors had a 21 percent lower risk of contracting a flu-related illness when more than 30 percent of the younger population were vaccinated. The study examined 520,229 adults, ages 18 to 64, then compared that data to Medicare data between 2002 and 2012 for recipients ages 65 and older.

In a press release, study author Glen B. Taksler, PhD, of the Cleveland Clinic said, “In round numbers, we estimated that 1 in 20 cases of influenza-related illness in the elderly could have been prevented if more non-elderly adults had received their flu vaccine.”

[Click here](#) to read more about the study.

