



 **PharmaChoice**
Canada

Trade Show

EDUCATION SESSIONS

THURSDAY APRIL 24th, 2025





Trade Show

Education Schedule

Main PharmaChoice Canada Education Sessions

8:00am - 9:30am Annex & Hall E	Right Now!: How to Maximize Your Participation in PharmaChoice Canada Marketing Programs Presented by PharmaChoice Canada Marketing Team	Non-Accredited
9:45am - 10:45am Annex & Hall E	Front Store Profitability Fireside Chat Presented by PharmaChoice Canada Operations Team	Non-Accredited

Front Shop Streams

11:00am - 12:00pm Glen Rooms 208-209	Best Practices in Private Label Presented by Chris McCain	Non-Accredited
1:00pm - 2:00pm Glen Rooms 208-209	Marketing Unpacked: Taking the Next Step. A Deeper Dive into a Selection Of PharmaChoice Canada Marketing Programs Presented by PharmaChoice Canada Marketing Team	Non-Accredited
2:15pm - 3:15pm Glen Rooms 208-209	Home Healthcare Unveiled: Trends, Challenges, and Innovations Presented by Tim Gardner (Airway Surgical) & Jamie Church (Best Buy Medical Supplies)	Non-Accredited
3:30pm - 4:30pm Glen Rooms 208-209	From Hiring to Thriving: HR Strategies for Recruitment and Retention Presented by Veronika Vent-Cabello	Non-Accredited

Pharmacy Streams

11:00am - 12:00pm Glen Rooms 201-204	Questions Related to Pharmacy Automation: Perspectives of the Pharmacist-Owner Presented by Beny Masella	Accredited - CEU 1.0
1:00pm - 2:00pm Glen Rooms 201-204	Self-Care is Healthcare: Prioritizing Yourself, You Can Be of Service to Others Presented by Manjit Hansra	Accredited - CEU 1.0
2:15pm - 3:15pm Glen Rooms 201-204	Triple Threat: Your Quick Guide to Respiratory Vaccines, Oral Contraceptives and Acne Presented by Michael Boivin	Accredited - CEU 1.0
3:30pm - 4:30pm Glen Rooms 201-204	Fast Facts Hour: Latest on Type 2 Diabetes Management, Insomnia and Migraine Prevention Presented by Michael Boivin	Accredited - CEU 1.0





PharmaChoice Canada **Trade Show**

Education Session

Right Now! How to Maximize Your Participation in PharmaChoice Canada Marketing Programs

THURSDAY APRIL 24th, 2025
8:00 am – 9:30 am

Annex & Hall E (Breakfast/Lunch Room)

In this session the PharmaChoice Canada Marketing Team will provide Members with updates on key PCC marketing programs including social media, loyalty, mobile apps, consumer engagement, and more! Members will leave this session with an understanding of what they can do to maximize their participation in these programs – Right Now!



**Presented by:
PharmaChoice Canada Marketing Team**





PharmaChoice
Canada
Trade Show

**Education
Session**

Front Store Profitability Fireside Chat

THURSDAY APRIL 24th, 2025
9:45 am - 10:45 am

Annex & Hall E (Breakfast/Lunch Room)

Join the PharmaChoice Canada Operations Team and a panel of owners and managers for a discussion of best practices on how to grow front store profitability. Key success drivers including buying habits, promotional prebooks execution, loyalty programs, merchandising, customer service, and staff motivation will be featured. This session will be applicable for all stores, big and small, and will showcase ideas and practices to help increase the impact of your front store.



Presented by:
PharmaChoice Canada Operations Team





 **PharmaChoice**
Canada

Trade Show

FRONT SHOP EDUCATION SESSIONS

THURSDAY APRIL 24th, 2025





PharmaChoice
Canada
Trade Show

**Education
Session**

Best Practices in Private Label

THURSDAY APRIL 24th, 2025
11:00 am – 12:00 pm

Glen Rooms 208 – 209

From how we set pricing to keeping track of the catalogue to how we construct our End Aisle planograms (and how to adjust in your store), we'll cover a number of best practices for your private labels. We'll also look at what's new for our banners and round up the deals at the 2025 PharmaChoice Canada Trade Show.



Chris McCain

Private Label Category Manager, PharmaChoice Canada





PharmaChoice
Canada
Trade Show

**Education
Session**

Marketing Unpacked: Taking the Next Step. A Deeper Dive into a Selection Of PharmaChoice Canada Marketing Programs

THURSDAY APRIL 24th, 2025
1:00 pm – 2:00 pm

Glen Rooms 208 – 209

The PharmaChoice Canada Marketing Team will walk Members through the specifics of the marketing programs presented earlier, demonstrating their potential to enhance pharmacy business performance. Don't miss this opportunity to deepen your understanding of these programs, ask questions, and leave with a roadmap for success.



Presented by:
PharmaChoice Canada Marketing Team





PharmaChoice Canada Trade Show

Education Session

Home Healthcare Unveiled: Trends, Challenges, and Innovations

THURSDAY APRIL 24th, 2025
2:15 pm – 3:15 pm

Glen Rooms 208 – 209

Tim and Jamie will touch on the overall Home Health Care category and the importance of its presence in your store. A further discussion on the programs offered to PharmaChoice Member Pharmacies through our partners as well as utilizing the programs offered by PharmaChoice Canada for success in store.

Jamie will speak in more detail about the best practices for placing orders and the benefits of ordering Best Buy Medical Supplies. An overview of product assortment and the various subcategories that are carried through Best Buy that are available for our members.



Tim Gardner

Key Account Manager & Sales Manager (Airway Surgical)

Tim has over 36 yrs of HHC experience, combined with years of retail management. His goal is to create a profit centre for our stores.



Jamie Church

Executive VP Commercial Operations (Best Buy Medical Supplies)

Jamie Church has spent over 20 years in community health care in senior leadership positions in the manufacturing and home medical equipment provider industry. He enjoys investing time on various healthcare and community boards and foundations. Jamie Church is the Executive Vice President Commercial Operations for Best Buy Medical.





PharmaChoice
Canada
Trade Show

**Education
Session**

From Hiring to Thriving: HR Strategies for Recruitment and Retention

THURSDAY APRIL 24th, 2025
3:30 pm - 4:30 pm

Glen Rooms 208 - 209

Exploring key HR Strategies needed to attract highly skilled employees and retaining them over the long term. This presentation dives into actionable best practices that not only attract the right candidates but also foster an environment where they can grow, stay, and contribute to your company's success. Learn how to streamline your hiring process, enhance employee engagement, create career development pathways, and implement retention techniques that reduce turnover. Hiring managers will leave inspired and equipped with practical insights to build strong, committed teams that drive results. Let's move beyond filling roles and focus on creating a workforce that thrives!



Veronika Vent-Cabello

Office Manager and HR Coordinator, PharmaChoice Canada





Trade Show

PHARMACY EDUCATION SESSIONS

THURSDAY APRIL 24th, 2025





PharmaChoice
Canada
Trade Show

**Education
Session**

Questions Related to Pharmacy Automation: Perspectives of the Pharmacist-Owner

THURSDAY APRIL 24th, 2025
11:00 am – 12:00 pm

Glen Rooms 201 – 204
1.0 CEU

Automating certain aspects of your pharmacy workflow is not about robots taking over. It means leveraging automation to perform mundane tasks while allowing your staff to assist with more stimulating and profitable tasks. While automation reduces staff fatigue, it also delivers higher accuracy and consistency. Discover the key steps for success as you embark on your pharmacy automation journey, gradually replacing repetitive manual processes with semi or full automation solutions. Empower your teams, streamline your workflow, realize efficiencies by freeing up your staff's valuable time while growing your business.



Beny Masella
Pharmacist

Drawing on three decades long career as a seasoned community pharmacist, and subsequently, operations manager of a large central fill operation in Quebec, Beny Masella shares his expertise to support other pharmacists as they embark into their automation journey, by answering the common questions associated with replacing manual operations within their practice while maximizing efficiencies. Beny resides in Montreal West where he is presently serving his fourth term as Mayor and is chairman of the Association of Suburban Municipalities (ASM).





PharmaChoice
Canada
Trade Show

**Education
Session**

Self-Care is Healthcare: Prioritizing Yourself, You Can Be of Service to Others

THURSDAY APRIL 24th, 2025
1:00 pm – 2:00 pm

Glen Rooms 201 – 204
1.0 CEU

Are you prioritizing everyone around you while you suffer? A successful business requires an engaged workforce. When you function better, everyone around you benefits. Employees are struggling with burnout and require the knowledge and practical tools to help them manage their self-care. In this talk, we will share how adjusting your mindset, incorporating breathwork tools, and improving your sleep can positively impact your performance at work. Studies show that self-care practices improve engagement and employee productivity.



Manjit Hansra

Manjit Hansra is the founder of Rx for Renewal, a company laser-focused on helping corporations and individuals go from burnout to balance by building mental toughness through teaching mindfulness and breathwork practices. As a previous pharmacy owner/operator who went through burnout himself, he wanted to be a part of the solution. He brings his experiences and training as a breathwork facilitator and Positive Intelligence Mindset Coach to help people become the best versions of themselves.





PharmaChoice
Canada
Trade Show

**Education
Session**

Triple Threat: Your Quick Guide to Respiratory Vaccines, Oral Contraceptives and Acne

THURSDAY APRIL 24th, 2025
2:15 pm – 3:15 pm

Glen Rooms 201 – 204
1.0 CEU

Enhance your clinical expertise in three pivotal areas of patient care with our Continuing Education session tailored for Canadian pharmacists. This one-hour program delves into the latest advancements in respiratory vaccines, providing insights into new recommendations and scheduling to better protect your patients against respiratory illnesses. Explore contraceptive methods to effectively guide patients in making informed decisions that suit their individual needs and lifestyles. Additionally, gain valuable knowledge on managing acne by combining pharmacological treatments with adjunct skincare strategies to improve patient outcomes.



Michael Boivin
Bsc. Phm, RPH, CDE, CTH

Michael Boivin is a clinical pharmacist consultant, continuing education developer and president of CommPharm Consulting Inc. In 2009, he left full-time pharmacy practice to pursue a career in continuing education and consulting. He has developed in excess of 500 accredited continuing education activities for pharmacists, family physicians, specialists and allied healthcare professionals.





PharmaChoice
Canada
Trade Show

**Education
Session**

Fast Facts Hour: Latest on Type 2 Diabetes Management, Insomnia and Migraine Prevention

THURSDAY APRIL 24th, 2025
3:30 pm – 4:30 pm

Glen Rooms 201 – 204
1.0 CEU

This education session will provide you with an evidence-based update on three prevalent chronic conditions. This session explores recent changes in Type 2 diabetes pharmacotherapy guidelines, evidence-based approaches to chronic insomnia disorder, and emerging strategies for migraine prevention. Through case-based learning, participants will enhance their ability to provide patient-centered care and optimize therapeutic outcomes.



Michael Boivin
Bsc. Phm, RPH, CDE, CTH

Michael Boivin is a clinical pharmacist consultant, continuing education developer and president of CommPharm Consulting Inc. In 2009, he left full-time pharmacy practice to pursue a career in continuing education and consulting. He has developed in excess of 500 accredited continuing education activities for pharmacists, family physicians, specialists and allied healthcare professionals.





 **PharmaChoice**
Canada

Trade Show

Education Day Sponsors



APOTEX
Canadian-Based
Global Health Company


AUROPHARMA
Your Trusted Partner In Generics

CSL Seqirus

MARCAN

mint

 **pharma
science**

SANDOZ

teva

 **VIATRIS**^{MC}

 **JAMP**
PHARMA

 **LUPIN**
PHARMA CANADA

FreeStyle
 **Libre 2**

dexcom

moderna

 **Pfizer**

 **TELUS** Health

AMGEN

