ABOUT THE SEMINAR

In its 8th year, the Integra User Seminar is a valuable opportunity to participate in an intimate pharmacy conference that provides product training, industry education, and networking opportunities. Through a variety of classes, one-on-one sessions, workshops, C.E. credits, hands-on stations, industry sessions, and a lively exhibit hall, attendees will gain a thorough understanding of Integra products, increase their knowledge of currently trending industry topics, and obtain other valuable information that will help improve daily pharmacy operations and the all-important bottom line.

The 2015 Seminar is being held at the Grand Hyatt in the heart of San Antonio, TX. Located in the Downtown River Walk District, the Hyatt is a beautiful blend of modernism and Latin culture with spaces uniquely suited to meetings. Within short distance to many downtown restaurants, shops, and visitor attractions, almost everything is accessible by foot, river taxi, or trolley.

“An excellent event! I came away with so much knowledge; I do not think you can ask for more. Thank you for a great time!”

WHO ATTENDS?

Owner, director, manager, pharmacist, IT professional, data entry technician, and other pharmacy personnel – there’s something for everyone at the Integra User Seminar. Classes, breakout sessions, one-on-one labs, C.E. credits, workshops, product courses, exhibits, and speakers provide instruction and ideas to improve your use of Integra products, learn about new technologies, and improve your service and bottom line.

To register online or learn more, visit the Seminar Website at: www.integrauserseminar.com
**PROGRAM OVERVIEW**

We have many new classes, events, and speakers this year. For full details, visit the Seminar website at www.integrauserseminar.com. Here’s a quick look at what we have planned:

**Keynote Speaker!** Larry Johnson, author and speaker, will lead a presentation on how to “Turn Customers into Raving Fans!” In the fierce competition of today’s market, ensure you have the highest levels of customer service so your customers don’t just like you, make sure they LOVE you! For more information, see page 3.

**A Pharmacist’s Perspective!** Evelyn Beach, RPh. will lead a general session intended to elevate your knowledge of Integra products focusing on the functions and features of each product that will increase efficiency and improve productivity in your pharmacy. For more information, see page 3.

**C.E. Credits!** Brad Kile is back to present 1.5 hours of C.E. credit for pharmacists! Dr. Kile will examine the implementation schedule of the Affordable Care Act (ACA) and highlight key benchmarks of the law. Participants will learn which policies are being implemented on time and which policies may be delayed or will not be implemented at all. For more information, see page 3.

**Enhanced Stand Up Hall!** With raving reviews from its introduction in 2014, the Stand Up Hall is back for 2015! Proctored by Integra staff, topics have been expanded as has the size of the conversation area.

**One-on-One Sessions!** Always a highlight for attendees, the One-on-One sessions are once again being held on Tuesday afternoon through Thursday afternoon of the conference. Spaces fill quickly so register early to ensure your pharmacy’s space. More information will be provided upon registration.

**Vendor Hours!** In 30 minute sessions, learn how the technologies and services of our partner companies can help your pharmacy increase efficiency and lower expenses to reach your business goals.

**New Classes!** Meet with product management to discuss your vision of DocuTrack and DeliveryTrack, explore faxing Choices, enhanced DocuTrack Reports, DeliveryTrack Android, end-to-end delivery using DocuTrack and DeliveryTrack, Logix Breakout Sessions, and much more. For more information, see pages 7 – 11.

**Exhibit Hall!** We have many industry-leading partner businesses joining us for what promises to be a lively exhibit hall! For a list of current and past exhibitors, visit www.integrauserseminar.com.

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**EXHIBIT HALL DETAILS**

We expect 25+ exhibitors in the 2014 Exhibit Hall. These vendors are leaders in their field and valuable partners to their customers. Use the exhibit time to learn about how their products and technologies can help your pharmacy.

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**EXHIBIT TIMES**

*Times subject to slight variation as show schedule is finalized.*

**WEDNESDAY**

Open: 11:30 a.m. – 2:15 p.m.

**THURSDAY**

Open: 12 p.m. – 2:30 p.m.

**Dedicated Exhibit Hours**

12:15 p.m. – 2:00 p.m.

12:30 p.m. – 2:15 p.m.
KEYNOTE SPEAKER – LARRY JOHNSON, CSP

“TURN CUSTOMERS INTO RAVING FANS”
Make sure your customers don’t just like you – make sure they LOVE you!

In today’s demanding market, having happy, loyal customers is vital to your pharmacy’s success. So how do you get customers to love you? In his fast-paced, informative presentation, Larry will show you how to use word of mouth advertising, create positive customer perceptions, the importance of timely responses, five bonding behaviors that will put customers on your side, apply the Lagniappe principle, turn complaints into opportunities to shine, how to deal with customers who are nasty, impolite, and rude, and much, much more! This is one keynote where everyone will take away practical, applicable ideas that actually work!

SPECIAL SPEAKER – EVELYN BEACH, RPh

“A PHARMACIST’S PERSPECTIVE”
Elevating Product Use and Integration

Evelyn Beach, RPh, brings her comprehensive knowledge of the inner workings of pharmacy to this informative session. In 2014, Evelyn lead one of our most popular sessions on pharmacy best practices. This year she will help expand your current understanding of the capabilities of DocuTrack and DeliveryTrack for higher levels of integration and functionality. Take home new ideas for increased productivity, discover “outside the box” approaches to daily processes, and learn new efficiencies and workflow modification that you can implement at your pharmacy.

C.E. CREDITS – DR. BRAD KILE

“POLICY UPDATE: HOW THE AFFORDABLE CARE ACT AND CONGRESS ARE CHANGING THE HEALTHCARE MARKETPLACE”

Dr. Brad Kile is back for the 2015 Seminar. Dr. Kile is offering an hour and a half C.E. class for pharmacists (1.5 hours of live credit), or any interested attendees, that will examine various aspects of current legislation and regulations with an impact on Integra customers. Learning objectives include identifying key health care policy issues in the Affordable Care Act (ACA), comparison of health care policies under consideration by Congress, key changes in Medicare Part B payments, and more. For full class information, please visit www.integrauserseminar.com.
PROVIDED MEALS

Breakfast and lunch will be provided Wednesday and Thursday. Light hors d’oeuvres and cocktails are served at the one-hour Welcome Reception held at the hotel on Tuesday night and a full meal is provided at the Wednesday night Dinner Event held at the Briscoe (more details below).

WELCOME RECEPTION • TUESDAY, JANUARY 27 • 6:00PM – 7:00PM

Join other attendees, Integra staff, and attending exhibitors for margaritas and Southwest inspired hors d’oeuvres in the Bowie rooms of the Grand Hyatt. Enjoy the tastes of Texas while enjoying night lights of downtown San Antonio. Feel free to reconnect with old friends, make some new ones, or stroll across the outside balcony. Just make sure you plan to stop by the photo booth, drape on a few provided accessories, and snap a picture with friends or colleagues as a memento of the evening.

DINNER EVENT • WEDNESDAY, JANUARY 28 • 6:30PM – 9:30PM

One of San Antonio’s newest event venues, the Integra Dinner Event will be held at the Jack Guenther Pavilion at the Briscoe Museum. Following a museum tour, Integra will host a Fiesta-inspired dinner – a nod to the Southwest Fusion style cooking found in San Antonio – accompanied by drinks and serenades from a local Mariachi band.

More than just a museum, the Jack Guenther Pavilion and the McNutt Courtyard and Sculpture Garden at the Briscoe Western Art Museum are an experience! Formerly home to the San Antonio’s first Public Library, the Pavilion offers exquisite architecture paired with an idyllic location flanked by majestic canopies of oak trees, colorful beds of indigenous plants and a grand Italian pergola.

LOCAL DINING AND ENTERTAINMENT

San Antonio offers many choices for dining and entertainment options. Whether you want to visit the Alamo, stroll down the famous River Walk in Downtown San Antonio or sample the Tex-Mex cuisine, you’ll find this Texas vacation spot has a charm that is distinct from any other American city.

Restaurants and cafes on-site at the Grand Hyatt:
• Ruth’s Chris Steak House
• Perks Coffee
• Bar Rojo

For an extensive list of dining options, please visit the website at www.integrauserseminar.com.
ONLINE REGISTRATION
Registration is open for the 2015 Integra User Seminar. To register, go to www.integrauserseminar.com.

**Attendee Fee:** $165*

**Additional Attendee (per person):** $135**

*Prices available until November 1, 2014.
**From same pharmacy only; available until November 1, 2014.

**Late Fee:** $195*


Included in attendee fees: access to all classes, speakers, Welcome Reception, Dinner Event, and all conference provided meals. Does NOT include hotel room, parking, or other fees.

HOTEL INFORMATION
Grand Hyatt San Antonio
600 E. Market Street
San Antonio, TX 78205
1-210-244-1234
conciergekesksatgh@hyatt.com

BOOKING INFORMATION
Integra has procured a limited room block with reduced room rates at the Grand Hyatt. Please visit the Seminar site at www.integrauserseminar.com to book your room. The booking link can be found on the left side. **Room block closes January 4th.**

TRANSPORTATION INFORMATION
Area Airport
San Antonio International Airport – SAT
Distance from Hotel – 8 miles

Hotel Parking for Overnight Guests
Self $25.00 plus tax
Valet: $35.00 plus tax
For full parking information, [click here](#).

Transportation
The Grand Hyatt does not provide shuttle service. Shuttle service to and from San Antonio Airport to downtown is provided for a fee by SATRANS, the city’s official airport shuttle, running between 7:00am and 1:00am daily. To make a reservation, call 210-281-9900 or visit [www.saaairportshuttle.com](http://www.saaairportshuttle.com).

QUESTIONS?
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**EVENT APP**

Customize your 2015 Seminar experience with our new event app. Interactive time-saving and organizational features help you make the most of networking and learning opportunities. Get exceptionally accurate and up-to-date information with at-your-fingertips convenience to better navigate the Seminar. We will provide download information as we move closer to the show.

- Customize your personal schedule prior to the Seminar and set time-based reminders of important activities
- Receive updates and special notices during the Seminar
- Keep track of notes, information, and ideas you want to share with your team
- Remember the names of other attendees you interacted with and their contact info
- View interactive maps
- Note which exhibitors you like the most and want to follow up with
- Share your experience with other attendees

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**Play Click!**

Photo scavenger hunts, Click is a great way to get involved, network with other attendees, and have a little fun. Plus, you get the opportunity to win prizes!

It’s easy!
1. Take photos to complete challenges.
2. Collect points from each challenge.
3. Enter drawings to win great prizes!

**Download the App**

Hosted by CrowdCompass, the app will be available for download, as we move closer to the show, on the Seminar website at [www.integrauserseminar.com](http://www.integrauserseminar.com).

We will provide further details and information on downloading the application and best practices for use. The app will be available for all smartphone users, on notebooks, and laptops.
On September 1 we will provide a scheduling grid to help you plan your personal schedule for the Seminar. The tool will be similar to the 2014 Seminar schedule and will include suggested tracks to help get you started.

**DOCUTRACK CLASSES**

**Elevating Workflow**

*Instructor: Ellen Williams, Consultant*

This class will cover how to think about workflow, as well as building and editing document data and search folders. Version 5 users will learn to adjust search folders, add document types/statuses/priorities, and read the black hole report.

- Handle workflow changes and adjustments with ease
- Keep workflow simple and status driven
- Understand the black hole report and how to read it
- Provide satisfactory resolution for end user workflow requests

*Class will have similar content to 2014 workflow course.*

**Expanding on Document Import Rules**

*Instructors: Keri Nelson, Account Manager & Matt Henry, 4th Level IT*

Version 5 users will learn to identify criteria to build basic document import rules and utilize them to efficiently route documents to specific search folders. This class will cover the general workspace and uses, and global routing versus document import rules.

- Input multiple options for routing documents (e.g., timeframe, barcodes, sources, etc.)
- Troubleshoot why documents are not meeting expected rules
- Gain a better understanding of named expressions & their various uses (more IT focused)
- Identify different types of routing for eMAR based on document text, new features, and named expressions as they relate to eMAR/DLT manifest/fax notification documents

*Class will have similar content to 2014 import rules course.*

**The Basics of Form Creation**

*Instructor: Pam Maddox, Account Manager*

For users who would like to learn or freshen up on form building for DocuTrack. This class will prepare you to build forms on your own and understand the various uses of forms within the pharmacy. Also included is a basic introduction to the enhanced benefits Logix can bring to form auto-population.

- Understand caveats of Adobe and supported features (e.g., drop downs, radio buttons, etc.)
- Add static barcodes to forms (and how to route on those barcodes)
- Enter forms into the DocuTrack application (folder/directory & naming structure)
- Build auto-populating values and the caveats regarding auto-population

*These are preliminary descriptions and subject to minor changes. Full details will be available later.*

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**Classes, Breakout Sessions, & Labs**

**Descriptions, Learning Outcomes, and Instructors**
Shaping DocuTrack — Product Roadmap

Instructor: Louie Foster, Product Director

This interactive session will explore product functionality you would like added to the development roadmap or industry trends you think should be considered during mapping for future releases.

- Provide face-to-face input to decision makers on product direction
- Give constructive advice and feedback to product management
- Affect how Integra plans to deal with complex industry trends and changes
- Identify more sophisticated use of DocuTrack by hearing how others use the product

Faxing Choices: The Big Picture

Instructors: Pete Wutzke, Project Manager & Jim McDonald, Sales Director

A look at faxing options in today’s marketplace including cloud, digital, and analog. Integra fax experts will explore the pros and cons of server-based applications, new technologies such as FoIP, outsourced/off-premise solutions, and cloud providers. They will discuss the current state of analog phone service and provide a comprehensive look the Integra Cloud Fax Service (ICFS) and Fax DR.

- Realize why you should be concerned about your faxing solution
- Determine what your existing fax solution really costs you (e.g., how to calculate a true cost?)
- Break down what faxing options currently exist
- Understand what it takes to change to ICFS

Enhanced Reporting: Crystal Reports

Instructor: Pete Wutzke, Technical Projects Manager

In this class, you will learn the basics of creating reports against DocuTrack using Crystal Reports. You will see some sample reports and learn the basics of linking to DocuTrack, finding the data you are looking for, grouping and totaling your results, and formatting the output for readability and ease of use.

- Identity what data views are available in DocuTrack to facilitate reporting
- Link Crystal Reports to the data in the DocuTrack database
- Group, sort, and total the results to find what you are looking for
- Simplify Crystal reporting and make it easier to understand

IT CLASS

Advanced Information Technology*

Instructor: Thomas Stevens, Technical Resources Manager

For advanced IT users only. Explore the ways that DocuTrack interfaces with fax and pharmacy systems using SOAP web services and COM objects. Learn the fundamentals of the DocuTrack Direct Connect API. Examine how your pharmacy system communicates with the Direct Connect API to create associations. See how the Zan image printer can be used to insert documents and use text on the document within DocuTrack. Review performance considerations with virus scanners and virtualization.

- Learn the tools and tricks used by DocuTrack Support to troubleshoot interface problems
- Configure the Zan image printer to print into DocuTrack
- Understand the mechanisms used to retrieve faxes from your fax server
- Understand how to troubleshoot poor performance in a virtualized environment

* We request that only attendees with basic to intermediate knowledge of the above content attend this course.
DELIVERYTRACK CLASSES

**Introduction to DeliveryTrack**
*Instructor: Darrell McCarroll, Account Manager*

This class is for customers that would like a basic introduction to DeliveryTrack (DLT). Explore the capabilities and features of DeliveryTrack and learn how it can enhance your delivery process. Get hands-on with mobile devices and see first-hand the benefits DeliveryTrack can provide to your pharmacy.

- Understand how DLT interacts with your pharmacy information system and with DocuTrack
- Know what technology and system requirements are necessary to successfully implement DLT
- Explore connectivity options, mobile devices, and realize the ins and outs of cell plans
- Examine optional modules like inventory workspace, UPS shipping, Portal, e-mail out, etc.

**Shaping DeliveryTrack — Product Roadmap**
*Instructor: Raymond van Rooyen, Product Director*

This interactive session will explore product functionality you would like added to the development roadmap or industry trends you would like considered while mapping out future releases.

- Provide face-to-face input to decision makers on product direction
- Give constructive advice and feedback to product management
- Affect how Integra plans to deal with complex industry trends and changes
- Identify more sophisticated use of DeliveryTrack by hearing how others use the product

**DeliveryTrack Android**
*Instructor: Raymond van Rooyen, Product Director*

For both existing and potential DeliveryTrack customers. DeliveryTrack has joined an ever growing Independent Software Vendor (ISV) community in the logistics and delivery software industries and migrated from Windows Mobile to the Android OS platform. Depending on their scanning requirements, pharmacies can now choose between rugged devices or commercial-grade smartphones. This course outlines the advantages and possible challenges of moving to Android, and will give users a hands-on experience of the application in action. In addition, we will cover how this transition affects product deployment, licensing, and support.

- Understand the reasons for moving to Android, and the intended migration path
- Hold a mobile device in your hand and walk through the new layout and design
- Gain insight into the move towards commercial phones and what that does to the cost/benefit equation
- Anticipate what a shift to Android will mean to your delivery process

**COMBINATION CLASS**

**DocuTrack & DeliveryTrack: The End-to-End Process**
*Instructor: Kurt Johnson, Account Manager*

For users who have both DocuTrack (DT) and DeliveryTrack (DLT) or are looking to have both applications. This class will cover searching for manifests in DT and DLT, reports, routing manifests (notes fields with import rules and text criteria), audits, handling returned drugs, interface functionality, and the impact of adding business units.

- Understand how DT and DLT communicate and maximize their combined functionality
- Use DT and DLT to account for ancillary items (e.g., E-kits and IV pumps)
- Identify the most effective search methods (DT or DLT driven)
- Gain a full understanding of each applications role in the order-in-meds-out process
**NEXTRA & LOGIX CLASSES**

**Nextra Breakout Session**  
**Instructor:** Ginna Sloan, Product Director & Evelyn Beach, RPh.

These breakout sessions will provide an overview of how Nextra works for you and your pharmacy. We will cover integration with DocuTrack and DeliveryTrack, demonstrate Nextra’s speed and efficiency, discuss adaptation and ease of learning, and take a look at Nextra’s high-level timeline.

- Break down exactly why Nextra is more efficient than other systems
- Examine cost savings resulting from lower licensing fees and pass through switch fees
- See why a simplified navigation structure can expedite staff training
- Identify features and functionality not found in other systems

**Nextra Discovery Stations**  
**Instructor:** Darcy Allison, Account Manager

Staffed Nextra workstations will be positioned in the main pre-function area allowing easy accessibility to attendees who wish to drop by and learn more about Nextra. Get a brief demonstration, have your questions about the product answered, and discuss the benefits of Nextra and how it would fit into your pharmacy.

**Logix Breakout Session**  
**Instructors:** Louie Foster, Product Director & Dustin Harrell, Logix Support Manager

This course will focus on using, configuring, and creating processes and DocuTrack workflow automation within Logix. Topics will include current and soon to be released features and provide the audience a venue to discuss these features and provide feedback.

- Understand current DocuTrack integration points with Logix
- Learn concepts to facilitate basic process and macro creation within Logix
- Review advanced features at a high level to understand the capabilities of Logix, without drilling down into the overly technical aspects of each individual feature
- Get a firsthand look at up-and-coming features

**GENERAL SESSIONS**

**A Pharmacist’s Perspective: Elevating Product Use and Integration**  
**Instructor:** Evelyn Beach, RPh.

Elevate your use of Integra products to an even higher level of integration and functionality between products, and expand your current understanding of the capabilities of DocuTrack and DeliveryTrack.

- Gain a new efficiency you can implement at your own pharmacy
- Take home a DocuTrack workflow modification that will improve productivity
- Discover “outside the box” approaches to daily processes
- Attain a working knowledge of DeliveryTrack inventory using it to track home delivery or EDKs

**Stand Up Hall**  
**Instructor:** All Integra Staff

Wildly successful in 2014, this lively, active, participatory platform encourages discussion amongst our foremost product experts...you! This will be an open room with white boards set up where Integra staff will facilitate discussion. Bring your questions and ideas regarding workflow, Logix, Nextra, e-prescribing, secure messaging, faxing, IT, interfaces, and any other technologies or industry trends you wish to discuss.
C.E. Credits for Pharmacists (1.5 live credits)  
Instructor: Dr. Brad Kile

Dr. Kile will detail the implementation schedule of the Affordable Care Act (ACA) in 2015 and highlight key benchmarks of the law. Participants will learn which policies are being implemented on time and which policies may be delayed or will not be implemented at all. He will also examine new payment models emerging as a result of the ACA, including new financial incentives for providers with Accountable Care Organizations, bundled payments, and value-based purchasing. Participants will learn about how to take advantage of new opportunities to diversify and expand their services.

- Identify key health care policy issues in the Affordable Care Act (ACA)
- Compare health care policies under consideration by Congress and the Centers for Medicare and Medicaid Services
- Identify key changes in Medicare Part B payments under the Medicare Physician Fee Schedule
- Describe opportunities for measuring outcomes and quality in post-acute care
- Explain new reforms included in the Home Infusion Site of Care Act

Keynote Speech  
Instructor: Larry Johnson, CSP

In this entertaining and valuable presentation, Larry will provide fresh insights and practical “how to’s” for leading change, retaining customers, and developing effective work relationships. Research at the University of Texas found that customer satisfaction is no guarantee of customer loyalty. The only indicator that predicted long-term loyalty was when customers used emotional words like “love” and “adore” to describe the vendor. In other words, if you want your customers to stay with you, they are more likely to do so if they LOVE you.

- The “5/11 Squared” formula as it applies to word of mouth advertising
- Creating positive customer perception from the first point of contact on
- The importance of timely responses to customer requests
- How to manage customer expectations so you don’t disappoint them
- Twelve “no no’s” guaranteed to get rid of customers
- How to deal with customer anger in a win/win way
- How to keep your cool when customers are nasty, impolite, and rude

QUESTIONS?

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