



Intelligent Pharmacy Pavilion™ and VirtualShowcases™ at ASHP 2015



Participation close date: 8/31/15

Are you interested in educating and presenting your products or services to attendees at the 2015 ASHP Mid-year Meeting?

If so, you can be included in one of our two exciting VirtualShowcases at ASHP!

- ✚ Rx Supply Chain Education VirtualShowcase™ – for manufacturers and wholesalers
- ✚ DSCSA Solution Provider VirtualShowcase™ – for solution providers

Join us as we take our Showcases on the road to this year's ASHP Mid-Year Clinical Meeting on December 6-10! We'll be bringing the physical and virtual worlds together by combining our simulated supply chain models with the Intelligent Pharmacy Pavilion's real-life supply chain room. *We want you to be part of it!*

Here's what we're doing:

- Bringing a wall of monitors to the event
- Showing a simulation of the Rx supply chain
- Educating pharmacists on supply chain intricacies and relationships
- Highlighting products and solutions that can help companies implement for DSCSA
- Describing your company, products & services on monitor wall & brochure



Frequently Asked Questions:

What are these Showcases all about?

Using interactive simulation, we will tailor the ReferenceModels™ created in the Rx Supply Chain Education and DSCSA Solution Provider CollaborationLabs™ to visually educate pharmacists at the 2015 ASHP Mid-year event.

What will these Showcases do?

The Showcases are designed to provide a virtual world where ASHP attendees can interact with and learn about the intricacies of the supply chain. They will demonstrate the value and the role of trading partners in the supply chain – *visitors can see your product or solution in context!*

Rx Supply Chain Education VirtualShowcase will:

- Exhibit a complete “Hospital Pharmacy Supply Chain” simulation within the Intelligent Pharmacy Pavilion
- Show the traceability and real-time visibility of how medicines safely make their way through the supply chain – from manufacturer to the pharmacy
- Visualize business relationships through scenarios such as drop shipments, returns, recalls, etc.

DSCSA Solution Provider VirtualShowcase will:

- Depict the movement of product through a virtual supply chain
- Highlight key dates and responsibilities within the Drug Supply Chain Security Act (DSCSA)
- Promote a deeper understanding of the US drug supply chain and the products and services that are available to implementing companies



What do I get?

- Descriptions of your company, products and services and a link to your website will be displayed on the monitor wall
- Inclusion in accompanying booklet of the supply chain “story”
- Post-event online access to VirtualShowcase along with your company's information

Who will be attending the 2015 ASHP Mid-Year Conference?

ASHP's Mid-Year Clinical Meeting is the largest gathering of pharmacists in the world. The meeting will be attended by more than 20,000 pharmacy professionals from about 100 countries. For five decades, the mid-year meeting provides pharmacy practitioners a venue for updating their knowledge, networking with colleagues, enhancing their skills and learning about the latest products and innovations.

What is the Intelligent Pharmacy Pavilion?

The Pavilion is the creation of the Intelligent Health Association (IHA) which, using actors to create real-life hospital and pharmacy settings, provides demonstrations of key pharmacy scenarios, a theater for case study presentations and kiosk space for you to demonstrate your product or service. It is an 8,000 square foot space located in the center of the ASHP exhibit floor (see map). This technology-equipped destination Pavilion will feature six demonstration rooms that will showcase the latest wireless technologies being utilized in today's hospitals.

Watch last year's Pavilion in action at:

www.youtube.com/watch?v=QRG_ruUnrKA&feature=youtube



The RC Partners/Intelligent Health Association (IHA) Alliance

The organizations developed an educational alliance to jointly produce and present multi-media, vendor-neutral technology and informational programs focused on the Life Sciences community on all relevant issues affecting patient safety and care. This collaboration will provide customers with a new approach to understanding their potential dangers, understanding the new laws and regulations and prioritizing remediation efforts in a meaningful and effective way.



So don't wait, the show is just around the corner. We hope you'll join us!

Call 215-584-7374, or visit rcpartners.biz/rx-education-showcase-at-ashp to participate.

Or visit ihassociation.org/sponsors/ashp for additional sponsor package details.