

FOR IMMEDIATE RELEASE

May 25, 2011

***2011 Retail Clinician Education Congress to offer exclusive accreditation and networking opportunities for retail healthcare professionals***

***Conference includes new tracks for executives and collaborative care***

On August 1-3, 2011, coinciding with National Convenient Care Clinic Week, The Drug Store News Group and the Convenient Care Association will present the 4th annual Retail Clinician Education Congress (RCEC), to be held at the Gaylord Palms hotel in Orlando, Fla.

The Retail Clinician Education Congress is the only education conference designed specifically for the growing field of convenient care professionals. "The value of healthcare services delivered in this healthcare segment is rapidly reaching \$1 billion and growing in double digits," said Wayne Bennett, publisher of *Drug Store News*. "The effects of healthcare reform and the need to drive patients towards high-quality, affordable and accessible health care will continue to positively influence convenient care clinic growth and utilization."

The scheduled conference topics range from exploring new healthcare products and patient care resources to the latest options on chronic disease management. Participants are encouraged to network with fellow in-store health practitioners, and attendees can earn up to 14 continuing education credits. A new addition to the program will feature a special day of Collaborative Care Track education, including six dually accredited continuing education sessions for pharmacists and nurse practitioners to be held on August 2, 2011.

According to Rob Eder, editor-in-chief of *Drug Store News*, "Because of the massive gaps that exist in access and affordability, it is an inevitability that pharmacists and nurse practitioners working together in a collaborative care setting, such as a community pharmacy-based retail clinic, are going to be a big part of the future of health care in America. Our goal is to help bring these two critically important healthcare professionals closer together in the interest of driving better patient outcomes."

Convenient Care Association executive director Tine Hansen-Turton is enthusiastic about the track. "We know the best health care in this country is provided by a team. We are excited to introduce the collaborative care track, which is a hallmark of how health care will be provided in the future," she said.

In addition to the education tracks, *Drug Store News*, CCA and Novo Nordisk will present the annual CARE Awards (Clinician Awards for Retail Excellence), honoring outstanding

retail clinicians who go above and beyond the call of duty to achieve excellence in patient care. The CARE Lifetime Achievement Award will be presented to Hal Rosenbluth, co-founder of Take Care Health Systems. The 2011 CARE Leadership Award will be presented to Andrew Sussman of CVS Caremark/MinuteClinic, and Dean Lin of Geiseinger Careworks will receive the CARE Champion Award.

If you are a credentialed healthcare professional currently working in a retail environment and would like to attend the conference, please go to [RetailClinicianCongress.org](http://RetailClinicianCongress.org) for registration information.

If you are interested in sponsorship opportunities or exhibiting at the conference, please contact Wayne Bennett at [wbennett@drugstorenews.com](mailto:wbennett@drugstorenews.com) or (212) 756-5157.

###