

It's Time to: Flip the Pharmacy

Prescription-Level
Moment-In-Time



Patient-Level
Care Plan-Over-Time

We'd love to have you as a Sponsor or Partner

We currently have four levels of options:

Flip the Pharmacy is a nationwide practice transformation effort to sustain community-based pharmacy practice by creating scalable and sustainable care and business processes among clinically integrated networks.

Flip the Pharmacy is awarding qualified Practice Transformation Teams with funding and resources to act as implementation arms for locally-based community pharmacy practice transformation efforts.

Over the next 5 years, the program aims to graduate more than 1,000 and impact over 5,000 pharmacies from a two-year transformation process modeled after similar Centers for Medicare and Medicaid Innovation efforts in primary care practices across the country.

Program Sponsors

Provide a minimum of \$100K (\$50K per year) of monetary funding to globally support the Flip the Pharmacy Program.

Team Sponsors

Provide a minimum of \$25K (\$12,500 per year) of monetary funding to specifically support one or more Practice Transformation Team(s).

Program Sponsors Receive:

- A joint press release on the Program Sponsorship featuring quotes from CPESN USA and Community Pharmacy Foundation leadership pushed through PR Newswire
- Inclusion in the Flip the Pharmacy boiler plate as a program sponsor in all future Flip the Pharmacy press releases
- Their logo, website URL, and company description prominently displayed on the flipthepharmacy.com website
- The right to use "We are a Flip the Pharmacy Program Sponsor" in sales and marketing efforts
- Coverage of a feature story on a Flip the Pharmacy participant of the sponsor's choosing. Participants will be interviewed and the related article will be covered in:
 - Flip the Pharmacy newsletter, blog & social media
 - CPESN USA newsletter, website newsroom & social media
 - Community Pharmacy Foundation newsletter & social media
- An invitation for one representative to participate in the CPESN USA Mid-Year Luminary & Facilitator Workshop (food and hotel included)
- An opportunity to distribute (via Flip the Pharmacy email account) an announcement, promotion, or flyer that is mutually agreed upon to all Flip the Pharmacy participating pharmacies and all active Flip the Pharmacy coaches
- An opportunity to conduct a 90-minute, live focus group with 8-10 Flip the Pharmacy coaches at the NCPA Annual Convention
- Logo recognition on all Flip the Pharmacy event signage at the NCPA Annual Convention

Team Sponsors Receive:

- A joint press release on the Team Sponsorship featuring quotes from CPESN USA and Community Pharmacy Foundation leadership pushed through PR Newswire
- Their logo, website URL, and company description prominently displayed on the flipthepharmacy.com website
- Coverage of a feature story on a Flip the Pharmacy participant of the sponsor's choosing. Participants will be interviewed and the related article will be covered in:
 - Flip the Pharmacy newsletter, blog & social media
 - CPESN USA newsletter, website newsroom & social media
 - Community Pharmacy Foundation newsletter & social media
- An invitation for one representative to participate in the CPESN USA Mid-Year Luminary & Facilitator Workshop (food and hotel included)

Promotional Benefits	Program Sponsor (monetary)	Team Sponsor (monetary)	Program Partner (in-kind)	Team Partner (in-kind)
Joint press release	✓	✓	✓	
Name in ongoing boilerplate	✓			
Logo, URL, & description on website	✓	✓	✓	
Logo on website				✓
Features on a customer	✓	✓	✓	✓
Invites to CPESN Luminary Workshop	✓	✓		
Promotional email to all participants	✓			
Focus group with coaches	✓			
Logo recognition at NCPA Annual	✓			

Program Partners

Provide a minimum of \$50K (\$25K per year) of in-kind contributions to globally support the Flip the Pharmacy Program.

Team Partners

Provide a minimum of \$50K (\$25K per year) of in-kind contributions specifically to support one or more Practice Transformation Team(s).

Program Partners Receive:

- A press release on **all** program partners featuring quotes from CPESN USA and Community Pharmacy Foundation leadership
- Their logo, website URL, and company description prominently displayed on the flipthepharmacy.com website
- The right to use “We are a Flip the Pharmacy Program Partner” in sales and marketing efforts
- Coverage of a feature story on a Flip the Pharmacy participant of the sponsor’s choosing. Participants will be interviewed and the related article will be covered in:
 - Flip the Pharmacy newsletter, blog & social media
 - CPESN USA newsletter, website newsroom & social media
 - Community Pharmacy Foundation newsletter & social media

Team Partners Receive:

- Their logo prominently displayed on the flipthepharmacy.com website
- Coverage of a feature story on a Flip the Pharmacy participant of the sponsor’s choosing. Participants will be interviewed and the related article will be covered in:
 - Flip the Pharmacy newsletter, blog & social media
 - CPESN USA newsletter, website newsroom & social media
 - Community Pharmacy Foundation newsletter & social media

To learn more, visit www.flipthepharmacy.com

**Moving beyond filling prescriptions
at a moment in time
to caring for patients over time**

