

Activity Announcement

Market Assessment and Business Planning for Health-System Home Infusion

Planned in cooperation with the ASHP Section of Pharmacy Practice Leaders

ACPE Activity Number: 0204-0000-21-033-L04-P

Activity Date: May 19, 2021

Activity Type: Knowledge-based

CE Credits: 1.0 hour, no partial credit

Activity Fee: Members – Free / Non-Member – Not Available

Accreditation for Pharmacists



The American Society of Health-System Pharmacists is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

Target Audience

This activity was planned to meet the educational needs of pharmacists and leaders considering to establish and build out a home infusion.

Activity Overview

The program will provide an overview on how to assess the market and build a successful home infusion in health systems. Two well established health system home infusion program leaders will discuss successful tactics for business development, financial impact, and the future of home infusion in healthcare. Interaction and audience participation is encouraged.

Learning Objectives

- Describe the business development opportunities in health-system home infusion programs
- Explain the value of health-system home infusion services.
- Discuss the potential of home infusion services to support continuity of patient care.

Schedule of Educational Activities

- Introduction and Announcements
- Presentation
- Questions, Answers, and Discussion

Faculty Information

- **Eileen Hendrickson, Pharm.D., M.B.A., BCSCP**, Director of Pharmacy, Cleveland Clinic Center for Connected Care| Infusion Pharmacy at Home, Independence, OH
- **Erick M. Siegenthaler, Pharm.D., M.H.A.**, Pharmacy Manager, Froedtert Home Infusion, Froedtert & the Medical College of Wisconsin, Milwaukee, WI
- **Kate Schaafsma, Pharm.D., M.S., M.B.A.**, Director of Community Hospital Division Pharmacy Services, Froedtert & the Medical College of Wisconsin, Milwaukee, WI



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Faculty Disclosures

In accordance with the ACPE's and ACCME's Standards for Commercial Support, anyone in a position to control the content of an educational activity is required to disclose to the accredited provider their relevant financial relationships. In accordance with these Standards, all potential conflicts of interest have been resolved. *An individual has a **relevant financial relationship** if he or she (or spouse/domestic partner) has a financial relationship in any amount occurring in the last 12 months with a commercial interest whose products or services are discussed in the activity content over which the individual has control.*

As defined by ACCME, a **commercial interest** is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. The Standards for Commercial Support do not consider providers of clinical service directly to patients to be commercial interests. The existence or non-existence of relevant financial relationships will be disclosed to the activity audience. All identified conflicts of interest must be resolved prior to the activity.

- **All planners, presenters, reviewers, and ASHP staff report no financial relationships relevant to this activity.**

Methods and CE Requirements

This Live Webinar activity consists of faculty slides presentations, active learning activities, discussion, and handouts. Participants must attend the activity in its entirety to get the Attendance code to claim continuing pharmacy education credit online at ASHP eLearning Portal. Follow the prompts online to complete the evaluation, claim credit and view the statement of credit immediately after the activity but no later than **July 18, 2021**.

Per ACPE requirements, CPE credit must be claimed within 60 days of being earned. To be sure your CE is accepted inside of ACPE's 60 day window; plan to process your CE before **July 18, 2021**! Claim your CE at <http://elearning.ashp.org>. Once you have processed and claimed your CE credit, we encourage you to check your NABP eProfile account to verify your credits were transferred successfully before the ACPE 60-day deadline. It is an electronic direct-report process so your credits should appear in your account within a few minutes. After the 60 day deadline, ASHP will no longer be able to report your credit(s) for this activity.

System Technical Requirements

Courses and learning activities are delivered via your Web browser and Acrobat PDF. Users should have a basic comfort level using a computer and navigating web sites.

View the [minimum technical and system requirements](#) for learning activities.