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**FOR IMMEDIATE RELEASE****NCPDP Announces Keynote Speakers, Frank Luntz & Rolf Benirschke,  
for its 2016 Annual Technology & Business Conference, *Vision In Practice***

**SCOTTSDALE, AZ – January 19, 2016 –** [NCPDP](#), the not-for-profit pharmacy standards development organization, announced today two keynote speakers, Frank Luntz and Rolf Benirschke, for its Annual Technology & Business Conference, which will be held May 2- 4, 2016, at the Westin Kierland Resort & Spa in Scottsdale, Arizona. The conference theme, *Vision In Practice*, depicts the deliberate actions of NCPDP members in realizing the organization's vision. Throughout the conference, NCPDP will celebrate moments in time that culminate into its real-world successes in improving the patient experience. Keynote speaker, Luntz, will put the state of healthcare into perspective in this all-important election year. Benirschke's keynote will keep the patient experience at the forefront, as NCPDP continues its efforts to enhance the quality and efficiency of the healthcare system for patients and providers.

- Frank Luntz will be the opening keynote speaker, sharing a bi-partisan environmental scan of healthcare-related campaign issues. Luntz will also provide an analysis of healthcare priorities as seen by different candidates, and a projection on what could be in store for healthcare post-election. Luntz is the author of three *New York Times* Best Sellers, and is known for his political commentary. He has written, supervised, and conducted more than 2,500 surveys, focus groups, ad tests, and dial sessions in more than two dozen countries and six continents over the past 20 years.
- Rolf Benirschke, retired placekicker for the San Diego Chargers and co-founder of Legacy Health Strategies, will keynote day two of the conference. Benirschke had an illustrious 10-year career as the placekicker for the San Diego Chargers before retiring as the third most accurate kicker in NFL history. During his second season, Benirschke was struck with ulcerative colitis, an intestinal illness that required major abdominal surgery and nearly cost him his life. He returned to play for seven more seasons and created *Great Comebacks*, a patient support program that provides information and inspiration and has been connecting ostomy patients around the world for more than 30 years. Benirschke co-founded and is currently the Chief Patient Officer of Legacy Health Strategies, a company that creates personalized patient support programs for medical device, pharmaceutical companies, and health systems. He has authored three books, including his autobiography, *Alive & Kicking*, and is a much sought after motivational speaker.

"More than 700 attendees from across the healthcare industry come to NCPDP's Annual Conference each year," said Perry Lewis, NCPDP's Vice Chair and the VP, Industry Relations, CoverMyMeds. "It's an exciting conference featuring two dynamic keynote speakers and 12 educational track sessions all centered on how we live our vision. We will take a snapshot view of NCPDP's successes, demonstrate how NCPDP is driving interoperability and explore what lies ahead for standards in healthcare."

[Register](#) for NCPDP's 2016 Annual Technology and Business Conference by March 4, 2016 to receive the discounted rate: <http://ncpdp.org/ac/register.aspx>. For real-time updates before and during the conference, follow us at <http://twitter.com/ncpdp> or join the discussion using NCPDP's 2016 Annual Technology and Business Conference hashtag: #NCPDP16.

**About NCPDP**

Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization with 1,600 members representing virtually every sector of the pharmacy services industry. Our diverse membership provides leadership and healthcare business solutions through education and standards, created using the consensus building process. NCPDP has been named in federal legislation, including HIPAA, MMA, and HITECH. NCPDP members have created standards such as the Telecommunication Standard and Batch Standard, the SCRIPT Standard for ePrescribing, the Manufacturers Rebate Standard and more to improve communication within the pharmacy industry. Our data products include dataQ®, a robust database of information on more than 76,000 pharmacies, and HCIdea®, an innovative prescriber database that provides continually updated information on more than two million prescribers. NCPDP's RxReconn® is a legislative tracking product for real-time monitoring of pharmacy-related state and national legislative and regulatory activity. For more information about NCPDP Standards, Data Services, Products, Educational Programs and Work Group meetings, go online at [www.ncdp.org](http://www.ncdp.org) or call 480.477.1000.

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