FOR IMMEDIATE RELEASE

NCPDP Announces Patient Activist, Dave deBronkart, to Headline its 2019 Annual Conference, Dare to Disrupt

SCOTTSDALE, AZ – February 19, 2019 – NCPDP announced today that Dave deBronkart, aca “e-Patient Dave,” a cancer survivor and well-respected advocate for patient engagement, will deliver the luncheon keynote on Tuesday, May 7, at its 2019 Annual Technology & Business Conference. deBronkart brings critical awareness of participatory medicine and empowering partnerships between patients and their medical providers to NCPDP’s Annual Conference, May 6-8, at the Westin Kierland Resort & Spa in Scottsdale, Arizona.

NCPDP’s national conference draws more than 700 attendees from across the healthcare industry, including technical, business and executive representatives from health plans, pharmacy benefit managers, retail and independent pharmacies, long-term care providers, healthcare consultants, technology vendors, manufacturers, wholesale drug distributors, database management organizations and others. Dare to Disrupt, the theme of the conference, captures NCPDP’s inherent, bold innovation and its continuing efforts to break new ground and deliver industry standards and solutions that benefit all healthcare stakeholders—including patients.

“The fact that Dave is a known, authentic, passionate and trusted voice of the patient makes him a perfect fit for our conference and our members,” said Lee Ann Stember, President and CEO of NCPDP. “We believe in the importance of representation from a patient’s perspective because that is our focus. NCPDP members bring their own experiences into our forums - as professionals and on a personal level as patients or caregivers. These distinct viewpoints help us champion creativity and problem-solving to develop sustainable solutions that improve the healthcare experience.”

An accomplished speaker in his professional life before cancer, deBronkart is the best-known spokesman for the patient engagement movement, attending more than 600 conferences and policy meetings in 19 countries and testifying on Capitol Hill for patient access to the medical record under the Meaningful Use incentive program. deBronkart is the author of the highly rated “Let Patients Help: A Patient Engagement Handbook,” and the forthcoming book, Superpatients: patients who extend science when all other options are gone.

A co-founder and chair emeritus of the Society for Participatory Medicine, deBronkart has appeared in Time, U.S. News, USA Today, Wired, MIT Technology Review, and the HealthLeaders cover story titled “Patient of the Future.” His TED Talk titled “Let Patients Help” went viral and for years ranked in the top half of the most viewed TED Talks of all time with more than a half million views. In 2012, the National Library of Medicine announced archiving his blog in its History of Medicine Division. deBronkart was the Mayo Clinic’s 2015 Visiting Professor in Internal Medicine.
Early Bird, discounted registration ends February 15 for NCPDP’s 2019 Annual Technology & Business Conference. Click here to register and to take advantage of $275 in Early Bird savings.

For real-time updates before and during the conference, follow https://twitter.com/NCPDP or join the discussion using the hashtag #NCPDP19.

**Journalists:** Click here to download photo of Dave deBronkart.

**About NCPDP**
Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization with more than 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 80,000 pharmacies, resQ™, an industry pharmacy credentialing resource, and HCldea®, an innovative prescriber database that provides continually updated information on more than 2.5 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 http://www.ncpdp.org or call 480.477.1000.

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