

## **MEDIA ADVISORY**

### **AMENDOLA COMMUNICATIONS' LINDSEY KARBERG TO ADDRESS THE NATIONAL COUNCIL FOR PRESCRIPTION DRUG PROGRAMS (NCPDP) ANNUAL CONFERENCE**

*Healthcare social media expert to discuss social media best practices for pharmacy industry*

**WHO:** Lindsey Karberg, social media manager for the nationally recognized and award-winning public relations and marketing firm Amendola Communications, specializes in developing traditional and social media outreach strategies for healthcare organizations.

**WHAT:** National Council for Prescription Drug Programs (NCPDP) is a not-for-profit, ANSI-accredited, Standards Development Organization with over 1500 members representing every sector of the pharmacy services industry. **NCPDP's 2010 Annual Technology and Business Conference** will address healthcare reform, technology and other timely topics -- bringing education, technology and collaboration to advance the pharmacy and healthcare industry.

**Karberg will present "Social Media for the Pharmacy World"** where she will give an overview of social media outlets and provide tips on how to strategically use them to engage with others in the pharmacy industry. She will suggest tools to get started, outline best practices, and highlight how each social media outlet can help boost an individual's or a company's professional brand.

For the complete conference agenda, visit:  
[http://www.ncpdp.org/pdf/AC\\_2010\\_Schedule\\_at%20a\\_glance.pdf](http://www.ncpdp.org/pdf/AC_2010_Schedule_at%20a_glance.pdf)

For real-time updates before and during the event, follow NCPDP at <http://twitter.com/ncpdp> or join the discussion using NCPDP's 2010 conference hashtag, #NCPDP10.

#### **CONFERENCE**

**ATTENDEES:** Retail and independent pharmacies, pharmacy benefit managers (PBMs), pharmacy software vendors, manufacturers, wholesale distributors, database management organizations, health plans and more.

**WHEN:** May 4, 2010 | 1:00 p.m. – 2:00 p.m.

**WHERE:** **Arizona Biltmore Resort**  
2400 East Missouri Avenue  
Phoenix, AZ 85016  
(602) 955-6600  
[www.arizonabiltmore.com](http://www.arizonabiltmore.com)

**MEDIA CONTACT:** Jodi Amendola | 480-664-8412 ext. 11 | [jamendola@ACmarketingPR.com](mailto:jamendola@ACmarketingPR.com)

#### **ABOUT AMENDOLA COMMUNICATIONS**

Scottsdale, Ariz.- based Amendola Communications is a full-service national public relations and marketing firm specializing in healthcare, healthcare IT, high tech, and financial services. The agency was named "Best of the Best" small public relations (PR) agency by *PR Source Code* in 2007, 2008 and 2009, and is consistently ranked as one of the top PR firms by the *Phoenix Business Journal*. Service offerings include strategic counsel, comprehensive public relations and social media programs, marketing, branding and positioning, as well as advertising, design and interactive marketing campaigns. For more information, contact Jodi Amendola at 480-664-8412 ext. 11 or [jamendola@ACmarketingPR.com](mailto:jamendola@ACmarketingPR.com) or visit [www.ACmarketingPR.com](http://www.ACmarketingPR.com).