



Counter Talk™ Sessions
Thursday, July 23, 2026

The Counter Talk™ schedule and session details are subject to change.

Counter Talk™ Theater

Thursday, July 23, 2026

12:00 p.m.

The Value Seeker: Macro Trends Shaping Today's Pharmacy Shopper

This session, led by Cardinal Health's Consumer Health Marketing Director and Category Management Director, explores how shifting shopper behavior and economic pressures are reshaping today's value-seeking consumer. Using industry and Nielsen insights, the discussion highlights the drivers behind private label growth, increased brand switching, and practical ways pharmacies can engage cost-conscious shoppers through promotions, manufacturer immediately to support better patient outcomes.

RBC Content Track: Clinical Revenue Streams

Counter Talk™ Theater

Thursday, July 23, 2026

1:00 p.m.

Disaster Response Panel Discussion

The panel will offer insights to aid in the preparedness of independent community pharmacy owners and their staff on disaster responses and planning. This panel will be comprised of a member of the Cardinal Health Supply Chain Management Leadership team and pharmacy owners who have experienced disasters. They will discuss identifying steps that should be taken at each turn of a disaster response effort — from the moment a disaster occurs, to its direct impacts on the pharmacy, to the broader effects on the community and patients at large. Panelists will share their insights and best practices for updating and strengthening their emergency plans to ensure a better response post-disaster. The panel will be moderated by Sonja Pagniano, CFRE, MPA, Executive Director of the NCPA Foundation.

RBC Content Track: Advocacy

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Counter Talk™ Theater
Thursday, July 23, 2026

2:00 p.m.

The Critical Role of the Pharmacist in Improving the Patient Experience through Proper Injection Technique Education

Pharmacists can play an important role in helping patients manage their diabetes. Join Lucille Hughes, Director, Scientific Communication-Medical Information and Education at embecta, for an informative Counter Talk™ Theater session highlighting new expert recommendations and practical counseling tips for injection technique. Walk away with actionable insights you can use immediately to support better patient outcomes.

RBC Content Track: Health & Wellness

Counter Talk™ Theater
Thursday, July 23, 2026

3:00 p.m.

Innovating with Trust: Securing the AI-Driven Pharmacy

Join a panel of Cardinal Health leaders and Retail Independent pharmacists as they dive into the most pressing awareness topics for today's pharmacies and learn how to confidently embrace the future of pharmacy operations without compromising security or patient trust.

RBC Content Track: Digital Innovation

Counter Talk™ Podcast LIVE
Thursday, July 23, 2026

1:00 p.m.

Inventory Optimization: Unlocking the Future of Inventory Management

Conversation with Pharmacy Owner Jason Kizer on his experience on the benefits of Inventory Optimization compared to CIM.

RBC Content Track: Digital Innovation

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Counter Talk™ Podcast LIVE

Thursday, July 23, 2026

2:00 p.m.

Strengthening Support for an Aging Population (HomeFit Guide)

As America's population rapidly ages, much of the nation's housing stock remains designed for younger, able-bodied adults, creating safety and accessibility challenges for older residents and people with disabilities. AARP will be talking about the AARP HomeFit Guide, a free, fully illustrated 36-page publication that offers practical, affordable ways to make homes safer, more comfortable, and better suited for aging in place. Available in English, Spanish, Chinese, Korean, and Vietnamese, HomeFit focuses on home safety, fall prevention, and smart modifications that support independence for people of all ages. This conversation aligns closely with broader aging and prevention efforts and offers natural crossover with MAOTC programming, particularly around home safety education, functional ability, and maintaining independence.

RBC Content Track: [Health & Wellness](#)

Counter Talk™ Podcast LIVE

Thursday, July 23, 2026

3:00 p.m.

From Card to Counter: Making Medicare Advantage OTC Benefits Works in Your Pharmacy

This session will explore how Cardinal Health is helping retail pharmacies increase patient awareness of Medicare Advantage OTC benefits. Consumer Health leadership will share how we use targeted marketing, in-store merchandising strategies, and technology partnerships to educate patients and make it easier for them to understand and use their OTC benefit cards. We'll discuss how raising awareness and improving product visibility can help pharmacies capture a share of the \$5 billion in unused benefits each year, strengthen patient engagement, and drive front-end growth.

RBC Content Track: [Clinical Revenue Streams](#), [Health & Wellness](#)

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Counter Talk™ In Practice

Thursday, July 23, 2026

12:00 p.m.

Cardinal Health™ Pharmacy Payments

Cardinal Health and Tabz (formerly known as HealNow) have collaborated to power Pharmacy Payments – a solution to provide retail independent pharmacies with a fast, secure, and compliant payment solution that simplifies checkout, reduces costs, and enhances patient trust.

RBC Content Track: Digital Innovation

Counter Talk™ In Practice

Thursday, July 23, 2026

12:45 p.m.

From Macula to Surface: Elevating the Role of Nutrition and OTC Care in Eye Health

This presentation highlights the growing burden and underdiagnosis of AMD, and the evidence supporting nutritional intervention, introducing PreserVision AREDS3 eye vitamins as an evolution that may help support people across all stages. The presentation also addresses the prevalence of dry eye symptoms, underscoring the importance of informed eye drop selection and how the Blink eye drop and nutrition portfolio help guide patients to effective, targeted relief in a complex OTC landscape.

Counter Talk™ In Practice

Thursday, July 23, 2026

1:30 p.m.

Streamline MFP Reconciliation and Improve Accuracy

MFP reconciliation is essential, but it doesn't have to be complex. In this session we will explore how streamlining workflows and leveraging tools can reduce manual effort, improve accuracy, and drive more efficient outcomes.

RBC Content Track: Clinical Revenue Streams, Digital Innovation

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Counter Talk™ In Practice

Thursday, July 23, 2026

2:15 p.m.

Learn about the new Cardinal Health™ E.D.G.E. (Experience Digital Growth and Engagement) solution

Join the Cardinal Health solution and Lumistry team members for an interactive discussion to explore the new Cardinal Health™ E.D.G.E. *Experience Digital Growth and Engagement* solution. You'll get a guided walkthrough of key features, and strategies for integrating the platform into your pharmacy workflow. Whether you're new to the digital space or looking to expand your current approach, this session will give you the confidence to take the next step forward.

RBC Content Track: Digital Innovation

Counter Talk™ In Practice

Thursday, July 23, 2026

3:00 p.m.

Vantus™ HQ User and Org Management + Returns Process

We will be sharing the most up to date functionality on Vantus and how customers can now make changes regarding their account on their own. We will also showcase the newly enhanced returns process and how customers can quickly return product through Vantus™ HQ.

RBC Content Track: Digital Innovation

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Counter Talk™ Theater

Friday, July 24, 2026

12:00 p.m.

Adherence Packaging to Manage Chronic Diseases

It is estimated that six in ten U.S. American live with a chronic disease. Pharmacists play a crucial role in supporting patients with chronic conditions such as heart disease, mental health, and cancer. One method to assist patients is through Medication Management. Pharmacies providing Adherence Packaging to patients can collaborate with them to ensure they take the right medications at the right time with minimal side effects.

Join Leanne Haley-Brown BS Pharm, RPh, Program Lead, CPESN® Pharmacy Care At Home, Monica Nikseresht, PharmD, and Cheri Schmit, Pharmacist, Cardinal Health Senior Marketing Manager, as they discuss the benefits they've seen when patients who have chronic diseases use Adherence Packaging.

RBC Content Track: Health & Wellness

Counter Talk™ Theater

Friday, July 24, 2026

1:00 p.m.

Government Relations at the Counter: Legislative Priorities Impacting Independent Pharmacy in 2026

Join Cardinal Health's Government Relations team for a focused update on the federal and state legislative landscape impacting independent pharmacy in 2026. This session will cover key developments on Capitol Hill and across state legislatures, highlight opportunities for engagement, and outline how pending and proposed policies may impact pharmacy operations and patient access.

RBC Content Track: Advocacy

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Counter Talk™ Theater

Friday, July 24, 2026

2:00 p.m.

From Card to Counter: Making Medicare Advantage OTC Benefits Work in Your Pharmacy

This session will explore how Cardinal Health is helping retail pharmacies increase patient awareness of Medicare Advantage OTC benefits. Consumer Health leadership will share how we use targeted marketing, in-store merchandising strategies, and technology partnerships to educate patients and make it easier for them to understand and use their OTC benefit cards. We'll discuss how raising awareness and improving product visibility can help pharmacies capture a share of the \$5 billion in unused benefits each year, strengthen patient engagement, and drive front-end growth.

RBC Content Track: [Clinical Revenue Streams](#), [Health & Wellness](#)

Counter Talk™ Theater

Friday, July 24, 2026

3:00 p.m.

Updates on mNEXSPIKE® (COVID-19 Vaccine, mRNA) and the Evolving Disease Landscape

We're excited to invite you to our upcoming in-person presentation hosted by Moderna, taking place on Friday, July 24th at 3pm EST during the Cardinal Health RBC Conference, located at the Counter Talk Theater. In this session, Marc Ost, CPhT will review the evolving disease landscape, discuss the latest data on mNEXSPIKE (COVID-19 Vaccine, mRNA), and share clinical perspectives and best practices to support strong COVID-19 vaccine recommendations.

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Counter Talk™ Podcast LIVE

Friday, July 24, 2026

12:00 p.m.

Vantus™ HQ Updates and Customer Communications

We will share how we inform our customers of new enhancements to the site, how this is catering to the needs of our customers, and the feedback we receive.

RBC Content Track: Digital Innovation

Counter Talk™ Podcast LIVE

Friday, July 24, 2026

1:00 p.m.

Experience Digital Growth and Engagement with Cardinal Health™ E.D.G.E

Independent pharmacies are at a crossroads, where tradition meets transformation. This podcast explores why embracing the digital world is no longer optional, but essential for survival and growth. From online visibility and patient engagement to automated workflow and digital tools, join Cardinal Health and Lumistry team members as we break down strategies to help independent pharmacies stay competitive in today's challenging digital landscape.

RBC Content Track: Digital Innovation

Counter Talk™ Podcast LIVE

Friday, July 24, 2026

2:00 p.m.

ContinuCare Pathway: Bridging the Gap in Diabetes Supplies

We'll dive into the ContinuCare Pathway program and how pharmacies can access Cardinal's direct-to-patient DME provider for diabetes devices and supplies.

RBC Content Track: Clinical Revenue Streams, Digital Innovation, Health & Wellness

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Counter Talk™ In Practice
Friday, July 24, 2026

12:00 p.m.

The Pharmacy Reimbursement Challenge: Aligning Care and Financial Health

The Pharmacy Reimbursement Challenge: Aligning Care and Financial Health explores how recent federal policy changes—specifically the Inflation Reduction Act (IRA) and the introduction of Medicare’s Maximum Fair Price (MFP)—are reshaping pharmacy economics. The presentation highlights how new pricing and reimbursement dynamics are placing pressure on pharmacy margins while pharmacies are expected to continue delivering high-quality, accessible patient care. We will examine the downstream effects of MFP implementation on reimbursement adequacy, operational sustainability, and care delivery, and discuss strategies to better align financial viability with optimal patient outcomes.

RBC Content Track: Clinical Revenue Streams

Counter Talk™ In Practice

Friday, July 24, 2026

12:45 p.m.

Retail Plus Promo Management: A Smarter Approach to Pharmacy Promotions

Retail Plus Promo Management is a no-cost promotional program that enables pharmacies to offer supplier-funded deals to shoppers without sacrificing margin. This session will highlight how the program is designed to drive incremental front-end sales through Monthly Circulars and Buck-in-a-Basket merchandising, with all monthly marketing materials organized and delivered through the Retail One Box - and supported by complimentary third-party merchandising services. Attendees will learn how these elements work together to simplify program execution while increasing promotional impact.

Counter Talk™ In Practice

Friday, July 24, 2026

1:30 p.m.

From Claim to Cash: Optimizing Your Pharmacy's Medical Billing and Reconciliation Processes

Best practices and benefits of working medical billing aged receivables to ensure payment accuracy and maximizing reimbursement. We will also discuss managing incomplete, rejected and denied claims.

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RBC Content Track: Clinical Revenue Streams

Counter Talk™ In Practice

Friday, July 24, 2026

3:00 p.m.

Supporting an Aging Population with the AARP HomeFit Guide

AARP and supplier partner come together to explore how the aging population is being supported through home safety education and innovative products. This conversation features the AARP HomeFit Guide and showcases solutions that help make homes safer, more accessible, and better suited for aging in place.

RBC Content Track: Health & Wellness

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