



# ACTIVITY DESCRIPTION FORM (ADF)

Accreditation Council for Pharmacy Education

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**UNIVERSAL ACTIVITY NUMBER (UAN):** 0864-9999-21-006-H04-P  
0864-9999-21-006-L04-P

**Provider Name:** CPE Consultants, LLC

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**Cosponsor(s):** 9999 Joint Providership (H)  
9999 Joint Providership (L)

**Activity Type:** Knowledge

**Activity Title:** Business Essentials for Functional Medicine Pharmacists

**Learning Objectives:**  
(Pharmacists)  
At the completion of this activity, the participant will be able to:  
Evaluate various career paths for pharmacists to engage in functional medicine practice.  
Discuss functional medicine training opportunities for pharmacists.  
Discuss how to identify a niche to begin testing your program  
Determine how to identify ideal patients/customers for your business  
Devise a marketing strategy for your ideal patient and begin a beta group  
Review various social media platforms for marketing your business to determine which is right for your niche  
Determine three assessment questions to identify potential leads  
Discuss how to transition warm leads to functional medicine patients in an appointment based model (in person or virtually)  
Describe the key elements of a website that converts  
Select appropriate content blocks for a website  
Compare utility of various social media platforms for business opportunities  
Describe the downfalls of social media  
Explain how to build an effective email list and campaigns  
Review five common drug classes and easy counseling points & protocols with functional medicine approach  
Discuss implementation of medication related nutrient depletion conversations and repletion programs  
Determine how to incorporate functional lab testing into your practice  
Showcase successful group visit models in functional medicine practice  
Discuss strategies for implementing group visits into your practice  
Evaluate format options for group visits

**Activity Length:** 7 **Contact Hours Or** 0.7 **CEUs.**

**Target Audience:** Pharmacists

**Home Study Format(s):** Website

**Keyword(s):** Entrepreneurship

**Initial Release Date:** 03/05/2021

**Planned Expiration Date:** 03/05/2024

**Originally Submitted By:** Cheryl Reese

**Submission Date:** 02/25/2021

**Last Modified By:** Cheryl Reese

**Modification Date:** 02/25/2021

Date	Location	Date Entered	Format	Cosponsor	Listed in P.L.A.N. ®	Cancel
03/06/2021	Virtual,	02/25/2021	Seminar	Joint Providership		