



## MEDIA ADVISORY

Media Contact  
Jasmine Etienne // Jeti Media  
561.762.3799  
[jasmine@jetimedia.com](mailto:jasmine@jetimedia.com)

### Pharmacy Development Services to Host All Star Super-Conference In Orlando in February 2017

[Pharmacy Development Services \(PDS\)](#) is proud to announce the 13th Annual [All Star Super-Conference](#) February 23-25th, 2017 in Orlando, Florida. This event is a call-to-arms for independent pharmacy owners. Attendees will learn about the proven, data-driven solutions guaranteed to increase profits, and improve operations while connecting with thousands of like-minded pharmacy entrepreneurs, reputable vendors, and business experts in a forum unlike any other.

#### Attendees at the 2017 PDS Super-Conference will:

- Identify what drives profits in their market and how to tap into those revenue streams.
- Expose threats to their business and learn how to make them irrelevant.
- Learn what successful pharmacy owners did in the past year to become more profitable.
- Experience more than networking at yet another industry event.
- Join a united movement to transform the industry.
- Regain passion for pharmacy.

PDS believes that **pharmacy owners are not alone**, and **together**, they can make 2017 a landmark year for independent pharmacies, and pave the way **toward** a better **tomorrow**. The event will be held at [Rosen Shingle Creek](#), 9939 Universal Blvd., Orlando, Florida 32819.

PDS is proud to announce that Paul DePodesta will be one of the keynote speakers at the 2017 All-Star Super-Conference. DePodesta will share his methodology for evaluating, measuring, and creating an actionable analytics strategy to sharpen a pharmacy's competitive edge. The strategy of using 'Big Data' to drive business decisions is the subject of the Michael Lewis' book, [Moneyball: The Art of Winning an Unfair Game](#) and the premise for the award winning movie, [Moneyball](#). This analytics-based methodology has revolutionized industries—from Wall Street and Fortune 500 corporations to government and healthcare. DePodesta's enlightening program draws impactful parallels between professional sports and basic business operations.

#### Here's what past attendees had to say about the PDS Conference:

*"It's opened my eyes to the possibilities that currently lie within my own business."*

*"I've saved over \$300,000 from ideas received at the PDS Super-Conference." □*

*"PDS doesn't give you a fish, but they give you the rod, the line, the bait, show you where to go and TEACH you how to fish. It's business school for pharmacists."*

For more information and to register, call (800)987-7386 and visit [www.pdsconference.com](http://www.pdsconference.com)

**More about PDS:** *Pharmacy Development Services (PDS) founded in 1998 by Dan Benamoz, RPh, is the leading membership-based service provider of business education for independent pharmacy owners. As a pharmacy innovator and the only company of its kind with a dedicated R&D team, and data-mining software, PDS provides members with actionable solutions, programs, and training that positively impact the bottom line.*

*For more information visit [pharmacyowners.com](http://pharmacyowners.com) or call (800)987-7386.*

###