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## MEDIA RELEASE

### **PDS Announces Mark Cuban as Keynote Speaker at 2022 Super-Conference in Florida**

LAKE WORTH, Fla. – Pharmacy Development Services (PDS) announces Mark Cuban as the keynote speaker for their annual PDS Super-Conference. The 2022 PDS Super Conference will be hosted at the Disney Coronado Springs Resort in Orlando, FL from February 17<sup>th</sup> to 19<sup>th</sup>. This year’s theme is “RxFactor.” Although intangible, your RxFactor is invaluable to the success of your business once you understand what unique factors drive your results and how to invest in those resources.

The Mark Cuban Cost Plus Drug Company recently introduced a new benefits management company with the goal of radically improving the transparency in how they price their drugs by making it a point to ensure that everyone knows what it costs to manufacture, distribute, and market their drugs to pharmacies--meaning no hidden costs, no middlemen, no exclusive rebates--making sure to remain viable and profitable.

PDS’ mission has always been to empower independent pharmacy owners by helping create opportunities for improved patient outcomes and scalable growth. In addition, PDS has always centered its education on strategies and solutions surrounding this topic.

“PDS helped grow my business in every way from growing my GP per Rx to controlling expenses to increasing employee satisfaction and team engagement,” said Cynthia Feldman, Owner of Sweetgrass Pharmacy. She goes on to say, “I can’t imagine doing this without PDS – I love having them as part of a team!” PDS has been working to demystify the drug procurement process while also exploring other transparent health solutions.

The three-day, in-person Super-Conference is geared towards independent pharmacy owners who are committed to growing their business and focused on improving pharmacy profitability, connecting with experts in the field and learning about the latest innovative programs. Past keynote speakers include author and leadership expert John Maxwell, WealthAbility CEO Tom Wheelwright and relationship and communications expert Amanda Gore.

To learn more about the Mark Cuban Cost Plus Drug Company, visit their [website](#). To register for the 2022 PDS Super-Conference, hear testimonies and find out more about how the conference can help your business, visit the conference [website](#).

#### **About Pharmacy Development Services (PDS)**

PDS shows pharmacy owners and their teams how to build stronger businesses, provide better patient service, become more effective leaders, and improving profitability. PDS helps independent pharmacies become resistant to the industry forces working against them and find the freedom to achieve their business goals. Unlike drug distributors, buying groups, and trade associations, PDS is 100% focused on equipping independent pharmacy owners with the skills they need to make their life better and their business more valuable. For more information about Pharmacy Development Services, please visit [www.pharmacyowners.com](http://www.pharmacyowners.com) or call (800) 987-7386.

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