

NCPA Congratulates 2022 NICE Awards Recipients

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ALEXANDRIA, Va. (March 23, 2022) – Six community pharmacies have been named recipients of the 2022 NCPA Innovation Center Excellence Awards, sponsored by RedSail Technologies, LLC, the National Community Pharmacists Association announced today. This is the fifth year of the NICE Awards competition, which was created to recognize pharmacies for their efforts to enhance their value, promote their services, and better serve their communities.

“For the last five years the NICE Awards have showcased the best in community pharmacy branding and marketing – the innovations and redesigns that make promotions more effective and patients’ experiences more rewarding,” says NCPA Innovation Center President Kurt Proctor. “The aim of the NICE Awards is to spotlight what good pharmacy marketing looks like and what it accomplishes for a pharmacy business. We think it’s nice if others can learn and achieve success as a result of these community pharmacies, and applaud this year’s award recipients for their hard work and creativity.”

Frances Nahas, Chief Strategy Officer at RedSail Technologies, LLC, says, “Our goal at RedSail Technologies is to innovate and inspire. The NICE Awards represent independent pharmacies and their drive to grow and succeed by embracing change. We honor that drive here at RedSail, and hope to encourage continued innovation and passion in our customers and the communities they serve.”

The 2022 NICE Awards recipients by category are:

- Best Community Engagement – [Phipps Pharmacy in Tennessee](#)
- Best Exterior Sign – [Spruce Mountain Pharmacy in Jay, Maine](#)
- Best External Modification – [Bell Pharmacy in Camden, N.J.](#)
- Best Internal Modification – [Avant Pharmacy and Wellness Center in Charlotte, N.C.](#)
- Best Delivery Vehicle – [Table Rock Pharmacy in Morganton, N.C.](#)
- Best Marketing/Promotion – [Tomahawk Pharmacy in Tomahawk, Wis.](#)

Three independent judges reviewed this year’s submissions and selected the award recipients. Dave Wendland, who has 30 years’ experience with the Hamacher Resource Group, is responsible for strategic partner development and trade relations and works to strengthen client relationships and enhance



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product value. Ira Katz, RPh, is owner of Little Five Points Pharmacy in Atlanta. He is known for being a patient advocate with a passion for independent community pharmacy. Laura Cranston, the founder and former CEO of the Pharmacy Quality Alliance, enjoys consulting with organizations innovating around the delivery of clinical services by pharmacists. She has is committed to enabling pharmacists to practice at the top of their license and play a meaningful role in team-based care.

*Founded in 1898, the National Community Pharmacists **Association is the voice for the community pharmacist**, representing **nearly 19,400 pharmacies that employ approximately 215,000 individuals nationwide**. Community pharmacies **are rooted in the communities where they are located** and are among **America's most accessible health care providers**. To learn more, visit www.ncpa.org.*

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