

CONFERENCE
PROGRAM

2017 PBMI Drug Benefit Conference

MARCH 6 – 8, 2017 LOEWS PORTOFINO BAY HOTEL ORLANDO, FL



Creating a Community:

CONNECTING • SHARING • LEARNING

P B Pharmacy Benefit
M I Management Institute®

Message from the Executive Director

PBMI will be in Orlando, Florida, the sunshine state, hosting our 22nd Annual Drug Benefit Conference. This conference is focused on “Creating a Community” for attendees to connect with thought leaders across the industry, share best practices, and learn what’s new in the drug benefit landscape. We hope you can join us and be a part of our community which draws key benefits decision makers and managed care professionals from across the industry.

Education on the best practices for managing the drug benefit continues to be our top priority. I am excited to share with you the impressive list of thought leaders and innovators we have on our agenda (see page 5). The topics that will be addressed cover the broad spectrum of healthcare informatics and big data, specialty pharmacy pipeline and trends, the impact of technology on healthcare and pharmacy management, as well as effective strategies to help improve pharmacy benefit management.

In addition to our educational sessions, we also have several opportunities for networking and building relationships with your peers and colleagues in the industry.

Once again, we will feature a 5K run/walk and yoga class for our 2017 conference to help you stay active while at our conference. Be sure to bring your running shoes.

As the executive director of PBMI, I would like to invite you to join us for what’s shaping up to be an exciting conference in Orlando. Hope to see you there!

Jane Lutz



Executive Director
PBMI



Our conference will be held at the Loews Portofino Bay Hotel at Universal Orlando®, March 6-8, 2017. The atmosphere of this hotel and its surroundings mimic the beautiful village of Portofino in Italy. Conference attendees will enjoy complimentary access to several entertainment venues as well as early park admission to The Wizarding World of Harry Potter™, priority access to participating rides/attractions at the Universal Studios Florida – Universal Express, and the Islands of Adventure.

PBMI has reserved a block of rooms at the rate of \$269* *per night plus taxes*. Conference attendees are responsible for making their own hotel reservations at the host property. This rate expires **February 13, 2017**. *Book early, rooms fill up fast!*

***PLEASE NOTE** – Once your room confirmation number is received, a deposit of one night’s room and tax will be taken from the credit card on your reservation. This deposit is refundable if a cancellation is made three days prior to arrival.

Attendees have two options to reserve a hotel room:

- Online: <https://uo.loewshotels.com/en/Portofino-Bay-Hotel/GroupPages/PBMI>
- Call: 1-866-360-7395. *Please reference PBMI Conference as the group name.*



Loews Portofino Bay Hotel

Scott Gottlieb, MD

Scott Gottlieb, MD is a practicing physician and Resident Fellow at the American Enterprise Institute. A leading expert in health policy, Dr. Gottlieb's work focuses on providing insights into the economic and technological forces driving the transformation of healthcare.

From 2005-2007, Dr. Gottlieb served as FDA Deputy Commissioner for Medical and Scientific Affairs and before that, from 2003-2004, as a senior advisor to the FDA Commissioner and as the FDA's Director of Medical Policy Development. He left FDA in the spring of 2004 to work on implementation of the new Medicare Drug Benefit as a Senior Adviser to the Administrator of the Centers for Medicare and Medicaid Services, where he supported policy work on quality improvement and the agency's coverage process, particularly related to new medical technologies.

Dr. Gottlieb is the author of more than 300 articles that have appeared in leading medical journals as well as *The Wall Street Journal*, *The New York Times*, *USA Today* and *Forbes Magazine*. Dr. Gottlieb has held editorial positions on the *British Medical Journal* and the *Journal of the American Medical Association* and appears regularly as a guest commentator on the cable financial news channel CNBC.



Schedule-at-a-Glance*

Sunday, March 5

4:00 pm to 8:00 pm Early Onsite Registration

Monday, March 6

8:00 am to 7:00 pm Registration
 10:30 am to 12:45 pm Preconference Workshops (2)
 1:00 pm to 2:15 pm Opening Remarks and Keynote Speaker
 2:15 pm to 3:15pm General Session
 3:15 pm to 3:45 pm Break
 3:45 pm to 4:45 pm Breakout Sessions (3)
 4:55 pm to 5:55 pm General Session
 6:00 pm to 7:30 pm Opening Networking Reception

Tuesday, March 7

6:00 am to 7:30 am 5K Run/Walk
 7:30 am to 8:30 am Breakfast
 8:30 am to 9:30 am General Session
 9:30 am to 10:30 am General Session
 10:30 am to 11:00 am Break
 11:00 am to 12:00 pm Breakout Sessions (3)
 12:00 pm to 1:15 pm Lunch

1:15 pm to 2:15 pm Breakout Sessions (3)
 2:25 pm to 3:25 pm General Session
 3:25 pm to 3:45 pm Break
 3:45 pm to 4:45 pm General Session
 4:45 pm to 5:30 pm Excellence Awards and Specialty Drug Benefit Report
 5:30 pm to 7:00 pm Networking Event

Wednesday, March 8

6:00 am to 7:00 am Yoga
 7:30 am to 8:30 am Breakfast
 8:30 am to 9:30 am General Session
 9:40 am to 10:40 am Breakout Sessions (3)
 10:40 am to 11:00 am Break
 11:00 am to 12:00 pm Breakout Sessions (2)
 12:00 pm to 12:15 pm Closing Remarks

*Schedule subject to change.

Learn about the best practices and approaches for effectively managing the drug benefit. We have more than 20 sessions available to conference attendees. The agenda focuses on the following themes.

- **Track – Clinical Management:** Maximize the clinical value of the prescription drug dollar, promote patient safety, and enhance member outcomes
- **Track – Business:** Understand and engage in best business practices to promote a sustainable drug benefit
- **Track – Specialty and Compounds:** Anticipate and plan for new and ongoing developments in the fast-growing specialty drug pipeline

In order to provide more content, we have combined some presentations thematically into single sessions. These are denoted with “Talk 1” and “Talk 2” on the conference program descriptions.

You can design your perfect strategy: follow a specific track or mix and match – you choose. Check out pages 5-12 for the full program.

Conference Goals

After participating in the conference, attendees will be able to understand and act on:

- Appropriate management strategies for the specialty drug benefit (including, biosimilars, oncology, and specialty pharmacy programs)
- Best practices for managing compounded medications
- Legislative regulatory activities affecting the healthcare system
- Unique technology approaches for better member engagement
- Effective strategies for managing the traditional drug benefit (including medication adherence, opioid management, improving health outcomes, and medication therapy management)

Participate in a FREE Pre-Conference Workshop (2 available)

Conference attendees have the choice to attend one of two workshops on the first day before the main conference begins. Why not get the most out of your PBMI conference experience? Both workshops will be held March 6 from 10:30 am to 12:45 pm. To learn more, see page 5.

Pre-Conference Workshop A Ligurian Ballroom

Trust But Verify: A Case Study on the Value of Auditing Your PBM

Marci Guillemette, MBA, CPhT, Director, Audit Services, Pharmaceutical Strategies Group
Shawn Barger, PharmD, Director, Pharmacy, AvMed, Inc.

Sponsored by



Pre-Conference Workshop B Tuscan Ballroom I and II

Improving Patient's Safety and Outcomes with Innovative Solutions

Justin Nguyen, Manager, Product Innovation, Surescripts, LLC
Luke Forster-Broten, Product Manager, Surescripts, LLC
Chris Hansen, Senior Business Management Analyst, Surescripts, LLC

Sponsored by



Earn Free Continuing Education Credit

We are pleased to offer continuing education (CE) credit for pharmacists (Accreditation Council for Pharmacy Education). We have twelve CE designated sessions. Participants may earn up to eight (8) contact hours of CPE. Each session identified with **CE** is worth 1.0 contact hour.

MARCH 5 Sunday

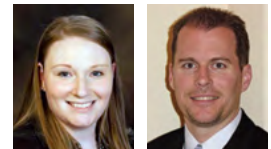
4:00 pm to 8:00 pm Early Onsite Registration

MARCH 6 Monday

8:00 am to 7:00 pm Registration

10:30 am to 12:45 pm
Marci Guillemette, MBA, CPhT,
 Director, Audit Services,
 Pharmaceutical Strategies Group
Shawn Barger, PharmD,
 Director, Pharmacy,
 AvMed, Inc.

Pre-Conference Workshop A Ligurian Ballroom
Trust But Verify: A Case Study on the Value of Auditing Your PBM
 During this workshop, we will highlight the value of auditing your PBM on items such as pricing, member cost share, and the administration of clinical programs. A post-implementation audit was completed for a client in the Spring of 2016 with substantial value added to the pharmacy program.



Guillemette

Barger

Lunch is included and will be served at noon.

Sponsored by Pharmaceutical Strategies Group

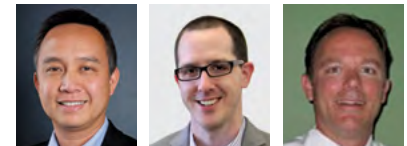
PRE-REGISTRATION IS REQUIRED.

10:30 am to 12:45 pm
Justin Nguyen,
 Manager, Product Innovation,
 Surescripts, LLC
Luke Forster-Broten,
 Product Manager,
 Surescripts, LLC
Chris Hansen,
 Senior Business Management
 Analyst, Surescripts, LLC

Pre-Conference Workshop B Tuscan Ballroom I and II
Improving Patient's Safety and Outcomes with Innovative Solutions

During this session, the presenters will highlight strategies and tools to improve patients' medication adherence. Attendees will learn how:

- Having access to capabilities that provide patient-specific pharmacy benefit and cost information can allow for greater collaboration in patient-provider consultations
- Electronic prior authorization can improve patient adherence and experience for providers and their staff
- Delivering adherence insights and gaps in care messages directly into the provider's workflow can help improve patients' safety and drive outcomes



Nguyen

Forster-Broten

Hansen

Lunch is included and will be served at noon.

Sponsored by Surescripts, LLC

PRE-REGISTRATION IS REQUIRED.

1:00 pm to 2:15 pm
Jane Lutz,
 Executive Director, PBMI
Scott Gottlieb, MD

Welcome Venetian Ballroom
Opening Remarks and Keynote Speaker



Lutz

Gottlieb

2:15 pm to 3:15 pm
George Hill,
 Director Equity Research
 Analyst, Deutsche Bank

General Session Venetian Ballroom
Wall Street's Outlook on the PBM Industry
 In this session, George Hill will share the latest insights into the PBM landscape from a Wall Street perspective. Attendees will learn about the issues affecting PBMs, and their role in the healthcare supply chain.

3:15 pm to 3:45 pm **Break** Exhibit Hall – Tuscan Ballroom III and IV

Note: Not all speaker photos available at time of publishing.

Monday continued on next page.

PBMI's Excellence Award Ceremony

We will celebrate our second year of the Excellence Award Program. Organizations will be recognized for excellence across the pharmacy management continuum in areas of: cost containment, quality improvement, and quality of care. Award recipients(s) for 2017 will be recognized during the Excellence Award Ceremony on Tuesday, March 7th at 4:45 pm in the Venetian Ballroom.

3:45 pm to 4:45 pm

Breakout Sessions (Choose one of three)

Track: Clinical Management Tuscan Ballroom I and II

Sarah Dykstra, PharmD,
Director, Pharmacy Services,
Independent Care Health Plan
(iCare)

Paul von Ebers, MBA,
President and CEO,
Prospective Health

Jessica Frank, PharmD,
Vice President, Quality,
OutcomesMTM

Medication Non-Adherence: Perspectives, Experiences, and Evidence **CE**

Across the healthcare continuum plan sponsors have many options to design unique adherence solutions. This session will examine the diverse approaches implemented in the marketplace. Attendees will also hear experiences from a health plan who manages a challenging to reach, high risk population with local pharmacist services to impact adherence rates. Session participants can expect to gain insight regarding what delivery models are most impactful for elevating adherence results across populations.



Dykstra



von Ebers



Frank

Track: Business Ligurian Ballroom

Anthony Schueth, MS,
CEO and Managing Partner,
Point-of-Care Partners

Julia Crouse, MBA,
Director, Strategic Innovation,
DrFirst

Morgan Bojorquez, M.Eng.,
Director, Pharmacy Clinical
Integration, Humana

Real-Time Benefit Inquiry: The Time is Right for More Informed Medication Decisions

Communicating better formulary and benefit (F&B) information at the point of care is a critical industry need. While important, today's eligibility-informed F&B paradigm matches patients 65-70% of the time. Some physicians and electronic health record (her) systems, however, do not use F&B due to perceived inaccuracies and lack of complete data. Improved F&B information at the point of ePrescribing can help physicians prescribe the appropriate drug for the patient. This translates into improved patient management, healthier patients, and better outcomes, which in turn reduces cost of care.

This session will examine real-time benefit inquiry (RTBI) as an alternative and adjunct to the eligibility-informed F&B paradigm. The speakers will describe lessons learned and best practices from RTBI pilots, convey the value of RTBI to employer groups, payers/PBMs, and patients, and what's needed to advance adoption of RTBI.



Schueth



Crouse



Bojorquez

Track: Clinical Management Venetian Ballroom

Del Doherty,
PharmD, PhD, MPH,
Vice President, Managed Care,
PersonalMed, LLC

Angela Van Dyke, CPhT,
Sales Manager,
PersonalMed, LLC

There's More to Compound Medications than Meets the Eye **CE**

Talk 1 – Compound Medications Matter: Perspectives from Patients, Providers, and Payers

The ongoing debate around price inflation on generic medications has resumed conversations about the relevance of compound medications. While the unfathomable increase in the cost of compound medications between 2012 and 2015 has spurred government and payers to tighten controls and attempt to plug leaky management strategies, compound medications have thrived and, in some cases, provided the best available intervention for a patient, as well as the standard of care for a particular health problem. This presentation uses results from comprehensive surveys to capture the patient, prescriber, and payer experiences and attitudes toward compound medications in spite of the anxious rhetoric and aggressive management strategies around these medications.



Doherty



Van Dyke

Marc Appel, JD, MBA,
Healthcare Research Analyst,
Marathon Asset Management

Talk 2 – Compounding Pharmacies: Part of the Solution to Lower Drug Spend

The rising prices of drugs have caused year-over-year increases in the amount employers are being forced to spend on drugs. This is particularly a problem for drugs that are no longer under patent and have limited competition. Compounding pharmacies have capabilities to produce drugs that can help fill this gap. Incorporating compounding pharmacies into PBM and insurance company formularies can provide a mechanism for getting combination therapies and produce good outcomes at significantly lower prices.



Appel

4:55 pm to 5:55 pm

General Session Venetian Ballroom

Anita M. Allemand, PharmD,
Senior Vice President,
Enterprise Product Innovation
and Development, CVS Health

Market-Driven Approaches to Managing the Rise in Drug Prices **CE**

In the last year, drug price increases have been in the double digits in the U.S., and the increases are larger and occurring more frequently than in previous years. This issue has dominated the national media through much of 2016, led to increased congressional scrutiny, and even pushed drug pricing into the presidential campaign. But there are market-driven approaches that can help moderate the rise in prices. In fact, now more than ever, health plans and large employers need a comprehensive approach to managing rising drug prices that both improves patient care and reduces unnecessary spending.



Allemand

6:00 pm to 7:30 pm

Opening Reception Sponsored by OutcomesMTM Exhibit Hall – Tuscan Ballroom III and IV

Note: Not all speaker photos available at time of publishing.

MARCH 7 Tuesday

6:00 am to 7:30 am	5K Run/ Walk Harbor Piazza
7:30 am to 8:30 am	Breakfast Exhibit Hall – Tuscan Ballroom III and IV
8:30 am to 9:30 am	<p>General Session Venetian Ballroom</p> <p>Steve Miller, MD, Senior Vice President and Chief Medical Officer, Express Scripts</p> <p>Managing a Perfect Storm to Provide the Best in Cost Management and Patient Care CE</p> <p>Payers are more challenged than ever as they struggle to provide the best member care while controlling healthcare costs. They face a perfect storm of dramatic branded-drug price inflation, record number of new products coming to market, and increasing prevalence of chronic and complex medical conditions. But there are opportunities to balance the budget while improving health outcomes, ranging from innovative benefit management and integrated care techniques, to advocating for lower-cost biosimilars. This session will offer a discussion of what can be done to manage the pharmacy benefit particularly in diabetes and inflammatory conditions – which represent payers’ top overall and top specialty categories of drug spend. You will also be part of an exclusive unveiling of the 2016 Express Scripts Trend Report.</p>  <p>Miller</p>
9:30 am to 10:30 am	<p>General Session Venetian Ballroom</p> <p>Michael Rea, PharmD, Founder and CEO, Rx Savings Solutions</p> <p>The Prescription for a Healthier Member Experience</p> <p>As consumers and companies are burdened with increasing healthcare spend year after year, finding effective ways to help manage these costs has become a priority. As health insurers and employers work to provide innovative software tools to help empower and engage consumers on ways to save on healthcare costs, consumers also need to be encouraged to change their behavior. In this discussion, you will gain a better understanding of how pharmacy, the most predictable spend in healthcare, is the foundational building block to making a meaningful difference for employers and their members through proven and measurable savings opportunities.</p>  <p>Rea</p>
10:30 am to 11:00 am	Break Exhibit Hall – Tuscan Ballroom III and IV
11:00 am to 12:00 pm	Breakout Sessions (Choose one of three)
	Track: Clinical Management Venetian Ballroom
	<p>Steve Johnson, PharmD, Senior Director, Health Outcomes, Prime Therapeutics</p> <p>Assessing the Impact of New Drug Approval Contribution to Increasing Pharmacy Cost Trends Over the Past 5 Years CE</p> <p>Several new drugs have been approved in recent years offering innovative new treatments, modifications of existing therapies, alternatives to existing therapies, and treatments for conditions that previously had no alternatives. These therapies have included both traditional and specialty drugs, and have contributed significantly to increasing prescription drug trends. Highlights of these approvals and their contribution to trends will be reviewed.</p>  <p>Johnson</p>
	Track: Business Ligurian Ballroom
	<p>Using Technology to Drive Greater Member Engagement</p> <p>Bryce Canfield, Vice President, Business Development, GoodRx</p> <p>Leah Schelin, Vice President, GoodRx</p> <p>Talk 1 – We Shop for Everything Else...Why Not Pharmacy?</p> <p>Through the use of technology, the average healthcare consumer can become more powerful than ever before. When patients are engaged, they will make better decisions and cost less with respect to their prescription drugs.</p>  <p>Canfield</p>  <p>Schelin</p> <p>Rajiv R. Shah, MD, Founder and Chief Medical Officer, MyMeds, Inc.</p> <p>Georgia Eddleman Little, MBA, Chief Customer Experience Officer, Prime Therapeutics</p> <p>Talk 2 – Digital Technology – Engaging Members with Care Teams to Drive Real-Time Clinical and Financial Impact on High Cost, Specialty Conditions</p> <p>Technology that drives engagement between members and care teams can impact high-cost, high-value members with specialty conditions. The future of healthcare includes using digital technology to create a relationship with the pharmacist-led care team. Additionally, taking real-time member-reported data to increase the velocity by which the PBM care teams can intervene early, can make a clinical difference for members, while at the same time protecting the investment made by plans in the drugs.</p>  <p>Shah</p>  <p>Eddleman Little</p>

Tuesday continued on next page.

Track: Specialty and Compounds Tuscan Ballroom I and II

Renee Rayburg, RPh,
Senior Director Clinical Consulting, Artemetrx

Donna Joyner, CPA, CGBA,
PEEHIP Director, Public Education Employees' Health Insurance Plan Retirement Systems of Alabama

Diane E. Scott, CPA, CGMA,
Chief Financial Officer, Public Education Employees' Health Insurance Plan Retirement Systems of Alabama

Specialty Drugs: It's Difficult to Manage What You Can't See **CE**

As specialty drug spend and trend continues to increase at double digit rates, payers continue to be challenged with effective ways to manage specialty drugs and contain costs. One of the biggest challenges encountered is the lack of insight into the full specialty drug spend across both the medical and pharmacy benefits. After incurring greater than a 30% increase in specialty pharmacy spend in Q1 2015 over Q1 2014, one large employer group servicing 300,000 members sought assistance, specifically services designed to reduce their specialty drug spend. They requested a thorough analysis of their data to identify the most obvious and urgent drug prescription issues that could result in immediate savings. Through the use of a web-based tool combining applied prescription informatics knowledge with a unique analytics data engine containing integrated claims across both benefits, a decrease in specialty drug spend was realized. Real-world examples of cost-saving solutions highlighting the use of this tool in the identification of opportunities combined with specialty drug expertise will be explored.



Rayburg

12:00 pm to 1:15 pm

Lunch Citrus Plaza Exhibit Hall Open – Tuscan Ballroom III and IV

1:15 pm to 2:15 pm

Breakout Sessions (Choose one of three)

Track: Clinical Management Venetian Ballroom

William (Bill) Miller, RPh,
National Clinical Account Executive, Navitus Health Solutions

Laura Jester, PharmD,
Pharmacist, Specialty Pharmacy Programs, Navitus Health Solutions

Farrah Wong, PharmD, RPh,
Director, Pipeline and Drug Surveillance, OptumRx

Are You Keeping Pace with the Dynamics of Biosimilars and the Drug Pipeline? **CE**

Talk 1 – Strategies for Managing Biosimilars in a Rapidly Changing Marketplace

There has never been a period of greater change and uncertainty in pharmacy benefits – and the stakes for plan sponsors have never been higher. Biologics are the fastest growing segment of the pharmaceutical industry, and as patent protection expires for these high-cost drugs, a new market is opening up for biosimilars. Biosimilars will enter the market soon with the potential to provide savings of 10%-50% over biologics. This talk will cover the financial, legislative, and clinical aspects of biosimilar products in the U.S. market and give you the innovative strategies you need to take control of soaring pharmacy costs.



Miller



Jester

Talk 2 – Managing High-Impact Pipeline Drugs – Evolving Payer Considerations

With nearly 15% of total spend attributed to new-to-the-market drugs last year, managing for the pipeline is more important than ever before. Successfully navigating the next blockbusters is dependent on proactively managing for trend before it happens.

70% of total pharmacy drug spend is currently represented by five classes. To get patients living with these conditions, the right medicine at the right time for the best cost, PBMs and payers must assess pharmacy and medical data, clinical effectiveness, and modeling and forecasting insights to identify appropriate management strategies for each drug in development.



Wong

The speakers will discuss what payers should expect from the emerging and highly complex biosimilar landscape. Attendees will learn about projected biosimilar launches, clinical trials underway in the U.S., and medications moving through various pipelines.

Note: Not all speaker photos available at time of publishing.

Tuesday continued on next page.

Conference Mobile App

Make new connections or reconnect with peers and colleagues using the conference mobile application. In addition, gain quick access to the agenda, details about the speakers, sponsors, and exhibitors, and up-to-date conference information.

Login details will be shared with conference attendees a few weeks prior to the meeting. This application is compatible with iOS, Android, Blackberry, and other smartphone, and tablet devices.

Track: Business Ligurian Ballroom

Amy B. Cox,
Director, Corporate Benefits,
WABTEC

Chris Robbins,
Strategic PBM Executive,
Arxcel-PBGH

Diane C. McClune, MBA,
Vice President, Operations,
Pittsburgh Business Group on
Health (PBGH)

Matthew Gibbs, PharmD,
President of Commercial and
Managed Markets, EnvisionRx

Lynn Rossetto, PharmD,
General Manager, Employer
and Key Accounts, EnvisionRx

Practical Program Strategies for Effective Drug Benefit Management

Talk 1 – Formulary Management-How an Employer Impacted Trend While Supporting the Needs of Members

A large industrial employer, WABTEC, with primarily mid-aged men chose to actively become engaged in formulary management. Although bargaining units were part of the considerations, this employer recognized that controlling costs while providing quality prescription drug opportunities would result in a win for both the employee and the employer. Working closely with their account team, WABTEC chose to review their formulary and look at access with controlled options. This has resulted in bending the trend; which supports the employers “bottom line” while maintaining access to quality prescription drug offerings.



Cox



McClune

Talk 2 – Old Bottles New Wine: How Traditional Plan Management Strategies Continue to Evolve And Provide Savings to Plans

There have been multiple “tried and true” pharmacy cost management strategies which have continued to surpass newer “shiny object” initiatives. From step therapy to pharmacogenomics, there is a continued evolution of traditional cost management strategies which should continue to be the foundation of any pharmacy cost management program. This talk will review the actual performance from existing cost management strategies and how these programs are evolving into complex programs which now encompass everything from member communication to manufacturer rebate contracting.



Gibbs



Rossetto

Track: Specialty and Compounds Tuscan Ballroom I and II

Tony Zappa, PharmD, MBA,
Vice President, Visante Inc.

Greg Teale, PharmD, BCPS,
System Director of Pharmacy,
Saint Luke’s Health System of
Kansas City

Michael T. Einodshofer, MBA,
Chief Innovation Officer,
Maxor National Pharmacy
Services

Leveraging Collaborative Relationships with Multiple Healthcare Constituencies

Talk 1 – Hospital-Based Specialty Pharmacies and Health Plans: Friends, Not Foes

Many health systems and hospitals have implemented or are planning to start specialty pharmacy programs to enhance their patients’ experience, coordinate care across treatment settings, and improve outcomes. PBMs and health plans often see these specialty pharmacy programs as a threat based on assumptions about cost increases or poor clinical performance. The speakers will present information on the advantages that health system specialty pharmacies can bring to health plans and PBMs, and why they should be considered for network inclusion to complement existing providers.



Zappa



Teale

Talk 2 – The Important Link Between PBMs and Specialty Pharmacies: Achieve Better Financial and Clinical Results Through Collaborative Relationships

The PBM industry is not just changing, it has changed. Specialty medications comprised 1.8% of drugs prescribed in 2014, but represented 43.2% of total drug spend, according to recent research from the University of North Carolina at Chapel Hill.

While pharmacies have traditionally relied on PBMs to appropriately adjudicate claims and administer network services, the demands around specialty pharmacy require much greater collaboration to deliver optimal services and clinical care.

Value is optimized when both PBMs and specialty pharmacies understand each other’s dependencies and where their capabilities and needs intersect.

Working together and leveraging communication channels will unlock opportunities that lower costs and improve outcomes.



Einodshofer

Note: Not all speaker photos available at time of publishing.

Tuesday continued on next page.

Enjoy Daily Networking Opportunities

Take advantage of opportunities to network and establish relationships with peers and colleagues by:

- Attending breakout sessions designed for benefits generalists and managed care professionals
- Visiting the exhibit hall staffed by various industry company exhibitors with solutions to your company’s challenges
- Joining networking receptions, breaks, and meals

<p>2:25 pm to 3:25 pm Peter Bach, MD, MAPP, Director, Center for Health Policy and Outcomes, Memorial Sloan Kettering Cancer Center</p>	<p>General Session Venetian Ballroom Comprehensive Genomic Profiling: The Universal Pathway Solution to Manage Oncology Spend CE According to the 2016 Genentech Oncology Trends Survey Report¹, the top three most pressing challenges faced by the 100 payers surveyed are:</p> <ol style="list-style-type: none"> 1. Control of cancer specialty drug costs 2. Control of overall cancer care costs 3. Balancing treatment standardization with personalization <p>This talk offers solutions to assist with value-based oncology decision-making as outlined below:</p> <ul style="list-style-type: none"> • Background <ul style="list-style-type: none"> – Clinical and economic impact of an accurate comprehensive genomic profile testing approach – Regulatory factors – potential FDA approval of a universal companion diagnostic – The numbers aren't adding up: epidemiology numbers and real-world treatment patterns • Evidence-based medicine solutions to address challenges of therapeutic decisions <ul style="list-style-type: none"> – Addressing the information gaps PBMs face as a result of the fragmented oncology landscape – The impact of getting the most up-to-date information in the hands of those making therapy decisions: both payers and providers <ul style="list-style-type: none"> ◦ The role of the PBM: specialty oncology medication management of the future <p>¹ The 2016 Genentech Oncology Trend Report: Perspectives From Managed Care, Specialty Pharmacies, Oncologists, Practice Managers, and Employers. 8th ed. South San Francisco, CA: Genentech; 2016.</p>	 Bach
<p>3:25 pm to 3:45 pm</p>	<p>Break Exhibit Hall – Tuscan Ballroom III and IV</p>	
<p>3:45 pm to 4:45 pm Stan Kachnowski, PhD, MPA, CSEP, Chair, HitLab</p>	<p>General Session Venetian Ballroom Transforming into a Digital Health Era—Are You Ready? The digital health trajectory continues, and the market is now expected to reach \$233 billion by 2020. The biggest driver of that change is the mobile health market. Dr. Kachnowski will discuss the evolution of payers as potentially the stewards to digital health, genetic testing, devices, and new providers entering the space.</p>	 Kachnowski
<p>4:45 pm to 5:30 pm Jane Lutz, Executive Director, PBMI Sharon Frazee, PhD, MPH, Vice President of Research and Education, PBMI</p>	<p>General Session Venetian Ballroom PBMI Excellence Award Ceremony and PBMI 2017 Trends in Specialty Drug Benefits Report Findings Join us as we recognize organizations and present awards for exceptional contributions across the pharmacy continuum. Following the ceremony, Jane Lutz and Dr. Sharon Frazee will provide highlights of the findings from PBMI's 2017 Trends in Specialty Drug Benefits Report sponsored by Walgreens.</p>	 Lutz  Frazee
<p>5:30 pm to 7:00 pm</p>	<p>Conference Networking Reception Sponsored by Maxor National Pharmacy Services Exhibit Hall – Tuscan Ballroom III and IV</p>	

Extracurricular Fun and Free Activities for Conference Attendees

5K Fun Run/Walk | March 7 | Check-in 6:00 am | Fun begins 6:15 am

Bring your running shoes and cross the finish line with us! On day two, we'll be up early for a light run or brisk walk to jumpstart your morning for a full day of learning. You'll receive a complimentary T-shirt and bottled water. Be sure to select your T-shirt size online when you register for the event.

Location: Meet at the Harbor Piazza

Yoga Class | March 8 | 6:00 am to 7:00 am

Arise and together let's greet the Orlando sunshine. Join us for an invigorating, yet relaxing yoga session on a beautifully landscaped lawn to help get you ready for the last day of learning. Each participant will receive a complimentary yoga mat.

Location: Meet at the Villa Lawn

MARCH 8 Wednesday

6:00 am to 7:00 am

Yoga Villa Lawn

7:30 am to 8:30 am

Breakfast Exhibit Hall – Tuscan Ballroom III and IV

8:30 am to 9:30 am

Mark Friedlander, MD, MBA,

Chief Medical Officer,
Aetna Behavioral Health

Michael Arvesen, PharmD,

Associate Vice President, Cigna
Pharmacy Management, Cigna

Colleen A. Haines, RPh,

Vice President, Clinical and
Specialty Pharmacy, Anthem
Pharmacy Services,
Anthem, Inc.

Ann Wheeler, PharmD, BCCP,

Clinical Pharmacy Manager,
UnitedHealthcare

Facilitator:

Michael Lonergan,

President, Artemetrx

General Session Venetian Ballroom

Health Plan Leadership Roundtable Addressing the Growing Issue of Opioid Utilization

The abuse of and addiction to opioids and prescription pain relievers is a serious problem that affects the health, social, and economic welfare of our country. The consequences of this abuse have been devastating and continue to be on the rise. Hear perspectives from our nation's largest health plan leaders on the challenges and opportunities of the opioid management dilemma.



Arvesen



Haines



Wheeler

Facilitator



Lonergan

9:40 am to 10:40 am

Breakout Sessions (Choose one of three)

Track: Clinical Management Venetian Ballroom

Integrating Pharmacy Practices for Improved Health Outcomes **CE**

Richard Bruzek, PharmD,

Senior Advisor, HealthPartners

Talk 1 – Dispensing the Best Value

This presentation will describe how the pharmacy value equation is changing and how pharmacists can improve health outcomes and reduce the total cost of care.



Bruzek

Gary Schneider,

Director, MedEdgeRx MTM
Network, University of
Minnesota, College of
Pharmacy

Talk 2 – Medication Therapy Management – Healthcare's Best Kept Secret

This presentation will describe the practice of MTM, its value in patient care, and the impact it can make on healthcare cost containment.



Schneider

Track: Specialty and Compounds Tuscan Ballroom I and II

Combating Adherence Challenges with Specialty Medications **CE**

Steve Avey, MS, RPh, FAMCP,

Vice President, Specialty
Clinical Programs,
MedImpact Health Systems

Talk 1 – Adherence is Important But How Else Can I Manage My Specialty Trend?

Payers are asking for financial relief from the ever-rising specialty trend. During this talk, Steve Avey will identify the cost issues and present specific programs that can assist each payer in reining in some of their specialty costs.



Avey

Kristin Begley, PharmD,

Chief Pharmacy Officer,
Truervis

Talk 2 – Specialty Adherence Toolkit: New Evidence and Tools

Dr. Begley will discuss barriers to specialty adherence, new data focusing on specialty only compliance, and new tools and vendor programs to engage members that have the highest costs to payers.



Begley

Note: Not all speaker photos available at time of publishing.

Wednesday continued on next page.

Track: Business Ligurian Ballroom

David Muhlestein, PhD, JD,
Vice President, Research,
Leavitt Partners

Evolution of the American Healthcare System Toward Value-Based Payments

This session provides context for many of the changes payers and providers are making in drug utilization management. Specifically, this session will provide an overview of major trends in healthcare payment and delivery reforms, and the policy and business implications of these changes. Topics to be discussed include recent federal legislative and regulatory activities affecting the healthcare system, including recent changes to Medicare reimbursement models. Details will be provided on the structure and development of various value-based payment models including accountable care models, the Centers for Medicare and Medicaid Systems' value-based purchasing programs, and the new physician payment reform law—the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA). Attendees will leave with a clear understanding of these market shifts, informing their strategic decisions.



Muhlestein

10:40 am to 11:00 am

Break Exhibit Hall – Tuscan Ballroom III and IV

11:00 am to 12:00 pm

Breakout Sessions (Choose one of two)

Track: Specialty and Compounds Tuscan Ballroom I and II

AJ Ally, RPh, MBA,
Vice President, Clinical
Operations, Argus Health

Lisa Smith, RN,
Director, Product Management –
Care Management Solutions
DST Health Solutions

Achieving More Value in the Management of Chronic HCV Infection: Identifying and Minimizing Waste **CE**

Discover how to achieve value in the management of chronic HCV infection, one of the most complex challenges facing health plans today. The balancing act between treating to cure and cost-effective management has led to a unique healthcare dilemma. Increased value in treatment can be assisted with a strategic focus on identifying and eliminating waste. Because chronic HCV infection therapies are expensive, any waste occurring during treatment results in a rapid increase in overall cost, and presents an opportunity for efficiencies.

Improved efficiencies in the management of hepatitis C with a resultant decrease in waste can be assisted by using a Center of Excellence model to coordinate efforts of physicians, pharmacists and patients. Each plays an important role in reducing waste, and thus increasing value in the management of chronic HCV infection. With the right approach, health plans can align the best financial outcomes (less waste) with the best clinical outcomes (the highest cure rates).



Ally



Smith

Track: Specialty and Compounds Venetian Ballroom

Thomas Morrow, MD,
Chief Medical Officer,
Next IT Healthcare

Learn the How To's for Effective Medication Adherence **CE**

Talk 1 – Why Specialty Pharmacy Needs Cognitive Technology

Adherence and compliance is the single largest barrier to improved outcomes that the specialty pharmacy industry faces. The CDC estimates that 20-30% of prescriptions are never filled, while patients fail to take medication as prescribed in 50% of cases.

Successfully promoting adherence requires engaging patients in the moment as well as providing frequent, ongoing dialogue with each patient – coaching, motivating, and gathering information that will help them fine-tune their treatment plan. While we generally know what is required to improve medication adherence, the problem persists.

In this talk, Dr. Morrow will demonstrate how specialty pharmacies can leverage cognitive technology combined with proven behavior change strategies to solve the problem of adherence and improve outcomes, specifically when managing chronic diseases.



Morrow

Ali Farrokhroo, PharmD, MBA,
Vice President, Pharmacy
Services, Alignment Health Plan

Talk 2 – Practical Solutions for Solving the Medication Adherence Problem

Medication adherence is a major public health issue that costs the U.S healthcare system more than \$300 billion annually. Improving medication adherence in patients with chronic disorders such as diabetes, high blood pressure, and high cholesterol are also an important part of CMS's star ratings. This presentation provides specific solutions and intervention examples that have proven to be successful in improving medication adherence.



Farrokhroo

12:00 pm to 12:15 pm

Closing Remarks Venetian Ballroom

Visit the Exhibit Hall

Be sure to check out our Exhibit Hall (Tuscan Ballroom III and IV) to mingle, network, and collect the latest product and service information from our exhibitors. Remember to get your Exhibit Hall Card stamped by all participating exhibitors for a chance to win one of two \$100 Visa gift cards or a grand prize. Prizes will be announced during the General Sessions on Tuesday, March 7 and Wednesday, March 8. **Winners must be present to win.**

About PBMI

PBMI is an independent research and educational organization dedicated to unraveling the complexities of pharmacy benefit management. Since 1995, we have provided thought leadership, independent research, and valuable resources that support evidence-based, actionable decision making by healthcare stakeholders. PBMI also provides a forum for purchasers to exchange ideas and drive marketplace changes that improve pharmacy benefits and control costs.

To learn more, visit www.pbmi.com.

Continuing Education Credit for Pharmacists



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Phone: 630-540-2848 Fax: 630-540-2849
www.ProCE.com

The continuing education activities for pharmacists have been developed through a joint providership of ProCE and PBMI. The 12 sessions offering ACPE credit will be designated in the program announcement with a continuing education **CE** icon. The release date for these activities is March 6-8, 2017.



ProCE, Inc. is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education (CPE). Participants attending the conference CPE activities may earn up to 8 contact hours of CPE credit.

Note: Some of the CPE sessions are being held concurrently. Conference registration fees cover the cost of CPE credit.

Statements of completion will be issued at www.ProCE.com upon successful completion of the online CPE activity learning assessment(s) and activity evaluation(s). All learning assessment(s) and activity evaluation(s) must be completed no later than April 7, 2017. No partial credit will be given for any individual session. Conflict of interest disclosures are required of all faculty and shall be provided to all participants at the conference.

Registration Policies

Cancellations received before February 21, 2017 will receive a refund less a \$150 administrative fee. Registration fees paid after February 21, 2017 are nonrefundable. If necessary, substitutions are acceptable. To transfer your registration to a colleague, contact info@pbmi.com before March 1, 2017.

Hotel Reservations

Conference attendees are responsible for making their own hotel reservations at the host property:

Loews Portofino Bay Hotel
5601 Universal Blvd
Orlando, FL 32819
1-866-360-7395

See page 2 for full details and reservation options.

PBMI Drug Benefit Conference March 6-8, 2017 • Loews Portofino Bay Hotel • Orlando, Florida

Register online at www.pbmi.com and click on Conference or complete and return this form.

Fax form to 480-222-4229, or mail to: 5360 Legacy Drive, Building 3, Suite 230, Plano, TX 75024-3105

Mr./Mrs./Ms. _____ Title _____

Organization _____ Email _____

Address _____

City/State/Zip _____ Phone _____

PBMI members receive a 10% discount on conference fees when they register online.

	On or Before 2/13/2017	After 2/13/2017
Employers, Health Plans, and Union Groups	<input type="checkbox"/> \$750	<input type="checkbox"/> \$850
Best Value Join PBMI as a Member & Go to the Conference for Nonmember Employers, Health Plans, and Union Groups <i>This rate does not qualify for any other discounts.</i>	<input type="checkbox"/> \$699	<input type="checkbox"/> \$799
PBMs, Industry Partners, Suppliers, Consultants, and All Others	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$1,495
Students (for eligibility, must register with student school email address)	<input type="checkbox"/> \$199	<input type="checkbox"/> \$199

* Join PBMI as a Member & Go to our Conference. Package includes one-year PBMI Individual Membership (value of \$150) with the registration rate for the Conference. Employers, health plans, union groups, and other plan sponsors of drug benefit programs are eligible for this membership.

Charge my credit card Bill me My check/money order for \$ _____ is enclosed.

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Pre-Conference Workshops (pick one)

Pre-Conference Workshop A - Trust But Verify: A Case Study on the Value of Auditing Your PBM
Price: **FREE** Sponsored by Pharmaceutical Strategies Group Time: 10:30 am to 12:00 pm – Monday, March 6, 2017

Pre-Conference Workshop B - Improving Patient's Safety and Outcomes with Innovative Solutions
Price: **FREE** Sponsored by SureScripts Time: 10:30 am to 12:00 pm – Monday, March 6, 2017

5K Run/Walk
Rise and shine everyone! Join us for a run or brisk walk to start your day. The 5K will start on the Harbor Piazza.
Price: **FREE** Time: 6:00 am to 7:30 am – Tuesday, March 7, 2017

Shirt Size: (unisex) XS S M L XL XXL

Yoga Class
For the last day of learning, why not begin with a relaxing and energizing yoga class on the Villa Lawn!
Price: **FREE** Time: 6:00 am to 7:00 am – Wednesday, March 8, 2017



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