

PARTNERING FOR BETTER MANAGEMENT

Monday, March 10, 2014

3:00 p.m. – 10:00 p.m.	Registration Open	West Foyer
5:00 p.m. – 7:00 p.m.	Welcome and Opening Reception	North & West Foyer
	Exhibitor Showcase	North & West Foyer
7:00 p.m. – 10:00 p.m.	'80s Night Theme Dinner	Aria Lawn

Tuesday, March 11, 2014

7:00 a.m. – 5:00 p.m.	Registration Open	West Foyer
7:30 a.m. – 8:30 a.m.	Networking Breakfast Buffet	North & West Foyer
	Clinicians' Roundtable Breakfast <i>New Guidelines for Hepatitis C Medication Therapy</i> David L. Wyles, MD <i>Associate Professor of Medicine</i> <i>Department of Medicine, Division of Infectious Diseases</i> <i>University of California, San Diego</i> Moderated by Louis C. Tripoli, MD <i>Medical Director and Vice President, Health Services</i> <i>MedImpact Healthcare Systems, Inc.</i> Learning objectives: <ul style="list-style-type: none"> • Understand the magnitude of the problem of chronic HCV infection and the challenges to treatment and the natural history of the infection • Identify recent improvements and upcoming developments in medication therapy • Describe the new AASLD/IDSA guidelines for the medical management of patients with chronic HCV infection, including the reasoning and evidence for the recommendations 	Bordeaux and Burgundy, 1st floor
	Exhibit Hall Open	North & West Foyer
8:30 a.m. – 9:00 a.m.	Welcome and Opening Remarks Greg Watanabe <i>President</i> <i>MedImpact Healthcare Systems, Inc.</i> Michelle R. Jahn <i>Senior Vice President, Account Management</i> <i>MedImpact Healthcare Systems, Inc.</i>	Ballrooms A, B, C
9:00 a.m. – 10:20 a.m.	Opening Keynote Technology Trends Steve Wozniak <i>Co-founder of Apple Computer, Inc.</i> <i>Chief Scientist of Fusion-io</i> <i>Author, iWoz: From Computer Geek to Cult Icon</i>	Ballrooms A, B, C



Tuesday, March 11, 2014

10:20 a.m. – 10:30 a.m.	Break / Exhibit Hall Open	North & West Foyer
MedImpact Connect® Sessions		
10:30 a.m. – 11:30 a.m.	<p>Medicaid <i>Strategic Innovative Initiatives Delivering Excellence</i></p> <p>Denise Kehoe <i>BusinessOne Technologies</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Understand and describe the latest state and national legislative/regulatory issues • Learn ways team-based healthcare initiatives are impacting outcomes (and budgets) • Describe quality networks and how evaluating performance impacts your bottom line and growth • Understand methods used to optimize patient care in specialty pharmacy 	Ballroom A
	<p>Medicare <i>IRx Benefit: Integrated Drug Benefit Program</i></p> <p>Paige Berger <i>Senior Vice President, Client and Business Relations</i> <i>ScriptSave</i></p> <p>Lori Jacobson, RPh <i>Vice President, Account Management</i> <i>MedImpact Healthcare Systems, Inc.</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Understand the market landscape that has contributed to excluded drug benefits • Describe how to utilize new claims information for deeper pharmacy patient profile • Identify strategies to increase member satisfaction levels through improved pharmacy coverage <p><i>*Session will be repeated during Breakout Session #1</i></p>	Ballroom B
	<p>Hospitals & Health Systems <i>340B Best Practices</i></p> <p>Jason Hardaway <i>Managing Partner</i> <i>Ciita, LLC</i></p> <p>John Henderson <i>Chief Executive Officer</i> <i>Childress Regional Medical Center</i></p> <p>Facilitated by Jill Simoes <i>Vice President, Sales and Account Management</i> <i>SUNRx</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Describe the 340B program evolution and future direction • Understand the regulations and key considerations for implementing a 340B program • Learn how a hospital established a best practice 340B program 	Ballroom C
	<p>C-suite (C-suite Only) <i>Innovation and Creativity</i></p> <p><i>Roundtable discussion featuring</i></p> <p>Steve Wozniak <i>Co-founder of Apple Computer, Inc.</i> <i>Chief Scientist of Fusion-io</i> <i>Author, iWoz: From Computer Geek to Cult Icon</i></p> <p>Facilitated by Michelle R. Jahn <i>Vice President, Sales and Account Management</i> <i>MedImpact Healthcare Systems, Inc.</i></p>	Manchester Salon
11:30 a.m. – 12:30 p.m.	Networking Lunch	Aria Lawn
	<p>CEO Lunch (CEOs Only) Featuring Scott Gottlieb, MD <i>Resident Fellow, American Enterprise Institute</i> <i>Former Deputy Commissioner, Food and Drug Administration</i></p>	Bordeaux and Burgundy, 1st floor



Tuesday, March 11, 2014

12:30 p.m. – 1:00 p.m.	<p>Lunch Dessert</p> <p>Exhibit Hall Open</p>	<p>North & West Foyer</p> <p>North & West Foyer</p>
1:00 p.m. – 2:15 p.m.	<p>General Session How Healthcare Services Will Change Under the Affordable Care Act</p> <p>Scott Gottlieb, MD <i>Resident Fellow, American Enterprise Institute</i> <i>Former Deputy Commissioner, Food and Drug Administration</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Understand how business relationships between healthcare services providers will evolve under the Affordable Care Act • Predict some secular trends that are underway in the managed care sector • Provide an overview of managed care companies and other healthcare services providers, and the business strategies that are taking shape in the market for existing and new entrants 	<p>Ballrooms A, B, C</p>
2:15 p.m. – 2:30 p.m.	<p>Break/Exhibit Hall Open</p>	<p>North & West Foyer</p>
Breakout Session #1		
	<p>Clinical Managing Specialty Drug Spend and Trend: Lessons from Oncology</p> <p>Marty Mattei, PharmD <i>Vice President, Clinical Product Innovation and Strategy</i> <i>MedImpact Healthcare Systems, Inc.</i></p> <p>Burt Zweigenhaft, BS <i>Chief Executive Officer</i> <i>Onco360®</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Describe the current landscape of specialty drug utilization in the U.S. focusing on key drivers, including oncology • Explain the key challenges with oncology therapy today • Identify the most important elements of an effective oncology management program that will ensure good patient outcomes and contain overall costs 	<p>Ballroom A</p>
2:30 p.m. – 3:30 p.m.	<p>Financial Patient Engagement and Consumerism in the New Era of Prescription Fulfillment</p> <p>Bill Barre, RPh <i>Vice President, Business Development</i> <i>MedImpact Healthcare Systems, Inc.</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Describe the current prescription fulfillment landscape • Apply strategies to leverage market dynamics and traditional pricing methodologies to increase drug savings • Develop opportunities to promote consumerism in the fulfillment channel model 	<p>Ballroom B</p>
	<p>Marketplace IRx Benefit: Integrated Drug Benefit Program</p> <p>Paige Berger <i>Senior Vice President, Client and Business Relations</i> <i>ScriptSave</i></p> <p>Lori Jacobson, RPh <i>Vice President, Account Management</i> <i>MedImpact Healthcare Systems, Inc.</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Understand the market landscape that has contributed to excluded drug benefits • Describe how to utilize new claims information for deeper pharmacy patient profile • Identify strategies to increase member satisfaction levels through improved pharmacy coverage <p><i>*Repeat of the MedImpact Connect® for Medicare Session</i></p>	<p>Ballroom C</p>



Tuesday, March 11, 2014

Breakout Session #1 (Continued)		
2:30 p.m. – 3:30 p.m.	<p>C-suite (C-suite Only) Trends in Pharmacy: Generic Inflation and Retail Consolidation Strategy</p> <p>David G. Wheeler, Jr., CPA <i>Executive Vice President and Chief Financial Officer</i> <i>MedImpact Healthcare Systems, Inc.</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Understand the key drivers of generic inflation • Discuss trends in retailer consolidation and who could be next • Determine an optimal retail strategy 	Manchester Salon
3:30 p.m. – 3:45 p.m.	Break / Exhibit Hall Open	North & West Foyer
Breakout Session #2		
3:45 p.m. – 4:45 p.m.	<p>Clinical Specialty Pharmacy: The Impact of BioSimilar and High-cost Generics</p> <p>Michael J. Baldzicki, CRCM <i>Executive Vice President, Industry Relations and Advocacy</i> <i>Armada Health Care</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Understand current trends impacting biosimilars and high-cost generics • Describe how payers are seeking ways to appropriately manage the growing cost and the role data analytics will play • Identify alternatives being suggested based on the challenge of market implementation 	Ballroom A
	<p>Financial Algorithms and Elbow Grease: Predicting and Shaping Performance Through Analytics</p> <p>Brian Cavoto, PhD <i>Managing Director</i> <i>YouGov®</i></p> <p>Frederick W. Croft <i>Managing Partner</i> <i>PVM Partners LLC</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Understand how analytics are used in the PBM space to gain a competitive advantage • Describe how statistical modeling can improve revenue forecasting accuracy, and how a forecasting model can be used as a strategic business tool • Demonstrate costing and pattern analysis techniques that can help improve your products, increase sales and build corporate profits 	Ballroom B
	<p>Marketplace Innovative Medication Therapy Management Services to Improve Health Outcomes</p> <p>Marty Mattei, PharmD <i>Vice President, Clinical Product Innovation and Strategy</i> <i>MedImpact Healthcare Systems, Inc.</i></p> <p>Kevin Boesen, PharmD <i>Founder and Chief Executive Officer</i> <i>SinfoniaRx</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Describe the characteristics of a successful medication management program • Understand the value of utilizing outcome-focused clinical algorithms across large claims databases to maximize program efficiencies • Evaluate the impact of implementing medication management programs that improve medication safety, optimize long-term treatment, enhance medication adherence, and reduce cost 	Ballroom C



Tuesday, March 11, 2014

Breakout Session #2 (Continued)		
3:45 p.m. – 4:45 p.m.	<p>C-suite (C-suite Only) Patient Engagement and Consumerism in the New Era of Prescription Fulfillment</p> <p>Bill Barre, RPh <i>Vice President, Business Development</i> <i>MedImpact Healthcare Systems, Inc.</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Describe the current prescription fulfillment landscape • Apply strategies to leverage market dynamics and traditional pricing methodologies to increase drug savings • Develop opportunities to promote consumerism in the fulfillment channel model 	Manchester Salon
4:45 p.m. – 6:30 p.m.	Break / Free Time	The Grand Del Mar
6:30 p.m. – 10:00 p.m.	Casino Night Theme Dinner	Elizabeth Capella & Capella Courtyard

Wednesday, March 12, 2014

7:00 a.m. – 11:00 a.m.	Registration Open	West Foyer
7:30 a.m. – 8:30 a.m.	Networking Breakfast Buffet	North & West Foyer
	Exhibit Hall Open	North & West Foyer
8:30 a.m. – 9:45 a.m.	<p>Closing Keynote <i>It's Our Ship</i></p> <p>Mike Abrashoff <i>Former Commander, USS Benfold</i> <i>Author, It's Your Ship</i></p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Understand the importance of being a leader • Learn how to drive excellence in your organization • Develop a strategy to create a culture of accountability 	Ballroom A, B, C
9:45 a.m. – 10:00 a.m.	<p>Closing Remarks and Prize Giveaway</p> <p>Michelle R. Jahn <i>Senior Vice President, Account Management</i> <i>MedImpact Healthcare Systems, Inc.</i></p>	Ballroom A, B, C
10:30 a.m. – 1:00 p.m.	<p>Tour of MedImpact Headquarters (Optional) <i>Round-trip transportation provided</i></p>	Departs from The Grand Del Mar; Meet in lobby

