

2015 MedImpact ANNUAL CONFERENCE



Wednesday, March 11, 2015

2:00 pm – 4:00 pm	Wellness Activity: Chair Massages	Shore
2:00 pm – 6:00 pm	Registration Open	Escalator Foyer
4:00 pm – 6:00 pm	Welcome and Opening Reception	Terrace
	Exhibitor Showcase	Foyer
6:00 pm – 10:00 pm	Taste of California Dinner Enjoy delicious food and beverage pairings from some of the best places in California. We'll have multiple stations to suit your taste buds as you mix and mingle with other conference guests.	Lawn

Thursday, March 12, 2015

Wellness Activities

6:00 am – 8:30 am	6:00 – 7:00 am	Walk/Run to Torrey Pines	Meet in lobby
	6:00 – 7:30 am	Driving Range Activity	Meet in lobby
	6:00 – 6:30 am	Guided Meditation	Cove
	6:00 – 7:00 am	Yoga	Lower Parterre Garden
	6:30 – 7:30 am	Boot Camp	Fairway Garden
	6:30 – 8:30 am	Chair Massages	Shore
	6:45 – 7:15 am	Active/Guided Meditation	Cove
	7:00 – 7:30 am	Gentle Yoga	Lower Parterre Garden
7:30 am – 8:30 am	Networking Breakfast		Terrace, Foyer
	340B Roundtable Breakfast <i>2015: 340B Regulatory Update</i> Brian Ward <i>Vice President, Regulatory Affairs and Compliance</i> SUNRx Join us for this special breakfast session as we discuss the latest regulations affecting 340B. You will learn about the 340B program intent and gain an understanding of mega guidance and beyond. You will leave this session with SUNRx's proven steps to ensure compliance going forward.		Canyon
	Exhibit Hall Open		Foyer
8:30 am – 9:00 am	Welcome and Opening Remarks Michelle Jahn <i>Senior Vice President, Account Management</i> MedImpact Healthcare Systems, Inc.		Grande Ballroom



9:00 am – 10:00 am	General Session Scott Gottlieb, MD <i>Resident Fellow, American Enterprise Institute Former Deputy Commissioner, Food and Drug Administration</i>	Grande Ballroom
10:00 am – 10:15 am	Break / Exhibit Hall Open	Foyer
10:15 am – 11:15 am	General Session Keynote Carly Fiorina <i>Chairman and CEO, Hewlett-Packard (1999-2005) First Woman to Lead a Fortune 20 Company Featured Contributor, CNBC Chair, Good360</i>	Grande Ballroom
11:15 am – 12:30 pm	Networking Lunch	Lawn
	CEO Lunch Featuring Carly Fiorina <i>(Limited to CEOs only)</i>	Hilton Restaurant: <i>Torreyana Grille</i>
12:30 pm – 1:00 pm	Dessert with Exhibitors	Foyer
1:00 pm – 1:10 pm	Break	Foyer

MedImpact Connect® Sessions:

1:10 pm – 2:00 pm	Hospitals, Health Systems and State Hospital Associations <i>How MedImpact Direct™ Can Help Achieve Your Goals</i> Michael Simas <i>General Manager MedImpact Direct</i> Bill Barre <i>Vice President, Business Development MedImpact Healthcare Systems, Inc.</i> Join us to learn about MedImpact's market-changing prescription fulfillment solution that gives consumers more control over their medications and allows clients to realize cost savings. In this session, you will learn how our solution directs prescriptions to the best qualified vendor in our virtual marketplace. Presenters will show the unique consumer tools behind MedImpact Direct that promote patient education and adherence.	Grande Ballroom A, B
	Managed Care Organizations, Commercial and Government Programs <i>Consumerism in Healthcare: The Role of Pharmacy</i> Michael Rea, PharmD <i>Founder/CEO Rx Savings Solutions</i> Healthcare costs continue to rise at unsustainable rates, but consumers have not had the tools to effectively shop for healthcare. Join us to discover how focusing on the most predictable healthcare spend - prescription drugs - provides an opportunity for your organization and members to save money. At the conclusion of this discussion, you will be able to better assess and analyze the benefits of promoting healthcare consumerism in your organization and the specific opportunities available through the pharmacy benefit.	Grande Ballroom D, E
	Self-funded Employers <i>5 Steps to Implement Medical Pharmacy Management Strategies</i> Brenda Motheral, MBA, PhD <i>President Artemetrx, LLC</i> Corey Belken, PharmD <i>Vice President, Business Development Artemetrx, LLC</i> Looking to understand the key challenges in specialty drug management across pharmacy and medical? This session covers the key performance measures for integrated specialty drug management and includes employer case studies. You will learn the financial impact of five essential steps in effective management of specialty drugs under the medical benefit.	Scripps I



MedImpact

MedImpact Connect® Sessions:

1:10 pm – 2:00 pm	C-suite <i>Keynote Roundtable Discussion</i> Carly Fiorina <i>Chairman and CEO, Hewlett-Packard (1999-2005)</i> <i>First Woman to Lead a Fortune 20 Company</i> <i>Featured Contributor, CNBC</i> <i>Chair, Good360</i>	Scripps II
-------------------	--	------------

2:00 pm – 2:10 pm	Break	Foyer, Terrace
-------------------	-------	----------------

Breakout Sessions:

2:10 pm – 3:00 pm	Financial <i>Population Management Strategies to Enhance Specialty Rx Programs</i> Neil Minkoff, MD <i>Chief Medical Officer</i> EmpiraMed This session will explore barriers to patient engagement and collecting patient-reported outcome (PRO) data. You will learn how specialty pharmacy is a natural center for patient aggregation and research and discover how PROs – through specialty – add an important component to Real World Evidence.	Scripps I
-------------------	---	-----------

	Clinical <i>Can Medication Therapy Management Services Really Save Your Life?</i> Kevin P. Boesen, PharmD <i>Chief Executive Officer</i> SinfoniaRx Join us to discover the core components of a successful Medication Therapy Management (MTM) program and common outcomes associated with MTM programs. You will learn two intervention strategies designed to improve medication usage.	Grande Ballroom A, B
--	--	----------------------

	Technology <i>What's Needed for Big Adherence Improvements?</i> Beth Bell <i>SVP, Pharmacy Services</i> Pleio Health Support Systems, Inc. Ryan Prows <i>Senior Director, Strategic Partnerships</i> Mango Health Find out how innovative solutions are changing patient behavior to improve medication adherence. Presenters will discuss the difference between various medication adherence solutions to help you understand how adherence solutions can impact your organization.	Grande Ballroom D, E
--	--	----------------------

	C-suite Challenges <i>5 Steps to Implement Medical Pharmacy Management Strategies</i> Brenda Motheral, MBA, PhD <i>President</i> Artemetrx, LLC Corey Belken, PharmD <i>Vice President, Business Development</i> Artemetrx, LLC Looking to understand the key challenges in specialty drug management across pharmacy and medical? This session covers the key performance measures for integrated specialty drug management and includes employer case studies. You will learn the financial impact of five essential steps in effective management of specialty drugs under the medical benefit.	Scripps II
--	---	------------

3:00 pm – 3:10 pm	Break	Foyer, Terrace
-------------------	-------	----------------



Breakout Sessions:

3:10 pm – 4:00 pm	<p>Financial <i>Next Generation of Specialty Pharmacies: Building Your Niche</i></p> <p>Michael J. Baldzicki, CRCM <i>Vice President, Payers and Managed Markets</i> BioRx, LLC</p> <p>The specialty channel continues to grow due to increased product approvals in therapeutic areas like oncology, MS and other unique ultra-orphan compounds with the expanding definition of what the industry and payor community constitutes as a specialty product. In this session, you will learn the impact of the evolving channels and discover proactive strategies that expand patient access in an era of increasing cost controls and utilization management.</p>	Scripps I
	<p>Clinical <i>How Biosimilars Are Impacting the Future of Pharmacy Benefit Management</i></p> <p>James Smith, RPh, MA Business <i>Associate Director, Biosimilar Education and Strategy</i> Abbvie</p> <p>Join us to learn the guiding principles of pharmaceutical manufacturer Abbvie's biosimilar medications, including five things you might not know about biosimilars. This session will include a discussion of the federal and state legislative impact on biosimilar uptake.</p>	Grande Ballroom A, B
	<p>Technology <i>How Data Integration Can Help Improve Health Outcomes</i></p> <p>Roger Woolf <i>Director, Pharmaceutical Services</i> Virginia Mason</p> <p>Marty Mattei, PharmD <i>Vice President, Clinical Product Innovation and Strategy</i> MedImpact Healthcare Systems, Inc.</p> <p>Wondering how to implement an evidence-based approach for data integration and reporting? In this session, you will hear how a self-funded plan used integrated claims to target population management. Presenters will discuss care intervention strategies using reports from an integrated database.</p>	Grande Ballroom D, E
	<p>C-suite Challenges <i>Leadership Challenges and Strategies to Overcome Them</i></p> <p>Panelists:</p> <p>Elizabeth Darrow <i>Chief Executive Officer</i> Santa Clara Family Health Plan</p> <p>Cory Hartman <i>Chief Operating Officer</i> New West Health Services</p> <p>Janet Jan <i>Chief Financial Officer</i> Care1st</p> <p>Jana Johnson <i>Senior Vice President, Health & Provider Services</i> MEDICA</p> <p>Moderated by Neil Minkoff, MD <i>Chief Executive Officer</i> EmpiraMed</p>	Scripps II
4:00 pm – 6:00 pm	Break	
	Wellness Activity: Chair Massages	Shore
6:00 pm – 10:00 pm	<p>Poolside Beach Party</p> <p>Kick back and enjoy the evening like a true local. Take in the ocean air, watch the fire pits flicker in the moonlight, and live like a local at our beach party! Surrounded by ocean-inspired colors and textures, you'll relax and unwind as synchronized swimmers kick off the evening, followed by a dinner inspired by the varied neighborhoods and fresh flavors of San Diego. Then, NRG encourages you to kick up your heels and dance the night away!</p> <p>Attire: Wear your favorite beach, resort or cruise attire. Flip flops allowed; after all it is San Diego.</p>	Pool deck



Friday, March 13, 2015

Wellness Activities

6:00 am – 8:30 am	6:00 – 7:00 am	Walk/Run to Torrey Pines	Meet in lobby
	6:00 – 7:30 am	Driving Range Activity	Meet in lobby
	6:00 – 6:30 am	Guided Meditation	Cove
	6:00 – 7:00 am	Yoga	Lower Parterre Garden
	6:30 – 7:30 am	Boot Camp	Fairway Garden
	6:30 – 8:30 am	Chair Massages	Shore
	6:45 – 7:15 am	Active/Guided Meditation	Cove
	7:00 – 7:30 am	Gentle Yoga	Lower Parterre Garden
7:00 am – 11:00 am	Registration Open		Escalator Foyer
7:30 am – 8:30 am	Networking Breakfast		Terrace, Foyer
	Exhibit Hall Open		Foyer
8:30 am – 9:30 am	<p>General Session <i>The Art of Vision</i></p> <p>Erik Wahl <i>Acclaimed Innovator, Artist and Communications Expert, Founder, The Wahl Group</i></p> <p>The best sustainable edge in business is the ability to differentiate yourself from your competition. Through this entertaining and highly practical session we will uncover new ways to make your organization more creative, innovative and profitable, but more so, help your employees see the need to become better storytellers within and for your company and industry.</p>		Grande Ballroom
9:30 am – 10:00 am	<p>Closing Remarks</p> <p>Michelle Jahn <i>Senior Vice President, Account Management MedImpact Healthcare Systems, Inc.</i></p>		Grande Ballroom
10:30 am – 1:00 pm	<p>Tour of MedImpact Headquarters (optional): 11:30 am – 12:15 pm Round-trip transportation provided with optional airport drop-off</p>		Departs from Hilton; Meet in lobby



MedImpact