

PHARMACEUTICAL CARE MANAGEMENT ASSOCIATION

PCMA

# PBM POLICY FORUM

**APRIL 30, 2014**

**RESERVE OFFICERS ASSOCIATION  
ONE CONSTITUTION AVENUE, NE  
WASHINGTON, DC**

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# Conference Overview

Breakthrough drug therapies are coming to market, but at what cost? Many predict that the current and future crop of specialty drugs will put unprecedented financial strain on an already over-stressed healthcare system.

The *PBM Policy Forum* will cover this, and many other hot topics, while highlighting the central role PBMs play in managing prescription drug benefits for employers, insurance plans, labor unions, Medicaid, Medicare Part D, and coverage in the Exchanges.

This event is designed to benefit the work of policy makers and staff from Capitol Hill and the Administration, as well as health care and drug industry advocates from think tanks, patient advocacy groups, and industry trade associations.

**CONTENTS**

Agenda . . . . .	4
Speaker Bios . . . . .	6
Event Information . . . . .	17
PCMA Staff . . . . .	18

# Agenda

**CONFERENCE MODERATOR:**

Susan Dentzer, *Senior Policy Advisor*, Robert Wood Johnson Foundation

12:30 p.m. – 1:00 p.m. **Opening Lunch Reception**

1:00 p.m. – 1:10 p.m. **Welcome Remarks**

Mark Merritt, *President & Chief Executive Officer*, PCMA

1:10 p.m. – 1:45 p.m. **Essential Drug Management Tools for the Era of Surging Treatment Costs**

Jon Roberts, *Executive Vice President & President Caremark Pharmacy Services*, CVS Caremark

William Fleming, *President, Humana Pharmacy Solutions*, Humana, Inc.

1:45 p.m. – 2:00 p.m. **Prescription Drug Abuse: *Working Together to Combat the Epidemic***

U.S. Representative Gus Bilirakis (R-Florida)

2:00 p.m. – 2:15 p.m. **Maximizing Access to Medicines in the Age of Consumer Choice**

U.S. Representative Tammy Duckworth (D-Illinois)

2:15 p.m. – 2:40 p.m. **Harnessing Competition to Reduce Costs**

Daniel Gilman, *Attorney-Advisor*, Federal Trade Commission Office of Policy Planning

2:40 p.m. – 3:20 p.m.

**Specialty Drugs: *Hepatitis C Therapies Are Only the Beginning***

Duane Barnes, *Senior Vice President, Enterprise Operations*, Prime Therapeutics

Steve Miller, *Chief Medical Officer*, Express Scripts

3:20 p.m. – 3:45 p.m.

**Breakthrough Treatments: *Sovaldi and Its Impact on State Medicaid Programs***

Matt Salo, *Executive Director*, National Association of Medicaid Directors

3:45 p.m. – 4:15 p.m.

**Medicare Part D a Decade Later: *What Has Driven Success Thus Far, and What to Consider for Future Program Management***

Tom Scully, *Senior Counsel*, Alston & Bird, LLP & *Former Administrator*, Centers for Medicare and Medicaid Services

4:15 p.m.

**Adjourn**

## Speaker Bios



### **Duane Barnes**

***Senior Vice President, Enterprise Operations  
Prime Therapeutics***

As Senior Vice President, Enterprise Operations, Duane Barnes has overall responsibility for Prime Therapeutics' (Prime) pharmacies, PrimeMail® and Prime Therapeutics Specialty Pharmacy™. These channels all provide support for members to help them more easily access their

medications and prescription information while directly connecting them to the best pharmacy benefit solutions.

Prior to joining Prime, Barnes served as senior vice president of Aetna Rx Home Delivery and Aetna Specialty Pharmacy. Prior to that, he was the executive director of corporate logistics, warehousing and transportation at Quest Diagnostics, and vice president and general manager at Medco Health Solutions.

Barnes received his bachelor's degree from West Virginia University and Master of Business Administration, strategic management, and Master of Science, global supply chain management, from Indiana University, Kelley School of Business.

Barnes is active on many industry advisory boards, including the Specialty Board of Directors for Pharmaceutical Care Management Association, the national association representing America's pharmacy benefit managers, and Specialty Pharmacy Association of America (SPAARx), the largest national association dedicated to the interests of all individuals in the specialty pharmacy segment of healthcare. Additionally, Barnes serves on the editorial board of *Specialty Pharmacy Times*.



## **U.S. Representative Gus Bilirakis** (R-Florida)

Congressman Gus M. Bilirakis is a Republican from Palm Harbor, representing Florida's 12th Congressional District, which includes all of Pasco and northern parts of Pinellas and Hillsborough counties. He was first elected to Congress on November 7, 2006, and is currently serving his fourth term in the United States House of Representatives.

As a young boy, Gus learned the importance of public service from his father, Michael Bilirakis, who represented Florida's Ninth Congressional District from 1983 to 2006. The elder Bilirakis also instilled in his son a pride in the family's Greek heritage, which Gus proudly carries into his career today.

Gus serves on the Energy and Commerce Committee and is Vice-Chairman of the Veterans' Affairs Committee. He is a member of the Republican Party's Whip Team, Chair of the Veterans' Affairs Task Force for the Republican Policy Committee, Co-Chairman of the Military Veterans Caucus and Co-Chairman of the Congressional Hellenic-Israeli Alliance. Working in a bipartisan manner, his main priorities include controlling government spending, creating jobs for middle class Americans, finding ways for government to operate smaller and smarter, and lowering taxes. He is also committed to strengthening homeland security, improving education, increasing access to quality health care, protecting veterans' benefits, and ensuring the long-term viability of Social Security and Medicare.

The Energy and Commerce Committee is the longest-standing committee in the U.S. House of Representatives. As the only Florida Republican on the Committee, Gus continues to be a strong voice for Florida, and his roles on the Health, Commerce, Manufacturing and Trade, and Energy and Environment Subcommittees are highly beneficial for our state. With the fourth largest GDP, Florida is an important and robust economic engine that should carry great consideration when Congress examines ways we can drive this economy forward. Our state also has the greatest proportion of residents 65 years and older, making it even more important for Congress to ensure a quality and affordable healthcare system for current and future generations. Finally, with the highest per capita residential electricity demand, Florida has a vested interest in ensuring our country becomes more energy independent and has reliable access to a broad array of energy sources.

Gus is also known for his work on behalf of veterans. In his role as Vice-Chairman of the Veterans' Affairs Committee and a member of the Disability Assistance and Memorial Affairs (DAMA) Subcommittee, Gus continues to ensure our

nation's heroes remain a top priority. Most recently, he authored the Improving Transparency of Education Opportunities for Veterans Act, H.R. 4057, which enhances the Post 9/11 GI Bill by ensuring veterans have access to information that will enable them to use their educational benefits most efficiently and effectively, and ultimately, best position themselves for their future career goals. This piece of legislation was signed into law on January 10, 2013.

Prior to being elected to Congress, Gus served four terms in the Florida House of Representatives (1998–2006), where he chaired several prominent panels, including Crime Prevention, Public Safety Appropriations, and the Economic Development, Trade and Banking Committee. While in Tallahassee, he won bipartisan acclaim for his leadership on efforts to make communities safer, improve transportation, reform government, recognize the sacrifices of America's veterans and expand the role community health centers play in making health care more available to lower-income individuals. During this time, he also served as Senior Partner at the Bilirakis Law Group in Holiday, Florida, where he specialized in wills, trusts and estate planning.

Gus earned a Bachelor of Arts degree from the University of Florida in 1986 and a J.D. from Stetson University in 1989. He interned for President Ronald Reagan and the National Republican Congressional Committee, and worked for former U.S. Representative Don Sundquist (R-TN). He also currently teaches government classes at St. Petersburg College.

Gus and his wife, Eva, have four sons — Michael, Teddy, Manuel and Nicholas.



**Susan Dentzer**  
*Senior Policy Advisor*  
Robert Wood Johnson Foundation

Susan Dentzer is Senior Policy Advisor at the Robert Wood Johnson Foundation, the nation's largest health and health care philanthropy, based in Princeton, New Jersey. In this role, she works closely with foundation leaders to carry out the organizational mission of improving the health and health care of all Americans. One of the nation's most respected health and health policy thought leaders and journalists, she is also an on-air analyst on health issues on the PBS *NewsHour*.

Dentzer is an elected member of the Institute of Medicine and the Council on Foreign Relation, and a fellow of both the National Academy of Social Insurance, a nonprofit, nonpartisan organization made up of the nation's leading

experts on social insurance, and the Hastings Center, an institution dedicated to bioethics and public's interest. She is also a public trustee of the American Board of Medical Specialties, the not-for-profit organization that oversees 24 approved medical specialty boards in setting standards for board certification and maintenance of certification for the nation's physicians, and a member of the board of directors of Research!America, which advocates for increased US investment in biomedical research.

Dentzer is a frequent guest and commentator on such National Public Radio shows as *This American Life* and *The Diane Rehm Show*. For May 2008 to April 2013, Dentzer was the Editor-in-Chief of *Health Affairs*, the nation's leading journal of health policy, where she transformed the journal from a bimonthly academic publication to a highly readable and topical monthly journal and on-line publication with more than 120 million page views annually.

Prior to joining the journal, Dentzer was an on-air correspondent on health and health policy for the PBS *NewsHour with Jim Leher*, where she earned numerous awards for her work. (The unit was supported by a grant from the Robert Wood Johnson Foundation.) Before joining the *NewsHour*, Dentzer served as chief economics correspondent and economics columnist for *US News & World Report* and a senior writer for *Newsweek*.

Dentzer has been the recipient of several fellowships, including the Nieman Fellowship for journalists at Harvard University and the US–Japan Leadership Program fellowship sponsored by the Japan Society of New York.

Dentzer is also a member of the Board of Overseers of the International Rescue Committee, a humanitarian organization providing relief to refugees and displaced persons around the world. She chairs the IRC board's Program Committee, which oversees the organization's activities in resettling refugees in the United States and in dealing with refugees and displaced persons in roughly 25 countries. Dentzer has served on IRC commissions examining the problems of domestic violence against women in West Africa and, in 2007, the situation of Iraqi refugees in Syria and Jordan.

A graduate of Dartmouth and holder of an honorary master of arts from the institution, Ms. Dentzer is a Dartmouth trustee emerita, and was the only woman to date to chair the Dartmouth Board of Trustees, which she did from 2001 to 2004. Winner of the Dartmouth Alumni Award, the Young Alumni Award and the Dartmouth Presidential Medal for Achievement, she has served on the Board of Overseers of Dartmouth Medical School since 1993.

Dentzer, her husband and their three children live in the Washington, DC area.



## **U.S. Representative Tammy Duckworth (D-Illinois)**

Congresswoman Tammy Duckworth is an Iraq War Veteran and former Assistant Secretary of Veterans Affairs.

Duckworth attended college at the University of Hawaii and then went on to the George Washington University, where she earned a Masters of Arts in International Affairs. Following graduation, Duckworth, who is fluent in Thai and Indonesian, moved to Illinois, where she began pursuing a Ph.D. in Political Science at Northern Illinois University. While at NIU she also worked at the School of Nursing researching public health and environmental causes of cancer. Later Ms Duckworth worked for Rotary International as a manager for administration of Rotary's clubs in the Asia Pacific Region.

In 2004, Duckworth was deployed to Iraq as a Blackhawk helicopter pilot for the Illinois Army National Guard. She was one of the first Army women to fly combat missions during Operation Iraqi Freedom until her helicopter was hit by an RPG on November 12, 2004. Duckworth lost her legs and partial use of her right arm in the explosion and was awarded a Purple Heart for her combat injuries.

Duckworth spent the next year recovering at Walter Reed Army Medical Center. As one of the highest-ranking patients, she quickly became an advocate for her fellow Soldiers and testified before Congress about caring for our Veterans and wounded warriors.

Following her recovery, Duckworth ran for Congress in 2006. After a narrow loss, she became Director of the Illinois Department of Veterans Affairs. In Illinois, she worked to create a tax credit for employers who hired Veterans, established a first-in-the-nation 24/7 crisis hotline for Veterans, and developed innovative programs to improve Veterans' access to housing and health care.

In 2009, President Obama appointed Duckworth to be Assistant Secretary of Veterans Affairs. At VA, Duckworth led an initiative to end homelessness among Veterans. She created the Office of Online Communications to improve the VA's accessibility, especially among young Veterans, and also worked to address the unique challenges that Native American and female Veterans face.

Duckworth ran for Congress in 2012 to advocate for the practical solutions and cooperation needed to rebuild our economy and ensure that every American has a chance to achieve the American Dream.

Duckworth lives in Hoffman Estates with her husband Bryan, an Army Major. Since her recovery, Duckworth has taken up scuba diving, surfing, skydiving and flies as a civilian pilot. Fulfilling a promise she made at Walter Reed, she has also completed several marathons. She has resumed her Ph.D. studies at Northern Illinois University and is also working toward a Ph.D. in Health and Human Services at Capella University. In her spare time, she volunteers at local food pantries and enjoys couponing and flea markets. Duckworth declined a military medical retirement and continues to drill as a Lieutenant Colonel in the Illinois Army National Guard.



### **William Fleming**

*President, Humana Pharmacy Solutions*  
Humana, Inc.

Dr. William K. Fleming is Segment Vice President for Humana Inc. and President, Humana Pharmacy Solutions, where he is responsible for Humana's pharmacy operations and business strategy that services all Humana segments, including its non-Humana membership. William serves as a key leader for Humana's Healthcare Services segment.

A 20 year Humana veteran, William has spent the majority of his pharmacy career pioneering Humana's pharmacy business. William has worked in partnership with Humana's retail segment to deliver an industry-leading Part D business. Prior to Humana, he had various opportunities in hospital pharmacy, retail pharmacy, Medicaid pharmacy benefit management, and nuclear pharmacy.

William received his BS Pharmacy from the University Of Kentucky College Of Pharmacy; where he went on to receive his Doctor of Pharmacy (PharmD). He also holds a BA in General Studies from Transylvania University with an emphasis in biology and economics. William currently serves on the Board of Directors of PCMA (the Pharmaceutical Care Management Association) and PQA (the Pharmacy Quality Alliance) and has held prior Board/Trustee appointments to various pharmacy and charity organizations.

**Daniel J. Gilman, J.D., Ph.D.**

***Attorney-Advisor***

**Federal Trade Commission Office of Policy Planning**

Daniel Gilman is an Attorney-Advisor in the FTC's Office of Policy Planning, where he works on competition issues in health care and technology markets. He co-authored the FTC staff policy paper, *Policy Perspectives: Competition and the Regulation of Advanced Practice Nurses*, and he contributed to the FTC Staff Report, *Broadband Connectivity Competition Policy*. In addition, he has published in numerous law, policy, and scientific journals, including the *Georgetown Law Journal*, *American Journal of Law & Medicine*, *Journal of Health Care Law & Policy*, and *Behavioral & Brain Sciences*, among others. Mr. Gilman came to the FTC from the University of Maryland, where he was for two years a visiting professor of law, teaching law and economics, health and science law, and torts. Before that, he was in private practice at Hogan & Hartson and an Olin Fellow and adjunct professor of law at Georgetown University, where he taught law and economics. Mr. Gilman earned an AB with distinction from Dartmouth College and a PhD from the University of Chicago, and taught bioethics, neuroscience, and the philosophy of science, at Penn State University and Washington University, before attending law school. He holds a J.D. with honors from Georgetown, where he was awarded the John M. Olin Prize in Law and Economics and served as senior articles editor of the *Georgetown Law Journal*.



**Mark Merritt**

***President & Chief Executive Officer***  
**PCMA**

Mark Merritt is President and CEO of the Pharmaceutical Care Management Association (PCMA), which represents the nation's pharmacy benefit management companies (PBMs). The PBM industry plays a pivotal role in American health care, administering prescription drug benefits for over 200 million Americans covered by Fortune 500 companies, health insurance plans, labor unions, and Medicare Part D.

Before joining PCMA Mr. Merritt played senior roles with America's Health Insurance Plans, the Pharmaceutical Research and Manufacturers of America (PhRMA) and the presidential campaigns of Senators Bob Dole and Lamar Alexander.

Mr. Merritt also served as a Fellow at Harvard University's John F. Kennedy School of Government, where he lectured on the intersection of politics, public policy and the media. Mr. Merritt is known for innovative, campaign-style public relations strategies that reach beyond Washington to Wall Street, Main Street, even Hollywood.

In 2003, Mr. Merritt took the helm of PCMA and quickly bolstered its stature and clout. He is routinely ranked among the nation's most effective association executives and is a member of the U.S. Chamber of Commerce's elite "Committee of 100." Recognizing his tireless efforts promoting affordable medicines, the Generic Pharmaceutical Association (GPhA) selected Mr. Merritt for its 2011 "Outstanding Contribution" award.

Mr. Merritt serves on the Editorial Advisory Board for Drug Benefit News and the Board of The Public Affairs Council, which represents communications professionals worldwide.

He holds a BA and MA from Georgetown University. He and his wife Jayne have four children.



**Steve Miller**  
*Chief Medical Officer*  
 Express Scripts

Steve Miller, MD joined Express Scripts in 2005 bringing with him years of experience as a medical researcher, clinician and administrator. He has been actively involved in development of our clinical programs supporting the use of generic pharmaceuticals and specialty medications.

He is a leader in the promotion of legislation to create a pathway at the FDA for regulation of biogenerics and biosimilars.

Previously, Dr. Miller served as Vice President and Chief Medical Officer at Barnes-Jewish Hospital/Washington University School of Medicine in St. Louis with responsibility for Oncology Services, Radiation Oncology, Graduate Medical Education, International Health, Research Affairs, Patient Safety and Quality, Marketing and Communications, Pharmacy, Physician Services and Employed Physicians. Dr. Miller guided the hospital to significant improvement in both operations and financial performance.

After receiving his medical degree from the University of Missouri, Kansas City, Dr. Miller trained as a Fellow in Pathology and Research at the University of Alabama, Birmingham, and as the William J. and Dorothy Fish Kerr Fellow in

cardiology at the University of California, San Francisco. From 1983 through 1988, he was a house officer and faculty member at the University of Colorado Health Science Center in Denver. In 1988, he was appointed a Nephrology Fellow at Washington University, where he remains a faculty member. Dr. Miller also received his MBA at The Olin School of Business at Washington University in St. Louis. He is a frequent international speaker and has published over 80 scientific articles in the areas of acute and chronic renal failure, transplantation, hypertension and medical economics.



**Jon Roberts**

*Executive Vice President & President, CVS Caremark Pharmacy Services*  
**CVS Caremark**

Jonathan Roberts is Executive Vice President of CVS Caremark and President of the company's Pharmacy Benefit Management (PBM) business. In this role, Roberts and his team are focused on reinventing pharmacy in order to help the company's PBM clients improve health care outcomes for their members while managing overall health care costs.

Roberts has more than 30 years of pharmacy health care experience. He has developed a reputation as a results-driven leader, whose analytical approach has enabled him to successfully lead a diverse array of initiatives across the organization.

He most recently served as Chief Operating Officer of the PBM business, supporting the company's efforts to build a world-class infrastructure designed to address the changing needs of its PBM clients and their members. In that role, he was responsible for PBM and Specialty Pharmacy Operations, Trade and Pharmaceutical Purchasing, Underwriting and PBM Networks. Previously he was EVP of Pharmaceutical Purchasing, Pricing and Network Relations and also served as the company's Chief Information Officer, where he spearheaded several key programs, including the Pharmacy Service Initiative (PSI), which significantly enhanced pharmacy performance at CVS/pharmacy, and was highlighted in

business case studies at the Harvard Business School and Yale School of Management. He also served as Senior Vice President of Retail Store Operations, following 20 years in retail field management positions.

Since 2002, Roberts has been actively involved in fundraising for ALS research and helped establish an annual in-store fundraising campaign at CVS/pharmacy. Together, CVS/pharmacy and its customers have raised more than \$34 million to support the ALS Therapy Alliance in its research efforts.

Roberts is an active member of a number of Boards of Directors including the Pharmaceutical Care Management Association (PCMA), Wake Forest College Board of Visitors, and ALS Therapy Alliance, and is a member of the ALS Association's National Board of Trustees. Roberts also is a member of the Advisory Council for the Norman Prince Neurosciences Institute.

He earned his degree in pharmacy from the Virginia Commonwealth University School of Pharmacy.



**Matt Salo**

*Executive Director*

**National Association of Medicaid Directors**

Matt Salo was named Executive Director of the National Association of Medicaid Directors (NAMMD) in February 2011. The newly formed association represents all 56 of the nation's state and territorial Medicaid Directors, and provides them with a strong unified voice in national discussions as well as a locus for technical assistance and best practices.

Matt formerly spent 12 years at the National Governors Association, where he worked on the Governors' health care and human services reform agendas, and spent the 5 years prior to that as a health policy analyst working for the state Medicaid Directors as part of the American Public Human Services Association.

Matt also spent two years as a substitute teacher in the public school system in Alexandria, VA, and holds a BA in Eastern Religious Studies from the University of Virginia.



**Tom Scully**

***Senior Counsel, Alston & Bird, LLP  
& Former Administrator, Centers for Medicare and  
Medicaid Services***

At Alston & Bird, Tom Scully focuses his practice on health care regulatory and legislative matters. He is also a general partner with Welsh, Carson, Anderson & Stowe, a private equity firm in New York.

Mr. Scully was the administrator of the Centers for Medicare & Medicaid Services (CMS), from 2001 to 2004. CMS administers Medicare, Medicaid, SCHIP, and is the largest agency in the U.S. Government, spending more than \$1 trillion for fiscal year 2012.

At CMS, Mr. Scully had an instrumental role in designing and passing Medicare reform and Medicare Part D legislation and in making the vast agency more open and accountable to the public. He initiated the first public reporting and disclosure for comparative quality among hospitals, nursing homes, home health agencies and dialysis centers.

Before joining CMS, Tom served as president and CEO of the Federation of American Hospitals from 1995 to 2001. The FAH represents 1700 privately owned hospitals.

Mr. Scully was a partner in Washington, D.C., with Patton Boggs, LLP, 1993–95; deputy assistant to the president and counselor to the director OMB, 1992–93; and an associate director of OMB, 1989–92. In 1988, Tom worked on the Bush for President campaign; with Akin Gump from 1985–1988; and with US Senator Slade Gorton (WA), 1980–1985.

# Event Information

## Disclaimers

This event has been organized to conform with House and Senate Ethics guidance for widely attended gatherings, with more than 25 individuals from outside organizations in attendance from throughout the industry.

The opinions expressed by program participants are those of the individual presenters. They do not necessarily reflect the views of PCMA or its members.

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As a courtesy to presenters and fellow attendees, mobile/smartphones should be turned to silent-mode during all conference functions. Please minimize use during conference sessions.

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