

sPCMA Business Forum 2018



March
5 & 6



Hilton Bonnet Creek
Orlando, FL

PCMA Affiliate: \$2,395
Non-Member/Non-Affiliate: \$2,995

CPE ACTIVITY ANNOUNCEMENT



PCMA is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education (CPE). The sPCMA Business Forum 2018 agenda currently includes 11 CPE-eligible sessions. Because

sessions are scheduled concurrently, individuals may obtain up to 3 total contact hours or 0.30 Continuing Education Units (CEUs) of education.

All sessions eligible for CPE credit are designated by  in the agenda.

Target Audience

All PCMA-offered CPE sessions are designed to be knowledge-based (K) activities for pharmacists (P). These sessions are designed to add to or enhance participants' knowledge of issues relevant to various pharmacists' career settings, including specialty pharmacy, and the business strategies that impact them.

PCMA-offered CPE sessions are designed to meet the educational needs of pharmacists from

specialty pharmacies, PBMs, payer organizations, drug manufacturers, and numerous other specialty pharmacy stakeholders and service companies. Educational sessions are designed for those new to the business of specialty pharmacy, as well as for more season veterans.

Obtaining Credit

As of January 1, 2013 a system called the CPE Monitor, a joint collaboration between ACPE and NABP, became mandatory for all CPE providers and pharmacists to submit and receive CPE credit. The CPE Monitor allows providers to submit attendee lists online. The system communicates this information to NABP, which then communicates it to state boards of pharmacy electronically, removing the need for pharmacists to submit individual statements of credit.

In order to receive credit for attending accredited CPE offerings, you must have an e-profile ID number (e-PID) provided by NABP. If you have not yet obtained your NABP e-PID, please do so at https://store.nabp.net/OA_HTML/xxnabpibeGblLogin.jsp?log=t. Questions about this system or your number should be directed to NABP customer service at 847.391.4406.

At the Conference: In order to obtain CEUs, please have your namebadge scanned in the breakout session or email kpumphrey@pcmanet.org your name, ePID and date of birth and the sessions you attended.

All emails must be received within (30) days of the conference to receive credit. PCMA will let you know when credit has been submitted electronically. Credit should appear in your NABP account within a week.

State Requirements: Some states have specific CPE requirements. Be sure to check with your state Board of Pharmacy to determine if such requirements exist and to determine if these programs meet those requirements.

Disclaimers

- » PCMA plans all CPE-eligible sessions independently of commercial interests and PCMA does not accept grants to support any specific CPE programming.
- » Educational content should be presented with full disclosure and equitable balance and should not include anything which is promotional, commercially biased, or which appears to endorse a drug, device or other commercial product or specific commercial service.
- » The opinions expressed by speakers are those of the individual presenters. They do not necessarily reflect the views of PCMA or its members.
- » CPE sessions may contain discussion of published and/or investigational uses of agents that are not indicated by the FDA. Please refer to the official prescribing information for each product for information of approved indications, contraindications, and warnings.

AGENDA & SESSION DETAILS

Monday, March 5

9:00 am – 9:30 am

Breakout Session (two concurrent)

Outcomes-Based Contracting in Integrated Health Delivery: Addressing Affordability and the Evidence Gaps

Bethanie Stein, *Vice President, Trade Relations*, Humana Pharmacy Solutions

As our experience has grown with value-based contracting, we need to apply our knowledge while keeping affordability of the healthcare system at the core. Shifting our strategy to address uncertainty, coupled with a strong focus on the drug pipeline should define the road to success of value-based contracting.

By attending this session you should be able to:

- » Review one payer's perspective on the best arrangements for value-based contracting; and
- » Outline three types of value base contracts that address uncertainty and provide a feedback loop to formulary decisions.

CPE **Activity Type: Knowledge-based (K)**
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-001-L04-P

Monday, March 5

9:00 am – 9:30 am

Breakout Session (two concurrent)

How Health Care Companies are Using Data and Predictive Algorithms to Identify and Address the Opioid Crisis

George Van Antwerp, *Senior Manager*, Deloitte Consulting LLP

As the opioid crisis remains a front page issue, companies across the ecosystem are constantly evolving the role they play. This session will look at the key questions being about how to address the opioid crisis and share real-world examples of how data and analytics are being used to address these problems.

By attending this session, you should be able to:

- » Describe at least two data sources being integrated to evaluate this issue; and
- » List at least two real-world examples of how data has been applied to answer questions such as:
 - What are the "hot spots" of abuse and where are focused efforts needed?
 - Who is at risk?
 - Which intervention is appropriate?

CPE **Activity Type: Knowledge-based (K)**
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-002-L04-P

Monday, March 5

1:15 pm – 1:45 pm

Breakout Session (two concurrent)

Coupons, Copay Cards, and Conversion Programs

Lida Etemad, *Vice President, Pharmacy Management Strategies, E&I and C&S*, UnitedHealthcare

Coupon and copay card programs have proliferated in recent years and have become a standard part of the drug commercialization process. This session will provide a brief review of programs that lower member cost-share, how they work, and their implications, along with a payer's viewpoint on these programs.

By attending this session, you should be able to:

- » Differentiate between various types of pharmaceutical manufacturer funded patient cost-share offset programs; and
- » Outline some of the diverse perspectives of the impact of these programs.

CPE **Activity Type: Knowledge-based (K)**
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-013-L04-P

Monday, March 5
1:15 pm – 1:45 pm
Breakout Session (two concurrent)

The Latest in Value Frameworks

Ed Pezalla, *Payer Expert & Former Vice President and National Medical Director, Pharmaceutical Policy and Strategy at Aetna*

Over the past few years we have seen the introduction of multiple value frameworks. During this session, Ed will provide an overview of the value frameworks being used today — by whom and why. He will share insights related to new developments in the field — including PhRMA's creation of their own value framework, and recent ISPOR guidelines related to economic evaluation. He will conclude with his thoughts on implications for this emerging and increasingly crowded space.

By attending this session, you should be able to:

- » Describe at least two value frameworks in the market today; and
- » Name at least one implication of the new ISPOR guidelines.

CPE **Activity Type: Knowledge-based (K)**
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-003-L04-P

Monday, March 5
2:00 pm – 2:30 pm
Breakout Session (two concurrent)

Evolution of the P&T Committee: Moving from Drug Evaluation to Population Health Management

Jay McKnight, *Vice President, Pharmacy Clinical Strategies, Humana Pharmacy Solutions*

Pharmacy and Therapeutics (P&T) Committees were introduced almost a century ago to provide rudimentary drug lists. In more contemporary times, they serve as a forum for the evaluation of drugs by clinical experts in varying disciplines. Today, P&T Committees must evolve to address the challenge of synthesizing the evidence base to develop coverage policies for complex pharmaceutical agents, many in

disease populations where there have never been treatment options.

By attending this session, you should be able to:

- » Identify the purpose and structure of a Pharmacy & Therapeutics Committee
- » List the evidence types considered by Pharmacy & Therapeutics Committees when determining formulary coverage and policy; and
- » Identify examples of the evidence gaps in emerging therapeutics.

CPE **Activity Type: Knowledge-based (K)**
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-009-L04-P

Monday, March 5
2:00 pm – 2:30 pm
Breakout Session (two concurrent)

The Value and Use of Digital Therapeutics in Patient Care

Scott Honken, *Senior Vice President, Payer Sales and Strategy, Voluntas*

Caroline York, *Senior Vice President, Operations, WellDoc*

Digital therapeutics (DTx) represent a new generation of healthcare that uses innovative, clinically-validated disease management and direct treatment applications to enhance, and in some cases replace, current medical practices and treatments. DTx products demonstrate safety and efficacy in clinical trials, receive regulatory clearance when used as a medical device, integrate into clinical practice, may be prescribed by healthcare providers, and tailor to patients' clinical needs, goals, and lifestyles.

These clinically-validated solutions may be used as standalone interventions (i.e. replacing a medication therapy or filling a gap where no treatment exists today) or in association with other treatments (e.g. prescribed alongside a medication to extend the efficacy of the drug therapy) to engage patients and improve the overall quality, cohesion, outcomes, and value of healthcare delivery. Patients representing a wide spectrum of conditions — including respiratory, cardiovascular, endocrine, and mental health conditions — benefit from the use of digital therapeutics.

During this session, Scott and Caroline will provide an overview of digital therapeutics, including examples of existing products, demonstrated clinical outcomes, and successful reimbursement models. They will conclude by offering recommendations on how industry stakeholders can work together to ensure that these products are accessible to patients, prescribed by providers, and models that payers should consider to gain the value from this new generation of therapies.

By attending this session, you should be able to:

- » Describe two existing digital therapeutic solutions;
- » Differentiate digital therapeutics from general digital health apps; and
Outline at least one reimbursement model for DTx products.

CPE Activity Type: Knowledge-based (K)
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-004-L04-P

Monday, March 5
2:45 pm – 3:15 pm
Breakout Session (two concurrent)

Specialty Pharmacy Limited Networks: When and How to Re-evaluate

Phyllis Kidder, *Senior Principal*, Blue Fin Group

Once a manufacturer has established a limited or exclusive specialty pharmacy network for a product, it can be tempting to leave it “as-is” if no obvious issues arise. During this session, Phyllis will discuss the rationale for a thoughtful and proactive, time-based approach for re-evaluating a manufacturer’s SPP network including what is a potential framework for re-evaluation, when and how often re-evaluation should occur, additional triggers for re-evaluation, developing criteria to evaluate potential new SPP partners, including the addition of IDN SPPs to your network, and managing the size of your network.

By attending this session, you should be able to:

- » Describe when and how often SPP network re-evaluation should occur; and
- » Outline criteria for evaluating new SPP partners.

CPE Activity Type: Knowledge-based (K)
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-005-L04-P

Monday, March 5
2:45 pm – 3:15 pm
Breakout Session (two concurrent)

Identifying Market Level Influences Driving Utilization Patterns of Specialty Products to Guide Intervention

Ashwin Athri, *Senior Vice President, Promotional Effectiveness*, Precision Xtract

Larry Blandford, *Executive Vice President, Managing Partner*, Precision Xtract

This session will demonstrate how to leverage local market commercialization frameworks with multiple data sources to identify the primary drivers of product utilization influence. Larry and Ashwin will demonstrate how to use identified primary local market-based influencers across payers, health systems, and prescribers to inform strategies such as contracting, account prioritization, targeting, etc, for product utilization and network management. They will apply these methodologies for oncology products to highlight the variance in primary influencers by local market and the importance of considering payer, provider, channel, and tumor prevalence when projecting the utilization of new and existing treatments.

By attending this session, you should be able to:

- » Describe the impact of IDNs on oncology treatment in local markets;
- » Outline the variance that can occur in payer and provider relative control in local markets; and
- » Describe how treatment utilization can vary across provider types.

CPE Activity Type: Knowledge-based (K)
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-010-L04-P

Tuesday, March 6
11:00 am – 11:30 am
Breakout Session (two concurrent)

**Specialty Pipeline Trends, a Payer Perspective:
How to Leverage Data for High Impact Drug
Management Programs**

Steve Johnson, *Assistant Vice President, Health Outcomes*, Prime Therapeutics

Rae McMahan, *Vice President & General Manager, Enterprise Specialty Pharmacy*, Prime Therapeutics

With specialty drug spend on the rise and the pharmaceutical pipeline dominated by potentially high-cost gene therapies (such as CAR-T), as well as new biosimilar products, it is important for payers to proactively monitor novel specialty therapies to understand cost and benefit implications.

During this session, Steve and Rae will discuss how Prime watches and monitors the specialty drug pipeline and assesses new therapies under the pharmacy or medical benefit, and how Prime combines medical and pharmacy data to inform health plans of what's to come. They will also cover how Prime collaborates with plans to implement strategies to leverage these innovative new therapies.

By attending this session, you should be able to:

- » Discuss new specialty therapies in the pipeline, and their importance from a payer perspective;
- » Identify some of the factors that go into the analysis of these new products, and
- » Outline how health plans leverage real world data and analytics to make drug management program decisions.

CPE **Activity Type: Knowledge-based (K)**
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-006-L04-P

Tuesday, March 6
11:45 am – 12:15 pm
Breakout Session (two concurrent)

**Leveraging Advancing Technologies to Drive
Innovation in Health Care**

Todd Lord, *Vice President, Magellan Method*, Magellan Rx Management

The rapid evolution of the healthcare industry can be, in part, attributed to advancements in technology. Technological breakthroughs both in and outside of our industry are revolutionizing the way healthcare is being delivered and monitored. Learn more about how developments in blockchain, machine learning, genomics, and cognitive and digital therapies are challenging the status quo and driving innovation.

By attending this session, you should be able to:

- » Provide three examples of new technologies that are changing healthcare;
- » Summarize how information technology can enhance efficiency and improve member engagement; and
- » Name at least two potential barriers for implementation.

CPE **Activity Type: Knowledge-based (K)**
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-007-L04-P

Tuesday, March 6
11:45 am – 12:15 pm
Breakout Session (two concurrent)

**Real World Evidence Driving Insights on Value of
Care**

Brian Solow, *Chief Medical Officer*, Optum Life Sciences

This session will explore what is new and strategic in the real world evidence/data space. As with the current scramble for value/outcomes-based contracting, everyone seems to be anxiously trying to capture RWE for their products. But the question remains — do payers find this information valuable? Will it have impact at a pharmacy and therapeutics level? Will it have impact in the contracting arena?

During this session, Brian will delve into these questions and other pertinent topics surrounding RWE.

By attending this session, you should be able to:

- » Describe at least two advantages of RWE;
- » Outline designs of RWE studies that will be best used in the payer environment; and
- » Name at least two current strategies used by PBMs regarding the use of RWE.

CPE Activity Type: Knowledge-based (K)
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CEUs: 0.050
UAN: 0841-0000-18-008-L04-P

Tuesday, March 6
1:45 pm – 1:15 pm
Breakout Session (two concurrent)

Rare Diseases: Not So Rare

Harold Carter, *Senior Director, Clinical Solutions,*
Express Scripts

Innovative new products recently launched along with a robust drug pipeline represent a rapidly evolving rare disease landscape that requires both improved patient care and unique management. Despite few patients suffering from complex and costly rare diseases, these steadily growing number of Americans represent a significant challenge to the overall healthcare system. During this session, you will learn more about the rare disease pipeline, recent drug launches, and how managing these products requires different lenses.

By attending this session, you should be able to:

- » Name at least two products in the rare disease pipeline;
- » Outline the impact of recent drug launches on overall spend; and
- » Provide examples of unique management opportunities, including specialized care and value-based purchasing.

CPE Activity Type: Knowledge-based (K)
Target Audience: Pharmacists (P)
CEUs: 0.050
UAN: 0841-0000-18-011-L04-P