

March 8 & 9, 2017

Hilton Bonnet Creek Orlando, FL

PCMA MEMBERS









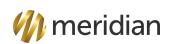
















Welcome to the sPCMA Business Forum 2017

The sPCMA Business Forum is the year's most important specialty pharmacy business conference. The event offers invaluable networking and education for individuals and companies involved in specialty drug benefit management including specialty pharmacies, PBMs, drug manufacturers, and others.

A few highlights you won't want to miss:

- » Education: Speakers are among the specialty pharmacy industry's top thought leaders. The schedule includes strategic general session topics, as well as breakout sessions that drill down into specific industry dynamics. Continuing Pharmacy Education is offered and is designated with a CPE icon in the schedule.
- » Networking: The Business Forum offers attendees a unique opportunity for business meetings and networking. Evening receptions will be held both days of the conference, and select PBM member companies host networking receptions during breakfast and lunch. Additionally, PCMA offers private meeting rooms to members and sponsors. The ability to conduct onsite business meetings is a core value of the conference. We hope that all attendees have the opportunity to engage with new and existing customers in these meeting facilities.
- » New Conference App: Enhance your conference experience with our new conference app. Download the app to access the attendee list, send messages to other attendees, manage your personalized schedule, and access hotel maps.

Thank you for coming to the 2017 Business Forum. We hope you find your time spent to be enlightening and beneficial to your business. Enjoy your time in Orlando.

Cont	tents		
2	Agenda	53	PCMA Board of Directors
7	Maps	54	sPCMA Board of Directors
10	General Information	55	PCMA Staff
12	Companies in Attendance	56	PCMA Members
15	Session Details	57	PCMA Affiliates
37	CPE Information	59	Conference Sponsors
39	Speakers		

AGENDA

6'30 am = x'00 nm	Parietystics Ones
6:30 am – 8:00 pm	Registration Open
Bonnet Creek Foyer North	
7:00 am – 6:30 pm	Private Meeting Rooms Open
7:30 am – 9:00 am	Networking Breakfast
Bonnet Creek III	
9:00 am – 10:30 am	General Sessions
Bonnet Creek Ballroom	
9:00 am – 10:00 am	Welcome
	Conference Moderator: Betty Nguyen, Anchor and Journalist, NBC News & MSNBC
	The New Political Environment
	Mark Merritt, President & Chief Executive Officer, PCMA
	The Evolution of PBMs from Offering Transactional Health Care Delivery to Care Management Delivery Focused on Population Health
	William Fleming, Segment Vice President, Humana Inc. & President, Humana Pharmacy Solutions
10:00 am – 10:30 am	Current Trends in the U.S. Pharmaceutical Market
	Doug Long, Vice President, Industry Relations, QuintilesIMS
10:30 am – 10:45 am	Break
	Break Breakout Sessions (two concurrent)
10:30 am – 10:45 am 10:45 am – 11:15 am Bonnet Creek XI	
10:45 am – 11:15 am	Breakout Sessions (two concurrent)
10:45 am – 11:15 am Bonnet Creek XI	Breakout Sessions (two concurrent) Seeking Value: Value Frameworks in the New Policy Environment Ed Pezalla, Payer Expert & Former Vice President and National Medical Director,
10:45 am – 11:15 am Bonnet Creek XI CPE 0.050	Breakout Sessions (two concurrent) Seeking Value: Value Frameworks in the New Policy Environment Ed Pezalla, Payer Expert & Former Vice President and National Medical Director, Pharmaceutical Policy and Strategy at Aetna

11:30 am – 12:00 pm	Breakout Sessions (two concurrent)			
Bonnet Creek XI	Addressing Appropriate Access for Managing Orphan Diseases Lauren Barnes, Vice President, Managed Markets, Vertex			
CPE 0.050				
Floridian B	Confronting the Crisis We Brought Upon Ourselves: America's Opioid Abuse Epidemic			
0.050	David Calabrese, Vice President & Chief Pharmacy Officer, OptumRx			
12:00 pm – 1:30 pm	Member Company Lunch Receptions			
	Aetna: Floridian C			
	CVS Health: Floridian F			
	OptumRx: Floridian I			
	Networking Lunch: Floridian L			
1:30 pm – 2:45 pm Bonnet Creek Ballroom	General Sessions			
1:30 pm – 2:15 pm	The High Price Drug Debate: Pricing and Access Strategies to Support Sustainable Health Care			
	Steve Miller, Senior Vice President & Chief Medical Officer, Express Scripts			
	Len Schleifer, Founder, President & Chief Executive Officer, Regeneron			
	Moderator: Sam Nussbaum, <i>Strategic Consultant,</i> EBG Advisors & <i>Former Executive Vice President, Clinical Health Policy and Chief Medical Officer at Anthem</i>			
2:15 pm – 2:45 pm	Next Generation PBMs: Collaborating Across Health Care to Deliver Better Health for Patients while Reducing the Total Cost of Care			
	Mark Thierer, Chief Executive Officer, OptumRx			
2:45 pm – 3:00 pm	Break			
3:00 pm – 3:30 pm	Breakout Sessions (two concurrent)			
Bonnet Creek XI	Biosimilars Are Finally Here: So What Happens Now?			
CPE 0.050	Larry Blandford, Executive Vice President & Managing Partner, Precision for Value			
	Todd Edgar, Senior Vice President, Specialty Services, Precision for Value			
Floridian B	Considerations around Payer Preferred Pharmacy Networks and Manufactures Limited Distribution Networks			
CPE 0.050	David Galardi, Vice President, Apogenics, Inc.			
3:30 pm – 3:45pm	Break			

3:45 pm – 4:15 pm	Speaking of Value: Continuing the Evolution of Evidence Communication
Bonnet Creek XI	Jay Jackson, <i>Manager</i> , Avalere Health
CPE 0.050	
4:15 pm – 6:30 pm	Open time for private meetings and networking
6:30 pm – 9:00 pm	Cocktail and Dinner Reception with Live Music
Floridian Ballroom	
THURSDAY, MARCH	I 9
7:00 am – 4:00 pm	Registration Open
Bonnet Creek Foyer North	
7:00 am – 8:00 pm	Private Meeting Rooms Open
7:30 am – 9:00 am	Networking Breakfast: Bonnet Creek III
	Member Company Breakfast Reception
	Prime Therapeutics: Bonnet Creek XII
9:00 am – 10:15 am	General Sessions
Bonnet Creek Ballroom	
9:00 am – 9:45 am	The Shifting Landscape of Specialty Pharmacy Business Models
	Chris Bradbury, Senior Vice President, Integrated Clinical Solutions and Specialty Pharmacy, Cigna Pharmacy Management
	Randy Falkenrath, Vice President, Specialty Strategy, Humana Pharmacy Solutions
	Daniel Kus, Vice President, Ambulatory Pharmacy Services, Henry Ford Health System
	Moderator: Dave Moules, <i>Vice President, U.S. Payer and Channel Access</i> , Pfizer
9:45 am – 10:15 am	Beyond the Headlines: Health Care & Regulatory Policies under a Trump Administration
	Tom Barker, Partner, Co-Chair, Healthcare Practice, Foley Hoag LLP
10:15 am – 10:30 am	Break
10:30 am – 11:00 pm	Breakout Sessions (two concurrent)
Bonnet Creek XI	Medical Formulary Management for High-cost Specialty Drugs
CPE 0.050	Jim Rebello, Senior Director, Formulary Strategy, Magellan Rx
Floridian B	Orphan and Rare Disease Products and Exclusive Pharmacy Networks
CPE 0.050	Phyllis Kidder, <i>Principal Consultant</i> , Blue Fin Group
	Bill Roth, Founding Partner, Blue Fin Group
11:00 am – 11:15 am	Break

11:15 am – 11: 45 am	Breakout Sessions (two concurrent)			
Bonnet Creek XI	Specialty Pharmacy Trends and Pharmaceuticals in Development			
CPE 0.050	Jay McKnight, <i>Director, Pharmacy Clinical Strategies</i> , Humana Pharmacy Solutions			
Floridian B	Oncology Utilization Management: Opportunities or Threats to Improve the Quality of Patient Care			
0.030	Debbie Stern, Senior Vice President, Medical Oncology and Specialty Drug Management eviCore			
11:45 am – 12:00 pm	Break			
12:00 pm – 12:30 pm	Breakout Sessions (two concurrent)			
Bonnet Creek XI	Exclusions, Prior Authorization, and Step Therapy: Payer Responses to Manufacturer Strategies			
	Sharon Glave Frazee, Vice President, Research and Education, PBMI			
	Jane Lutz, Executive Director, PBMI			
Floridian B	Digital Technologies and Medication Adherence			
CPE 0.050	Harry Travis, <i>President & Chief Executive Officer</i> , etectRx			
12:30 pm – 2:00 pm	Member Company Lunch Receptions			
	Express Scripts: Floridian I			
	Humana: Floridian F			
	Networking Lunch: Floridian L			
2:00 pm – 2:30 pm	Breakout Session (two concurrent)			
Bonnet Creek XI	Taking a Close Look at Specialty Drug Trend and Management Implications			
CPE 0.050	Rochelle Henderson, Senior Director, Research, Express Scripts			
Floridian B	MACRA Opportunity and Challenges for Pharmaceutical Companies and			
CPE 0.050	Specialty Pharmacy			
	Stephen George, <i>Senior Consultant</i> , Milliman			
2:30 pm – 8:00 pm	Afternoon is open for private meetings and networking			
8:00 pm – 10:00 pm MYTH Lobby Bar & Terrace	Cocktail and Dessert Reception			

Don't miss these important networking events!



Cocktail and Dinner Reception

Wednesday evening

6:30 pm - 9:00 pm

Floridian Ballroom

Live music, food stations, and views of the lake and golf course provide a relaxed and fun atmosphere — perfect for business networking — during this special reception and dinner.

Member Company Receptions

Wednesday

12:00 pm - 1:30 pm

Aetna CVS Health OptumRx **Thursday**

7:30 am - 9:00 am

Prime Therapeutics

Thursday

12:30 pm - 2:00 pm

Express Scripts Humana

These receptions offer excellent opportunities for interactions between PBM members, drug manufacturers, and other industry partners. Attendees flow in and out of the concurrent receptions, whereas members serve as hosts in their designated room during the reception time.



Cocktail and Dessert Reception

Thursday evening

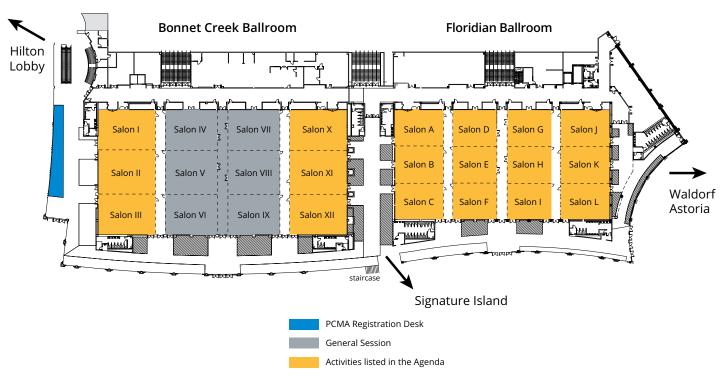
8:00 pm - 10:00 pm

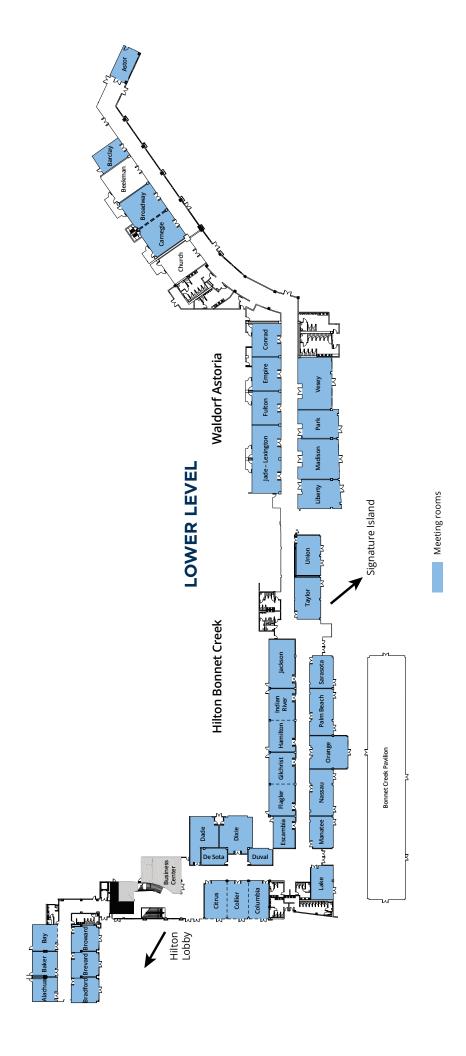
MYTH Lobby Bar & Terrace

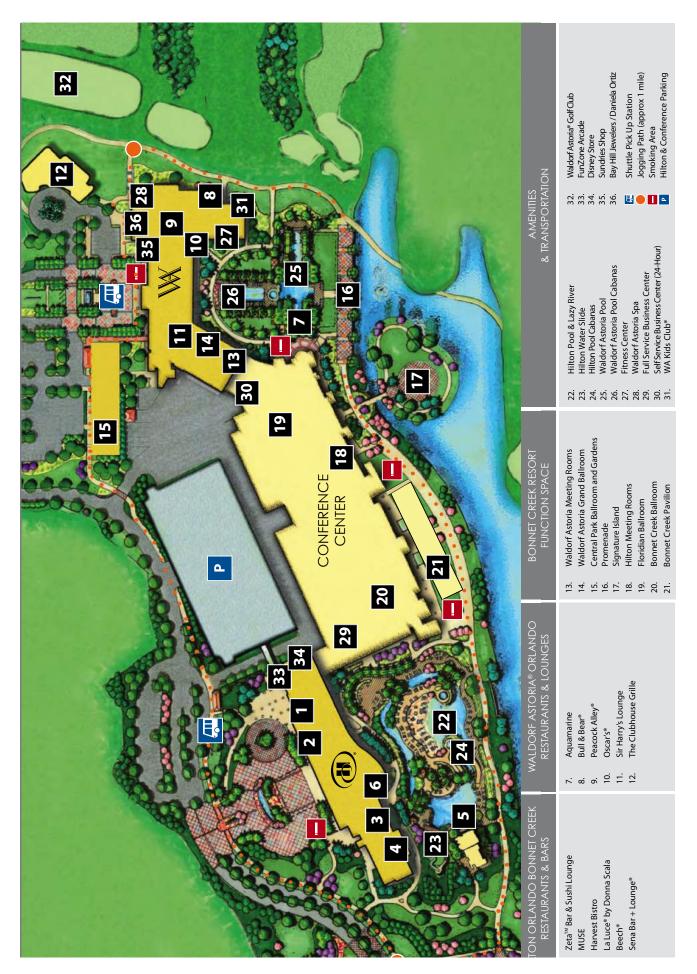
Join your peers for dessert, cocktails, and networking at this after-dinner reception.

MAPS

LOBBY LEVEL







GENERAL INFORMATION

Registration Desk Hours

The main PCMA registration desk will be open in the Bonnet Creek Foyer each day of the conference during the hours listed below. Should you have any questions, please stop by the registration desk and staff will be able to assist you.

Tuesday, March 7 5:00 pm - 8:00 pm

Bonnet Creek Foyer

Wednesday, March 8 6:30 am - 8:00 pm

> Bonnet Creek Foyer & Floridian Foyer

Thursday, March 9 7:00 am - 4:00 pm

> Bonnet Creek Foyer & Floridian Foyer

If you require a copy of your registration confirmation, receipt of payment, or invoice, please email Diane Fulton, dfulton@pcmanet.org.

Security

In order to provide a secure environment, conference participants MUST wear name badges when attending any conference function, including sessions, meals, evening receptions, and private meetings in member and sponsor meeting room facilities. Security will monitor entrances to all conference activities.

Internet

Complimentary Wi-Fi is available throughout both hotels and in the guestrooms. In the conference center and meeting rooms, please use the password spcma2017 to access the Wi-Fi. It can be accessed without a password while in the lobby and other public spaces.

Presentations

Presentations authorized for distribution will be posted online after the conference. Attendees will be notified by email once presentations are available.

Photography

Professional photographs taken during the conference may be posted online and/or printed in future materials.

Disclaimer

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

Attendance at a Pharmaceutical Care Management Association (PCMA) meeting or event includes the limited, non-exclusive, revocable, and nontransferable right and license to use any PCMA materials, whether written, oral or electronic, made available by PCMA to the attendees for informational or personal use purposes only. PCMA reserves all other rights. PCMA or its licensors own all rights in and to all of its presentations, content, designs, methodologies, processes, programs, products, information, and documentation. PHARMACEUTICAL CARE MANAGEMENT ASSOCIATION, PCMA and all other names, logos, and icons identifying PCMA and its products and services are proprietary trademarks of PCMA, and any use of such marks without the express written permission of PCMA is strictly prohibited.

Enhance Your Conference Experience



View the list of who's attending



Message with other attendees



Review the agenda and create a personalized schedule



Access hotel maps and meeting room locations



Stay informed of any last-minute schedule changes

Download our NEW app for access on the go!







COMPANIES IN ATTENDANCE

AbbVie AstraZeneca D2 Pharma Consulting, LLC

ACADIA Pharmaceuticals Aureus, a Meijer Specialty Daiichi Sankyo, Inc.

Pharmacy Deloitte AcariaHealth

Avadel

Accredo **Delta Marketing Dynamics**

Avalere Health Acorda Therapeutics Depomed

Avanir Pharmaceuticals Actelion Pharmaceuticals US, Inc. Dexcom, Inc. **Avella Specialty Pharmacy**

Adapt Pharma **Diplomat** Axovant Sciences, Inc. Aerie Pharma **EBG Advisors**

Bayer HealthCare Pharmaceuticals Aetna Eisai

Biogen **Aetna Specialty Pharmacy** Elwyn Pharmacy Group

BioMarin Pharmaceutical Inc. Affect Rx, LLC EMD Serono

BioMatrix Agios Pharmaceuticals **Endo Pharmaceuticals**

BioPlus Specialty Pharmacy Alexion Pharmaceuticals Entera Health

Bioverativ Alkermes, Inc. EntrustRx Blue Fin Group

Envolve Pharmacy Solutions Allergan Boehringer Ingelheim

AMAG Pharmaceuticals etectRx **Pharmaceuticals**

Amarin Evercore ISI Braeburn Pharmaceuticals

Amber Pharmacy eviCore BriovaRx

AmerisourceBergen **Exelixis** Bristol-Myers Squibb

Express Scripts Amgen Celgene

Amneal Biosciences Fairview Pharmacy Services Chiesi

Apobiologix Fathom Healthcare Solutions Churchill Pharma

Ferring Pharmaceuticals Inc Apogenics, Inc. Cigna

APS Consulting Foley Hoag LLP Cigna Specialty Pharmacy

APS Pharmacy Foundation Care Pharmacy Collegium

Aqua Pharmaceuticals Fresenius Medical Care CoverMyMeds

Aralez Pharmaceuticals Galderma Crescendo Bioscience

ARKRAY USA Genentech **CSL Behring**

AssistRx Genzyme CuraScript SD

Astellas Pharma US, Inc. Gilead Sciences **CVS Health**

GlaxoSmithKline Pfizer Linden Care Grifols Lundbeck US Pfizer Specialty Access Solutions **HDH Alliance LLC** Pfizer US Biosimilars Lupin Pharmaceuticals Health Industies Research Magellan Rx Management Pharma Strategy Group Companies (HIRC) Mallinckrodt Pharmacy Benefit Management Health Strategies Group Institute (PBMI) Managed Health Care Healthfirst Associates, Inc. Pharmacyclics **Helsinn Therapeutics** Point-of-Care-Partners MannKind Corporation Henry Ford Health System McKesson / US Oncology / Prasco **US Biologics** Hospira, a Pfizer Company Precision for Value Medac Pharma, inc. **Humana Pharmacy Solutions** Prescription Alliance MedImpact Healthcare Systems **Humana Specialty Pharmacy Prime Therapeutics** Merck & Co., Inc. Impax Speciality Pharmaceutical Prime Therapeutics Specialty Merck Sharp & Dohme Corp. Pharmacy **Incyte Corporation** PruGen Pharmaceuticals Merrimack Indivior Merz North America **PSG Consulting Insulet Corporation** Milliman Inc. Purdue Pharma, L.P. **INSYS Therapeutics** Mylan QuintilesIMS **Intarcia Therapeutics** Needham & Company Radius Health, Inc Intercept Pharmaceuticals Neurocrine Biosciences Regeneron inVentiv Health Next IT Relypsa, Inc. Ipsen Biopharmaceuticals, Inc. Noden Pharma Sandoz J. Miller Consulting **Novartis** Sanofi-Genzyme J.P. Morgan **Novartis Oncology** Sarepta Janssen Healthcare Systems Novartis Pharmaceutical Sebela Pharmaceuticals Jazz Pharmaceuticals Corporation Senderra Rx Johnson & Johnson Diabetes Care Novo Nordisk Shionogi, Inc. Johnson & Johnson Health Care Octapharma **Systems** Shire Onco360 Oncology Pharmacy Kadmon Pharmaceuticals Skysis **OPKO Pharmaceuticals** Keryx Biopharmaceuticals Stallergenes Greer OptumRx Kowa Pharmaceuticals Strategic Healthcare Alliance **Orexigen Therapeutics** LEO Pharma Sun Pharmaceuticals, Inc. Otsuka Lilly USA LLC Sunovion Pharmaceuticals PANTHERx Specialty Pharmacy

Supernus Pharmaceuticals, Inc.

Surescripts

Synergy Pharmaceuticals Inc.

Takeda Oncology

Takeda Pharmaceuticals U.S.A.,

Inc.

TalentWiseConsulting

TESARO

Teva Pharmaceuticals

Texas Oncology

The Lynx Group

TherapeuticsMD

Theratechnologies, Inc.

TrialCard Market Access

Trividia Health

Turing Pharmaceuticals

UBC, an Express Scripts Company

Ultragenyx

United Therapeutics Corporation

UnitedHealthcare

U.S. WorldMeds LLC

Valeant Pharmaceuticals

Valeritas, Inc.

Vertex Pharmaceuticals

ViiV Healthcare

Viking Healthcare Solutions, Inc.

Vivaleas

Walgreens

Walgreens Specialty Pharmacy

West-Ward Pharmaceuticals

Zimmer Biomet

ZS Pharma





Turning Innovative Science into Value for Patients

Astellas is committed to turning innovative science into medical solutions that bring value and hope to patients worldwide. Every day, we work together to address unmet medical needs and help people living with cancer, overactive bladder, heart disease and transplants, among other conditions. We remain dedicated to meeting patients' needs, and our support for them will never waver.

At Astellas, we're focused on making changing tomorrow a reality.





SESSION DETAILS

Wednesday, March 8 9:00 am - 10:00 am **General Session Bonnet Creek Ballroom**

PCMA Leadership Session

The New Political Environment

Mark Merritt, President & Chief Executive Officer, PCMA

The Evolution of PBMs from Offering Transactional Health Care Delivery to Care Management Delivery **Focused on Population Health**

William Fleming, Segment Vice President, Humana Inc. & President, Humana Pharmacy Solutions

The Evolution of the Pharmaceutical Care Management Association (PCMA) — Taking a step back, what is PCMA? Member companies have a strong transactional history of building evidence-based formularies and high performing networks to create affordable access to drug therapies for consumers and employers. But PBMs do more than that — they are uniquely positioned to drive a transformation from transactional focused health care delivery to Care Management delivery focused on population health. The Care Management role of PBMs in value based reimbursement models will be discussed in the context of the physician community, the drug supply chain, and the innovations of pharmaceutical manufacturers.

Wednesday, March 8 10:00 am - 10:30 am **General Session** Bonnet Creek Ballroom

Current Trends in the U.S. Pharmaceutical Market

Doug	Long.	Vice	President	. Industr	v Relations	. C	uintilesIMS)

Doug Long, Vice President, Industry Relations, QuintilesIMS
This session will address current and future trends impacting the U.S. pharmaceutical market. Topics addressed will include traditional and specialty pharmaceutical market trends, pricing trends, drug innovation, biosimilars, and channel evolution including the growth of health systems.

Wednesday, March 8 10:45 am - 11:15 am **Breakout Session (two concurrent) Bonnet Creek XI**

Seeking Value: Value Frameworks in the New Policy Environment

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 multiple value frameworks put forward. Why so many? Why now? During this session, Ed will provide an overview of the various value frameworks used by payers and he will discuss the implications for health technology assessment and especially drug evaluation in a rapidly changing health care environment.

- » Describe what a few value frameworks do; and
- » Outline how they can be used to communicate important data elements regarding new and existing pharmaceuticals.

Activity Type	: Knowledge-based (K); Ta	rget Audience: Pharma	icists (P); CEUs: 0.050 U	AN: 0841-0000-17-001-L04 P

Wednesday, March 8 10:45 am - 11:15 am **Breakout Session (two concurrent)** Floridian B

Formulary and Prior Authorization in an EHR World

Tony Schueth, Chief Executive Officer & Managing Partner, Point-of-Care Partners

Today, more than 80% of doctors are prescribing electronically and use EHRs to drive clinical workflow. As a result, opportunities exist to integrate utilization management tools within EHRs and ePrescribing workflow for both specialty and non-specialty medications. This session will examine key trends driving the automation of formulary and prior authorization within EHRs and how payers, PBMs and specialty pharmacies can use electronic prescribing to improve utilization management and eliminate barriers to medication access.

- » Describe key formulary and prior authorization trends and their impact on prescribing, patient access to medications and medication costs;
- » Identify opportunities to address gaps in the automation of formulary, real-time benefit verification and prior authorization processes; and
- » Outline how coupons are being delivered within EHR workflow.

PE	Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-17-002-L04 P

Wednesday, March 8 11:30 am - 12:00 pm **Breakout Session (two concurrent)** Bonnet Creek XI

Addressing Appropriate Access for Managing Orphan Diseases

Lauren Barnes, Vice President, Managed Markets, Vertex

The biopharmaceutical industry continues to focus on delivering high-value products, with increasing attention paid to specialty markets and orphan diseases. Based on the continued growth of specialty markets, payers are employing an increasing number of utilization management strategies, which can have a direct impact on patient access. This session will explore successful approaches to combating access challenges as well as ongoing challenges facing the biopharmaceutical industry. This discussion will also explore the specific challenges and opportunities presented by precision-medicines.

- » Describe the current payer landscape as it relates to access for specialty drugs;
- » Outline at least two ongoing payer challenges associated with specialty products to treat orphan diseases; and
- » Identify some of the evolving issues likely to affect specialty and orphan disease access in the near to midterm.

Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-1	7-003-L04 P

Wednesday, March 8 11:30 am - 12:00 pm **Breakout Session (two concurrent)** Floridian B

Confronting the Crisis We Brought Upon Ourselves: America's Opioid Abuse Epidemic

David Calabrese, Vice President & Chief Pharmacy Officer, OptumRx

The opioid epidemic has been cited as one of the worst health care crises in American history. Unlike previous epidemics our nation has endured, this one is quite unique in that it is the first in our nation's history that can be attributed to our own health care system and ourselves as a society. Through the over-prescribing of these medications by our nation's physicians; the over-promotion of these agents by our nation's pharmaceutical manufacturers; and our own lax attitudes as a society regarding acceptance, usage, storage, disposal and sharing of these medications. In turn, we now have the highest per capita usage of opioids, as well as the highest per capita death rate due to opioid overdose, of any country in the world. With this as a backdrop, we can no longer afford to stand idly as prevalence of opioid use disorder and death toll mounts. In this session, we describe how our organization is doing its part to bring together resources and expertise from a wide array of disciplines to build out the type of end-to-end solution suite that we are confident will deliver the type of meaningful impact in this area this nation so desperately needs.

- » Describe why the opioid epidemic can be attributed to our own health care system; and
- » Outline steps OptumRx is taking to confront the opioid epidemic.

E	Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-17-004-L04 P

Wednesday, March 8 1:30 pm - 2:15 pm **General Session Bonnet Creek Ballroom**

The High Price Drug Debate: Pricing and Access Strategies to Support Sustainable Health Care

Steve Miller, Senior Vice President & Chief Medical Officer, Express Scripts

Len Schleifer, Founder, President & Chief Executive Officer, Regeneron

Moderator: Sam Nussbaum, Strategic Consultant, EBG Advisors & Former Executive Vice President, Clinical Health Policy and Chief Medical Officer at Anthem

The high cost of drugs is an important subject for the PBM and pharma industries today. Recent breakthrough therapies are delivering tremendous value to our health care system. At the same time, a few bad actors are engaging in irresponsible pricing practices that offer little incremental value. Layered on top of all this, we have a new President who is calling for lower drug prices. These and many other factors are contributing to a business and political environment that threatens the ability for stakeholders to use free market solutions that our system has benefited from for so long.

The thought leaders on this panel will discuss how they are assessing the market in the current political and business landscape. They will address the issues they think are most pressing to make sure cost and access are appropriate, and they will discuss some new paradigms and whether they see the drug channel changing (or not) and how.

Next Generation PBMs: Collaborating Across Health Care to Deliver Better Health for Patients while **Reducing the Total Cost of Care**

Mark Thierer. Chief Executive Officer. OptumRx

Mark Merel, Chef Excedive Officer, Optamix
PBMs have an incredible opportunity to drive innovative change with a new model that "goes beyond the prescription." By building new and productive partnerships across the health care value chain — with payers, providers, innovators and pharmaceutical companies — to treat the whole person and support consumers on thei health journey, PBMs are uniquely positioned to drive better health outcomes, impact the total cost of care and help all stakeholders succeed in a value-based system.

Wednesday, March 8 3:00 pm - 3:30 pm **Breakout Session (two concurrent) Bonnet Creek XI**

Biosimilars Are Finally Here: So What Happens Now?

Larry Blandford, Executive Vice President & Managing Partner, Precision for Value Todd Edgar, Senior Vice President, Specialty Services, Precision for Value

This session will describe the launch of biosimilars in the U.S. thus far and what key factors will happen next that will shape the future of biosimilars. Larry and Todd will review the performance of the first marketed biosimilars compared to expectations from previous research. They will share recent research on how health systems intend to manage biosimilars within their environments, highlighting implications for both payers and manufacturers. Lastly, they will discuss potential payer actions in light of the experience to date to maximize the potential cost savings from biosimilars, including the impact of patient and provider comfort and understanding, implications with Medicare Part D benefit, the role of interchangeability and pricing and contracting considerations.

- » Describe the market reaction and uptake to the first launched biosimilars in the U.S. market;
- Outline how health systems view biosimilars and what impact their actions may have on payers and manufacturers; and
- » Summarize potential actions by payers that will shape the evolution of the biosimilar market.

Activity Type:	Knowledge-based (K); Tai	rget Audience: Pharma	cists (P); CEUs: 0.050	UAN: 0841-0000-17-005-L0

Wednesday, March 8 3:00 pm - 3:30 pm **Breakout Session (two concurrent)** Floridian B

Considerations around Payer Preferred Pharmacy Networks and Manufacturer Limited Distribution Networks

David Galardi, Vice President, Apogenics, Inc.

Preferred and limited networks are increasingly used by both PBMs and manufacturers to control drug cost and/or access. PBMs set preferred pharmacy networks to negotiate discounts and generate savings for payer clients. At the same time and as more specialty products come to market, manufacturers are evaluating channel strategy and channel partners, and they are increasingly limiting the sale of their products to a select number of specialty pharmacies.

During this session, David will discuss the competing needs and interests of these preferred pharmacy and limited distribution networks. He will review how a PBM sets a network, what is required for network participation, etc. He will compare this to how manufacturers authorize purchasing and their class of trade considerations when launching a product. He will compare services offered to patients participating in these networks and how competition influences selection criteria.

- » Outline how a PBM develops a preferred pharmacy network;
- Outline how a manufacturer considers its channel strategy; and
- » List some of the competing needs of PBM preferred and manufacturer limited distribution networks and their effect on the plan sponsor.

CPE	Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-17-006-L04 P

Wednesday, March 8 3:45 pm - 4:15 pm **Breakout Session Bonnet Creek XI**

Speaking of Value: Continuing the Evolution of Evidence Communication

Jay Jackson, Manager, Avalere Health

Manufacturers and payers have demonstrated interest in the ability to discuss information related to the labels of medical products in order to make informed decisions about the relative value of treatments. Recent clarity on the safe harbors for evidence communication may encourage the proliferation of these types of discussions, however, some uncertainty remains.

- » Describe the context for recent regulatory and legislative action;
- » Characterize manufacturer perspectives on evidence communication; and
- » Prepare for future developments in discussions of effectiveness in the shift to value.

Activity Typ	e: Knowledge-based (K); Ta	rget Audience: Pharm	acists (P); CEUs: 0.050	UAN: 0841-0000-17-	007-L04 F

The Shifting Landscape of Specialty Pharmacy Business Models

Chris Bradbury, Senior Vice President, Integrated Clinical Solutions and Specialty Pharmacy, Cigna Pharmacy Management

The distribution channel for specialty drugs continues to evolve in a dynamic manner with increasing demand for greater clinical and health outcomes, drug and medical savings, integration with other care providers and new

Randy Falkenrath, Vice President, Specialty Strategy, Humana Pharmacy Solutions

Daniel Kus, Vice President, Ambulatory Pharmacy Services, Henry Ford Health System

Moderator: Dave Moules, Vice President, U.S. Payer and Channel Access, Pfizer

revenue growth. Defined drug distribution agreements continue to grow in number and complexity. Expansion of 340B pricing continues to drive channel implications. In addition, large health systems are increasingly investing in specialty pharmacy capabilities to serve ongoing patients' specialty drug needs under the medical and pharmacy benefits. These changes have important effects for specialty pharmacies' business opportunities and for manufacturers' channel strategy. This panel will allow attendees the opportunity to hear different perspectives from various stakeholders in the evolving landscape of specialty drug distribution.

Thursday, March 9 9:45 am - 10:15 am **General Session Bonnet Creek Ballroom**

Beyond the Headlines: Health Care & Regulatory Policies under a Trump Administration

Tom Barker, Partner, Co-Chair, Healthcare Practice, Foley Hoag LLP

Halfway into the first 100 days of President Trump's first term, many questions remain about the regulatory and legislative realities we will face in the coming months and years. What will the Administration do (and can they do it)? What will Congress do (and how will they do it)? How will the market stabilization rule released on February 15th change the dynamic, if at all? Are there more rules to follow? What does a repeal/replace proposal looks like (and when does it happen)? What does a transition/stabilization package look like (and will it work)? Key elements that will be addressed include Medicaid, Medicare and the Individual Market, Executive Orders, and Congressional replacement proposals.

During this session, Tom will explore what we know, what we think we know, and what we want to know.

Thursday, March 9 10:30 am - 11:00 am **Breakout Session (two concurrent)** Bonnet Creek XI

Medical Formulary Management for High-cost Specialty Drugs

Jim Rebello, Senior Director, Formulary Strategy, Magellan Rx

With specialty drug costs continuing to rise there is urgency to manage trend and costs. Formulary management strategies to minimize the costs of specialty drugs are common on the pharmacy benefit, but rarely are formulary controls implemented on the medical benefit despite medical drugs making up half of the specialty drug spend. During this session, Jim will discuss the concept of a medical formulary, from the clinical review process to the actual implementation of formulary controls across several key specialty drug categories.

- » Identify the key high-cost specialty categories that fall on the medical benefit;
- Describe the review process for identifying which medical drug categories are appropriate for a medical formulary; and
- » Outline the implementation of a medical formulary including the utilization management tools used to encourage appropriate use of the preferred drugs.

CPE	Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-17-008-L04 P

Thursday, March 9 10:30 am - 11:00 am **Breakout Session (two concurrent)** Floridian B

Orphan and Rare Disease Products and Exclusive Pharmacy Networks

Phyllis Kidder, Principal Consultant, Blue Fin Group Bill Roth, Founding Partner, Blue Fin Group

Orphan and rare disease products are estimated to comprise almost 20% of the dollar value of the pharmaceutical market by the end of the decade. With uber-small patient populations, the industry will struggle with how these products are likely to be placed in an exclusive pharmacy network. This exclusive pharmacy network approach is likely to present a frustration, if not a challenge, for payers, integrated health systems operating as ACOs, and the long list of pharmacies potentially left out of this portion of the pharmaceutical market. This session will explore the importance of channel design, manufacturer considerations for choosing network partners, and how this is likely to evolve over time.

- » Outline why orphan and rare disease products are likely to be placed in exclusive pharmacy networks;
- » Discuss the frustrations of payers, integrated health systems, and pharmacies that are not included in these networks; and
- » Describe when and how to approach manufacturers and what attributes "win" exclusive pharmacy network status.

CPE	Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-17-009-L04 P

Thursday, March 9 11:15 am - 11:45 am **Breakout Session (two concurrent) Bonnet Creek XI**

Specialty Pharmacy Trends and Pharmaceuticals in Development

Jay McKnight, Director, Pharmacy Clinical Strategies, Humana Pharmacy Solutions

With specialty drug spend on the rise and the pharmaceutical pipeline dominated by potentially high cost blockbuster drugs, it is important for payers to proactively monitor the specialty pharmaceutical pipeline.

- » Discuss key specialty market trends and recent specialty drug approvals;
- Identify high impact specialty medications that are likely to affect drug trends; and
- » Discuss indications, efficacy, safety, and potential impact of new and emerging specialty medications.

Activity 1	Type: Knowledge	e-based (K); Targ	get Audience: F	Pharmacists (F	P); CEUs: 0.050	UAN: 0841-000	0-17-010-L04 P

Thursday, March 9 11:15 am - 11:45 am **Breakout Session (two concurrent)** Floridian B

Oncology Utilization Management: Opportunities or Threats to Improve the Quality of Patient Care

Debbie Stern, Senior Vice President, Medical Oncology and Specialty Drug Management, eviCore

Health plans and PBMs recognize that they need to tackle the ever-increasing cost of cancer care, but are inundated with various strategies — both proven and unproven — to decrease cost with the promise of improved quality of care. Complicating the situation is the shift in benefit coverage of individual oncology drugs from primarily the medical benefit to a mix of oral and infused drugs covered under both the pharmacy and medical benefit. It is not unusual for a patient to be taking multiple therapies that span both benefits which may be managed by different entities. This siloed management results in the need for providers to seek drug authorization from multiple entities using different management methodologies. The end result is delays in treatment and provider office inefficiencies.

This session will highlight some of the latest oncology clinical, utilization and reimbursement tools and assess their ability to shift the value equation to result in true cost savings while increasing the overall quality of the cancer patient's care.

- » Describe the role oncology clinical pathways play in promoting evidence based treatment;
- Identify management practices that improve provider efficiencies;
- Evaluate the strengths and weaknesses of readily available tools for assessing the value of cancer treatment options; and
- Identify strategies payers can deploy to optimally increase the value of cancer care in the future.

CPE	Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-17-011-L04 P

Thursday, March 9 12:00 pm - 12:30 pm **Breakout Session (two concurrent)** Bonnet Creek XI

Exclusions, Prior Authorization, and Step Therapy: Payer Responses to Manufacturer Strategies

Sharon Glave Frazee, Vice President, Research and Education, PBMI Jane Lutz, Executive Director, PBMI

Pharmaceutical manufacturers, payers, and PBMs share many goals including improving overall health of consumers while at the same time creating profitable businesses. However, payers more than ever are faced with financial challenges due to the escalating costs of specialty drugs that have resulted in management strategies to contain these costs. This session will include a discussion of pharmaceutical manufacturer tactics and strategies and the responses from the payer community. Using data from a national survey of employers and other payers, we will illustrate the strategies most commonly used by payers and what they are considering for the next one to two years.

- » Describe why payers are increasing their management tools;
- Outline at least two manufacturer tactics for achieving formulary placement; and
- List at least two of the utilization management strategies payers are using to control drug costs.

PE	Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-17-012-L04 P

Thursday, March 9 12:00 pm - 12:30 pm **Breakout Session (two concurrent)** Floridian B

Can Digital Technologies Solve America's Medication Adherence Problem?

Harry Travis, President & Chief Executive Officer, etectRx

In the United States, the direct and indirect cost of poor medication adherence is estimated to be between \$100 billion and \$300 billion per year. The rapid growth of high cost specialty medications and a greater focus on outcomes-based payment models has created even greater urgency to improve medication adherence. Smartphones, the digital revolution, and ubiquitous internet access have given the vast majority of patients access to enormous communication and processing power that can be brought to bear on this problem.

During this session, Harry will give a high-level overview of the various technologies that are coming to market to address the medication adherence problem and present criteria for evaluating the products and services. The market entrants include smartphone apps, avatars, smart pill bottles, smart bottle caps, packaging solutions, counter-top dispensers, smart inhalers, facial recognition selfies, and digital pills.

By attending this session, you should be able to:

- » Quantify the medication adherence opportunity;
- » Outline some of the forces that are making adherence even more important; and
- » Describe case studies of two or three successful innovations of adherence technologies.

CPE	Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-17-013-L04 P

Thursday, March 9 2:00 pm - 2:30 pm **Breakout Session (two concurrent)** Bonnet Creek XI

Taking a Close Look at Specialty Drug Trend and Management Implications

Rochelle Henderson, Senior Director, Research, Express Scripts

The George Santayana quote "Those who cannot remember the past are condemned to repeat it", is befitting a discussion on the topic of specialty drug trend management. At Express Scripts, we examine specialty trends and patterns in our development of programs to ensure that patients aren't caught in the middle while manufacturers, payers, and other stakeholders result in lifesaving medications that may be out of balance with the access and ability to pay for treatments and cures. We were the first pharmacy benefit manager to develop an indicationbased pricing solution for oncology drugs. This approach is based on establishing contracts with manufacturers that set different prices for different indications based on the drug's relative value. And we continue to investigate opportunities to extend this approach to other therapies.

By attending this session, you should be able to:

- » Describe specialty drug trends and why they matter as stakeholders think about the future;
- » Outline the SafeGuardRx™ program that payers are utilizing to control specialty medication spend and why clinical, not economic, factors must be the backbone of every solution; and
- » List some of the bold actions taken to control spend while improving outcomes.

PE	Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-17-014-L04 P

Thursday, March 9 2:00 pm - 2:30 pm **Breakout Session (two concurrent)** Floridian B

MACRA Opportunity and Challenges for Pharmaceutical Companies and Specialty Pharmacy

Stephen George, Senior Consultant, Milliman

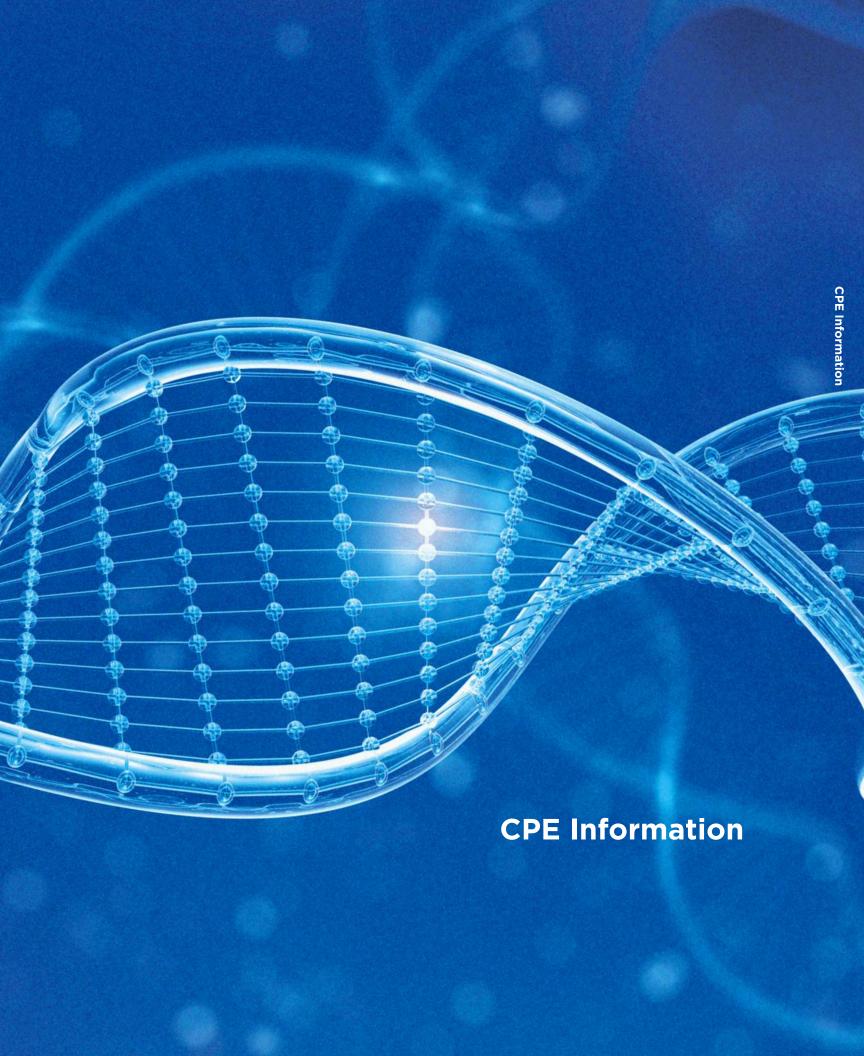
After the presentation the attendees will possess a basic understanding of the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA) as an alternative payment model (APM) and its impact on pharmaceutical companies and specialty pharmacy providers (SPPs). Under the APM, physician payment is tied to quality, Part B drug cost, and patient hospitalizations. The Part B drug cost and demonstrable outcomes will impact the physician payment performance. It is likely physicians will need to understand the value a drug brings to their patients and not just the drug cost. This has the potential to impact pharmaceutical company scientific messaging. SPPs have an opportunity to assist the physician understand the cost benefits of a drug. SPPs can leverage the physician relationships to improve patient adherence and important quality metrics which impact the physician reimbursement.

By attending this session, you should be able to:

- » Highlight key components of alternative payment model design;
- » List some potential challenges that could impact physician reimbursement under MACRA; and
- » Describe some opportunities that are available to pharmaceutical companies and specialty pharmacy providers within the MACRA framework.

CPE	Activity Type: Knowledge-based (K); Target Audience: Pharmacists (P); CEUs: 0.050 UAN: 0841-0000-17-015-L04 P





REALIZING THE VALUE OF INNOVATION



Patients, Science, and Innovation are the foundation of everything we do. At Celgene, we believe in an unwavering commitment to medical innovation, from discovery to development. Our passion is relentless—and we are just getting started.



CPE INFORMATION



PCMA is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education (CPE). The 2017 sPCMA Business Forum agenda currently includes 15 CPE-eligible sessions. Because sessions are scheduled concurrently, individuals may obtain up to 4 total contact hours or 0.40 Continuing Education Units (CEUs) of education.

All sessions eligible for CPE credit are designated by CPE 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 local, regional, and national specialty pharmacies, PBMs, employerpayer organizations, managed care and insurance organizations, drug manufacturers, distributors, 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 NAPB 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: Namebadges will be scanned at the entrance to each CPE session to confirm attendance.

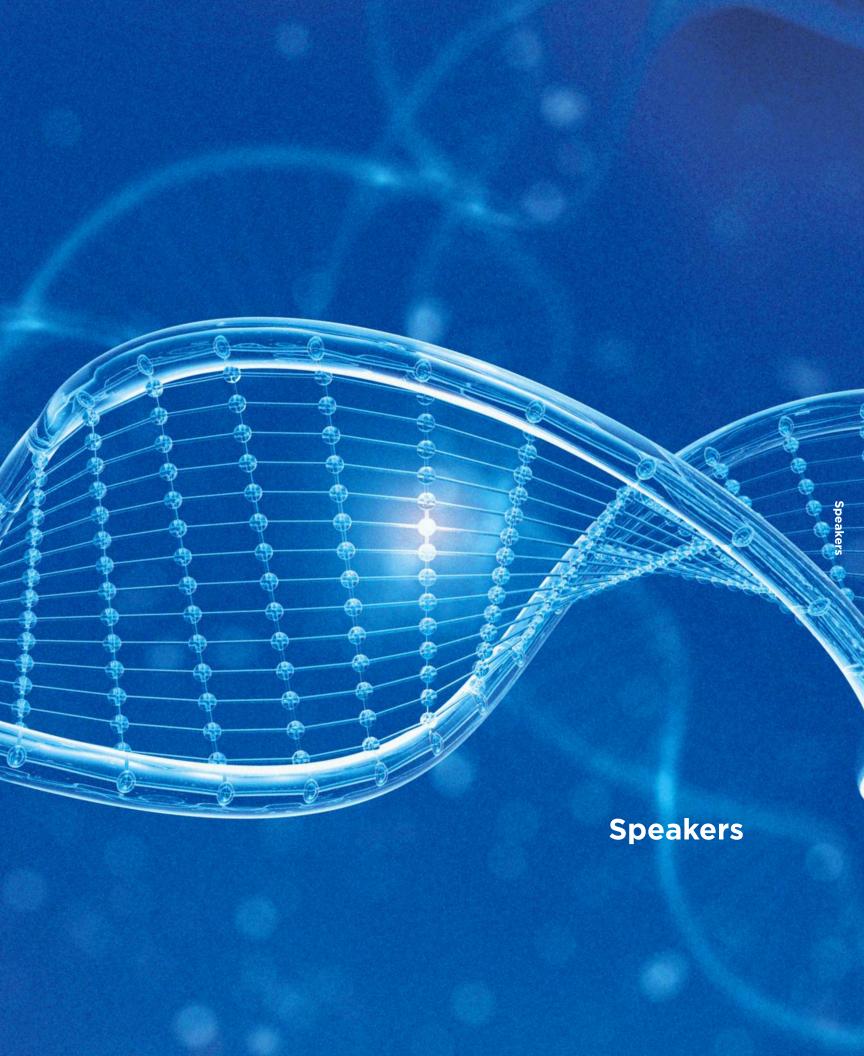
After the Conference: Be on the lookout for postconference communications from PCMA. Depending on the session(s) you attend, it might be necessary for you to complete a learning assessment or evaluation before receiving credit.

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.





novo nordisk is changing the future of diabetes

We have committed ourselves to changing diabetes through partnership, research, and education for nearly a century.

As a leader in diabetes, we work to change the future of the disease each day. We challenge others to do the same.

Together, we can defeat diabetes in our lifetime.

For more about us, visit novonordisk-us.com.



SPEAKERS



Tom Barker Partner, Co-Chair, Healthcare Practice Foley Hoag LLP

Thomas Barker joined Foley Hoag in March 2009. He focuses his practice on complex federal and state health care legal and regulatory matters with a special expertise in Medicare and Medicaid law and regulations and the regulatory implementation of the federal health care reform law, the Patient Protection and Affordable Care Act (ACA). Prior to joining the firm, he was acting General Counsel at the U.S. Department of Health and Human Services (HHS) and

General Counsel of the Centers for Medicare & Medicaid Services (CMS).

Since arriving at Foley Hoag, Barker has focused his practice on Medicare and Medicaid reimbursement issues for innovator pharmaceutical products; provided legal, regulatory and strategic advice for multiple Medicare and Medicaid providers, including large dialysis organizations, long-term care providers, medical device manufacturers and hospitals; provided crisis counseling and ongoing legal advice to Medicare Advantage and Medicare Part D plans undergoing CMS audits; counseled hospital clients on the requirements of the Emergency Medical Treatment and Labor Act (EMTALA); and, with the enactment of the ACA in the Spring of 2010, is actively counseling clients on the multiple changes to health care laws that have occurred and will occur as a result of the legislation, especially in the context of health reform Exchange implementation and the legal obligation of employers as a result of enactment of the law.

Prior to coming to Foley Hoag, Barker served in a succession of high-level federal health care policy positions throughout the Bush Administration. In 2008, he served as acting General Counsel of HHS; from 2005–2008 he served as health policy advisor under HHS Secretary Michael Leavitt. While serving as acting General Counsel, Thomas oversaw a staff of some 450 attorneys responsible for reviewing every regulation and interpretive guidance published by the Department. In that role, he provided legal advice to Secretary Leavitt, along with the Administrator of CMS and Commissioner of the Food and Drug Administration.

Barker played a key role in the implementation of every major health policy initiative enacted during his time at HHS, including the Medicare Prescription Drug Benefit (Medicare Part D). He also chaired HHS policy briefings on Medicare and Medicaid policy.



Lauren Barnes Vice President, Managed Markets Vertex

Lauren Barnes, vice president, leads Vertex's managed markets department. Her responsibilities include both strategic and tactical execution. Barnes oversees the teams that: ensure appropriate patient access for Vertex's products; maintain trade and distribution partnerships; analyze and assess government pricing obligations; and stay abreast of evolving market access trends.

Prior to joining Vertex, Barnes spent 10 years at Avalere Health in Washington, DC where she ran the Reimbursement and Product Commercialization practice. In this role, Barnes oversaw Avalere's launch and lifecycle management work with pharmaceutical, biotechnology, device, and diagnostic manufacturers. Barnes focused on optimizing market access for new specialty therapies, particularly those in the oncology, immunology, nephrology, and rare disease spaces. She also created Avalere Health's government price reporting team.

Immediately before her time with Avalere, Barnes was director of the payment and coverage group at Amgen, where she worked for six years. While at Amgen, Barnes held a series of leadership roles within its reimbursement and policy arenas. She led Amgen's internal payment policy and analysis team as well as Amgen's Medicaid and

Medicare field teams. She began her career at Amgen in its Washington, DC government affairs office. Immediately prior to her time with Amgen, Barnes worked for the Centers for Medicare and Medicaid Services (formerly HCFA) where she developed Medicare drug coverage policies within the coverage and analysis group.

Barnes holds a BA in Public Health and an MHS in Health Care Policy from The Johns Hopkins University. She also serves as the secretary on the national board for the Cancer Support Community, a non-profit organization offering free psychosocial care to cancer patients.



Larry Blandford Executive Vice President & Managing Partner Precision for Value

Larry Blandford, PharmD, is the executive vice president and managing partner of Precision, specializing in integrated market access, where he leads the strategic insights and market expertise capabilities. Prior to the acquisition of Hobart Group Holdings by Precision for Medicine in 2013, he held a similar position as managing partner of Hobart Innovations, the strategic services division of HGH. He has served numerous roles in the health care industry

for more than 20 years, ranging from pharmacy benefit management and health information technology to market access consulting and pharmacy practice.

Prior to joining Hobart, Blandford held leadership roles in product development and sales and account services for 14 years at CVS Caremark. During his time there, he led initiatives in physician connectivity, as well as electronic prescribing programs, and he was responsible for developing and maintaining strategic relationships with key payer clients. In addition, Blandford's career includes roles in clinical PBM products, disease management initiatives, pharmacy and therapeutics committees, health information technology, and pharmacy practice in both hospital and retail settings.

Blandford is a participating member of several professional associations, including the Academy of Managed Care Pharmacy and the Kentucky Health Information Exchange Coordinating Council, where he represents pharmacy health IT interests and serves on the Business Development and Finance Committee.

He has authored and coauthored publications for managed care journals, including the Journal of Managed Care Pharmacy and the American Journal of Health-System Pharmacy.

Blandford received his Doctor of Pharmacy from the University of Kentucky and completed his managed care pharmacy residency training at Advance Paradigm, Inc., and the University of Maryland School of Pharmacy.



Chris Bradbury Senior Vice President, Integrated Clinical Solutions and Specialty Pharmacy **Cigna Pharmacy Management**

Chris Bradbury is currently the integrated clinical solutions and specialty pharmacy leader within Cigna Pharmacy Management. He serves as an executive committee member of Cigna Pharmacy, one of the nation's largest pharmacy benefit managers and specialty pharmacies.

Prior to joining Cigna in 2013, Bradbury spent fifteen years at Medco Health Solutions where he led many of the PBM's clinical and integrated data patient safety solutions as well as the population health, chronic care management and care coordination solutions. In addition, he served as a management consultant focused on business strategy, process reengineering, strategic sourcing, and benchmarking in the health care and financial services industries.

Bradbury earned his BA in Finance from Georgetown University and earned his MBA from MIT's Sloan School of Management.



David Calabrese Vice President & Chief Pharmacy Officer **OptumRx**

David Calabrese, RPh, MPH, is vice president and chief pharmacy officer for OptumRx, the nation's 3rd largest PBM, serving over 66 million lives across multiple lines of business. At OptumRx, Calabrese maintains executive level oversight and strategic accountability for several of the organization's clinical programs and services, including but not limited to clinical account management, P&T committee activity, and overall clinical strategy. Calabrese

comes to OptumRx through its acquisition of Catamaran, where he also served as chief pharmacy officer since 2011. Prior to that, he served as chief clinical officer at MedMetrics Health Partners, a small regionally-based PBM in Massachusetts.

Calabrese's career spans over 28 years in managed care clinical pharmacy leadership including roles at Harvard Pilgrim Health Care, a large, regionally-based non-profit health plan, and with CareGroup, an integrated health care system, both in Boston, MA.

Calabrese holds both a bachelor's degree in Pharmacy and a master's degree in Health Professions from Northeastern University, where he currently maintains academic appointment as assistant clinical professor in NU's Bouvé College of Pharmacy and Allied Health Sciences.



Todd Edgar Senior Vice President, Specialty Services **Precision for Value**

Todd Edgar, PharmD, MS, senior vice president of specialty services at Precision for Value has more than 20 years of experience in managed health care and over 15 years of experience working with PBMs.

His primary focus has been working with the pharmaceutical industry, both small molecule and specialty products, in the area of services and rebate contracts in the commercial and

Medicare space. Other areas of focus included customer facing responsibilities (PBM clients), financial analysis, benefit design recommendations, Medicare Part D, and formulary development.

Most recently, Edgar was vice president of manufacturing contracting at a major PBM. In that role, Todd oversaw and directly negotiated rebate contracts with the pharmaceutical industry for specialty drugs, developed and implemented an exclusion formulary, and led a rebate program for a major health plan client, in both their commercial and Part D offerings. He was also responsible for developing financial models to assist premier clients and for assisting pricing groups with the development of rebate guarantees.

Prior to his most current role, Edgar served as senior director of contracting with a major pharmaceutical company, and he spent more than 15 years as a vice president with another major PBM. In these roles, his focus was rebate contract management/negotiation, client interaction, and formulary management/access. Products were both small molecule and specialty, and channels included both commercial and Medicare.

Edgar received his Master of Science degree in Hospital Pharmacy from the University of Kansas in Lawrence, Kansas and his Doctor of Pharmacy degree from Samford University in Birmingham, Alabama.



Randy Falkenrath

Vice President, Specialty Strategy

Humana Pharmacy Solutions

Randy Falkenrath, MBA, is vice president of specialty strategy for Humana Pharmacy Solutions. Falkenrath has more than 28 years of executive leadership and consulting experience in the health plan, pharmaceutical and medical device industries. Prior to joining Humana, he was senior vice president of specialty pharmacy for CVS Caremark, and senior vice president of specialty pharmacy and business development for UnitedHealthcare's

commercial PBM business. Previously, he was a partner in the life sciences consulting division of Computer Sciences Corporation (CSC) and also held leadership positions at Baxter International, Inc., and Searle Pharmaceuticals.

Falkenrath earned a bachelor's degree from Northwestern University and an MBA from Northwestern University's Kellogg School of Management.



William Fleming
Segment Vice President, Humana Inc.
President, Humana Pharmacy Solutions

William K. Fleming, PharmD, 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. Fleming serves on Humana's management team.

A 23-year Humana rookie, Fleming has spent the majority of his pharmacy career pioneering Humana's pharmacy business. He has worked in partnership with Humana's retail segment to deliver an industry-leading Part D business. Prior to Humana, Fleming had various opportunities in hospital pharmacy, retail pharmacy, Medicaid pharmacy benefit management, and nuclear pharmacy.

Fleming received his BS in Pharmacy from the University Of Kentucky College of Pharmacy, where he went on to receive his Doctor of Pharmacy. He also holds a BA in General Studies from Transylvania University with an emphasis in Biology and Economics. Fleming currently serves as Chairman of the Board of Directors of PCMA and has held prior board/trustee appointments to various pharmacy and charity organizations.



Stephen George Senior Consultant Milliman

Stephen George, PharmD, MS, RPh, is a senior health care consultant with the Tampa office of Milliman. He is a pharmacist with over 20 years of experience. He leads consultants teams to apply machine learning concepts to big data to: develop payer reimbursement and benefit design strategies, implement focused tactics, design provider bundle and alternative payment models, manage specialty and physician administered drugs contracts, oversee PBM contracts, develop drug formularies, and evaluate health care product acquisitions.

George has experience in a variety of patient care and management settings — managed care, hospital and clinical trials. He has experience with the development of commercial and Part D medical clinical programs, designing HEOR projects, auditing 340B pricing models, implementing disease management models, drug/device pricing, and assessing STAR/MTM pharmacy programs.

Prior to joining Milliman, George has worked at Conexus Health, Hillsborough County Healcare Plan, the Physician Corporation of America, and Mount Carmel Medical Center.

George received his BS Pharmacy from Samford University, his Masters of Science in Hospital Pharmacy Administration from The Ohio State University, and his Doctor of Pharmacy from Broadmore University.



David Galardi Vice President Apogenics, Inc.

David Galardi, PharmD, is a straight-shooting health care consultant and co-founder of Apogenics, Inc. Always entertaining and known for bringing his breath of health care market experience to audiences seeking to learn more about the role of pharmaceuticals, biologics and personalized medicine play in society.

Galardi's diverse knowledge of managed care, provider operations, and product commercialization spans over 25 years. He has a deep knowledge of global market access challenges for pharmaceuticals, biologics, and diagnostics. He assists his clients with negotiations, helping them to determine fair market value and to build processes that are measurable through analytics.



Sharon Glave Frazee Vice President, Research and Education

Sharon Glave Frazee, PhD, MPH, is vice president of research and education for the Pharmacy Benefit Management Institute (PBMI) and an assistant adjunct professor of clinical pediatrics and assistant adjunct professor of internal medicine with Washington University in St. Louis.

Honored in 2012 as one of the Top 100 Women Leaders in Science, Technology, Engineering

and Math (STEM), Frazee focuses on the practical application of science to improve the health of employees, patients, and their families while helping human resources and health & wellness professionals make informed decisions to manage valuable total rewards dollars. Prior to joining PBMI, Frazee was vice president of research and analytics at Express Scripts where she led research strategy and execution. She has also held leadership roles in the development and evaluation of employee health and wellness initiatives that actively engage employees and dependents in improving their well-being, health and economic outcomes research, survey design, pilot and program design and evaluation, analytics and research consulting, advanced analytics and the development of predictive models at Walgreens, LabCorp and Landacorp. She was an instructor at North Carolina State University and provided evaluation research for various state and local government agencies before joining the private sector.

Frazee earned her doctorate in Sociology from North Carolina State University and an MPH from the University of North Carolina-Chapel Hill Gillings School of Global Public Health. Her areas of expertise include outcomes research, medical sociology, behavioral economics, health theory, statistics, research methods, predictive modeling and program development and evaluation. She has authored or coauthored over 60 peer-reviewed publications as well as book chapters and white papers on health care, wellness, patient engagement, research methods and human behavior.



Rochelle Henderson Senior Director, Research **Express Scripts**

Rochelle Henderson, PhD, is senior director of research at Express Scripts. She oversees Express Scripts' creation of the Express Scripts Drug Trend Report, clinical product evaluations, publishing applied research in peer reviewed manuscripts, and ensuring that rigorous research methodological principles are applied throughout Express Scripts' product portfolio.

During her career, Henderson has conducted pharmacoepidemiologic and pharmacoeconomic research, and today she uses that experience to focus on the economic evaluation of drug therapy and the impact of plan design on pharmaceutical utilization. She also has extensive publishing credits, including numerous peer-reviewed articles published in American Journal of Managed Care, Health Affairs, Journal of Managed Care Pharmacy, Annals of *Pharmacotherapy, Clinical Therapeutics*, and other prestigious journals.

Henderson serves on a number of health related research teams with institutions across the St. Louis region: Washington University School of Medicine with Barnes Hospital, the Veteran's Administration Regional Hospital, and with the School of Nursing from SIUE.



Jay Jackson Manager **Avalere Health**

Jay Jackson, MPH, RAC, conducts evidence-based assessments of the regulatory and policy environments for approval of and market access for medical products. Jackson applies his background in molecular biology to conduct health care clinical and economic research, analysis of federal policy and regulations, and strategic engagement between manufacturers, payers, and providers. Jackson's areas of expertise include value-based evidence communication.



Phyllis Kidder Principal Consultant Blue Fin Group

Phyllis Kidder is an experienced bio/pharmaceutical industry and managed care leader, who draws on her deep commercial and clinical experience to provide insights and solutions across many aspect of commercialization. Kidder's areas of expertise include market access, channel strategy, contracting strategy and development as well as the management of orphan drugs.

With more than 30 years of experience in the health care industry, she can apply her industry and payer knowledge to develop a tailored solution for each client. Additionally, Kidder's unique combination of clinical and business perspective allows her to drive toward practical solutions for complex and challenging problems.

Prior to joining Blue Fin Group, Kidder worked at both large and small companies within the pharmaceutical industry for over 15 years, including Pfizer and Vertex. During that time she had increasing responsibilities including market access, trade and channel strategy for the U.S. and Canada, contract development and management for both channels and payers, and national and regional account management. Prior to joining the pharmaceutical industry, Kidder worked for both a health plan and provider group in California, managing pharmacy risk, capitation and formulary decisions. She started her career in hospital pharmacy where she had both management and clinical roles.

Kidder earned her PharmD from the University of Southern California in Los Angeles and completed a one year post-PharmD residency at Los Angeles County-USC Medical Center.



Daniel Kus Vice President, Ambulatory Pharmacy Services Henry Ford Health System

For nearly 30 years, Daniel P. Kus, BS Pharm, RPh, has held several positions at the Henry Ford Health System, a fully integrated organization that includes seven hospitals, more than 36 ambulatory centers, an HMO with over 700,000 members, and other specialty service businesses. Since 2000, Kus has served as vice president of ambulatory pharmacy services for Community Care Services, an operating division of the Henry Ford Health System.

In his current role, Kus is responsible for the profit and loss for 30 ambulatory pharmacies, including a specialty/ mail order pharmacy (Pharmacy Advantage) with 400 employees generating \$400 million revenue annually. Additional responsibilities have included assisting with pharmaceutical contracting for HMO members, managing a home infusion company, implementing utilization management initiatives, managing the organization's 340B program, and serving as a member of the Ambulatory Pharmacy and Therapeutics Committee.

For more than three years, Kus has been a key participant in establishing a national specialty pharmacy network of integrated health care delivery organizations and academic institutions called Excelera. Excelera is being driven by a diverse selection of trailblazing health systems to provide a comprehensive patient care model for complex patients requiring specialty medications.

Kus is the esteemed recipient of the HFHS Board of Trustees Focus on People Award for the years: 2004, 2005, 2008, 2009, 2011, 2012, 2013, 2014, 2015 and 2016 for countless campaigns resulting in significant improvements regarding safety, patient satisfaction and revenue growth.



Doug Long Vice President, Industry Relations QuintilesIMS

Doug Long is vice president of industry relations at QuintilesIMS. He has been with IMS since 1989. Previously Long was at Nielsen Market Research for sixteen years. He received a BA degree from DePauw University and an MBA in management from Fairleigh Dickinson University.

In 2012 Long received the Distinguished Harold W. Pratt Award which recognizes individuals whose activities have contributed to the promotion, recognition and improvement of the practice of pharmacy within the chain drug industry. He was previously honored with the 2004 HDMA NEXUS Award, the industry's highest recognition award which honors exceptional character, accomplishments, and leadership in the pharmaceutical distribution industry. The NEXUS Award recognizes the pivotal relationship that the recipient plays in the distributor-manufacturer-provider framework. Long has also received IMS's prestigious CEO Team Award in 2012 and the IMS Summit award in 2003.



Jane Lutz **Executive Director PBMI**

Jane Lutz is the executive director of the Pharmacy Benefit Management Institute (PBMI). Lutz has spent nearly 20 years in the pharmacy benefit management industry working on both the vendor and consulting sides of the business. Her work has focused primarily on strategic sales, competitive landscape, marketing, and client management roles resulting in valuable relationships with key stakeholders in the pharmacy benefit industry. Most

recently, Lutz led consultant and broker relations for OptumRx. In this role, she was responsible for developing and managing relationships with the most influential pharmacy consultants and brokers to help drive growth and client retention for OptumRx. She also worked to educate the client-facing teams on important pharmacy benefit trends and competitive intelligence. Lutz started her career as a proposal writer for Diversified Pharmaceutical Services, which later was purchased by Express Scripts. She also spent a number of years as a consultant with The Burchfield Group focusing specifically on employer clients and broker channel development.



Jay McKnight

Director, Pharmacy Clinical Strategies

Humana Pharmacy Solutions

John (Jay) McKnight, PharmD, BCPS, is director of pharmacy clinical strategies at Humana Pharmacy Solutions. In his current position, McKnight leads Humana's pharmacy clinical strategy, formulary and drug policy management. His responsibilities include improving member outcomes and quality of life, while reducing the cost of health care. He leads Humana's pharmacy clinical trend and drug pipeline management processes, Pharmacy

& Therapeutics processes, formulary strategy and management processes, and drug policies strategy and management processes.

A Board Certified Pharmacotherapy Specialist, McKnight received both his PharmD and a Bachelors of Business Administration from the University of Kentucky.



Mark Merritt

President & Chief Executive Officer

PCMA

Mark Merritt is the president and chief executive officer of PCMA, which represents the nation's 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, Merritt played senior roles with America's Health Insurance Plans (AHIP), the Pharmaceutical Research and Manufacturers of America (PhRMA), and the presidential campaigns of Senators Bob Dole and Lamar Alexander.

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. Merritt is known for innovative, campaign-style public relations strategies that reach beyond Washington to Wall Street, Main Street, even Hollywood.

In 2003, 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 Merritt for its 2011"Outstanding Contribution" award.

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.



Jerry Miller
President
J. Miller Consulting

Jerry Miller, PharmD, is president of J. Miller Consulting, and provides consultative services to pharmaceutical or biotech companies and other health care-related firms. He is a former director of research with Health Strategies Group, specializing in the PBM and managed markets industry segments. In his twelve years with this firm, he gained recognition as an industry expert by pharmaceutical manufacturer clients and PBM industry senior leaders.

Miller has a broad background and experience in multiple areas of the profession of pharmacy including hospital, retail, managed care, Medicaid, and PBMs. His experience includes six years as a member of the pharmacy administrative staff at Cedars-Sinai Medical Center where he supervised the department's purchasing, emergency,

and operating room services, and the Pharmacy & Therapeutics Committee. Joining American Stores in 1988, Miller worked as a Sav-on pharmacy manager, then as the corporate liaison to Cigna of California and Molina Healthcare. He next joined RxAmerica, now owned by CVS Caremark, serving as director of clinical services for over five years.

Miller received his Doctor of Pharmacy degree from the University of Southern California in Los Angeles.



Steve Miller Senior Vice President & Chief Medical Officer **Express Scripts**

Steve Miller, MD, a nationally recognized advocate for fair drug pricing, supports government relations, leads the P&T committee, manages the medical affairs team and interfaces with client groups. His expertise represents years as a medical researcher, clinician and administrator, and spans numerous health care subjects.

Miller has served as chief medical officer since 2006, focused on clinical matters including e-prescribing initiatives, specialty solutions and overall development of products that make prescription drugs safer and more affordable. He previously was the vice president and chief medical officer at Barnes-Jewish Hospital, Washington University School of Medicine in St. Louis.

He received his medical degree from the University of Missouri-Kansas City. He trained in the Pathology and Research fellowship at the University of Alabama at Birmingham. He was the William J. and Dorothy Fish Kerr Fellow in cardiology at the University of California, San Francisco. Miller also did internal medicine training at the University of Colorado and nephrology and transplantation at Washington University in St. Louis. He earned his MBA at the Olin School of Business at Washington University.



Dave Moules Vice President, U.S. Payer & Channel Access

David Moules joined Pfizer, Inc. in June, 2011 to lead the U.S. payer and channel access (PCA) group for Pfizer's U.S. pharmaceuticals business. The PCA group is a multi-function team responsible for establishing and maintaining collaborative relationships with payers and Pfizer's distribution business partners. In its work with payers, the PCA team communicates the value proposition for Pfizer's medicines and vaccines so that payers can make

appropriate coverage and reimbursement decisions with the ultimate goal of ensuring that Pfizer products are not disadvantaged versus other branded pharmaceutical products from an access perspective. In addition to their work with payers, one of the core functions in PCA is the U.S. trade group that works closely with wholesalers, distributors and pharmacies to ensure its products move throughout the supply channel in a safe and secure manner.

Moules has been in the health care industry for more than 25 years. He began his career in the health care sector with CIGNA HealthCare, one of the nation's largest managed care organizations, where he held various positions in sales and sales management in a number of regions across the U.S. In 1994, Moules joined GlaxoSmithKline as senior vice president at Diversified Pharmaceutical Services which was the PBM subsidiary of GSK. After spending three years with Diversified, he moved into GSK's U.S. pharmaceuticals group where he held various leadership roles in GSK's payer markets division. During his tenure in the pharmaceutical sector, Moules has held several different roles involving U.S. market access. These roles included leading trade and patient assistance functions managing account selling teams, heading up a multi-functional business unit focused on ensuring reimbursement and access for specialty and vaccines products, and, overseeing pricing, contracting and payer marketing functions. Additionally, Moules had the opportunity to lead the oncology business unit in the U.S. for GSK from 2007-2008 where he was responsible for the sales, marketing, business development, reimbursement policy and payer relations functions for the oncology business.

Moules is a graduate of Colgate University where he received a BA degree in Political Science.



Betty Nguyen

Anchor and Journalist

NBC News & MSNBC

Betty Nguyen is an award-winning journalist whose work has taken her across the globe. She is an anchor for NBC News & MSNBC and a correspondent for the Today Show. While at the network, Nguyen has covered the Ebola outbreak, the Boston Marathon bombings, the election of Pope Francis, and the birth of Prince George of Cambridge.

Before her move to NBC, she was news anchor for CBS This Morning Saturday, a correspondent for *The Early Show* and anchor for the CBS *Morning News*. There, she covered the 2012 Presidential election, the death of Osama Bin Laden, the Royal wedding and the Gulf oil spill. Prior to her arrival at CBS, she anchored the weekend edition of CNN *Newsroom*, where she contributed to CNN's award-winning coverage of Hurricane Katrina and the tsunami disaster in South Asia. She also traveled to Africa to cover the presidential elections in Sierra Leone, and then to Vietnam to report on deadly flooding in her birth country.

Nguyen has interviewed some of the most important newsmakers and celebrities of our time, including the Dalai Lama, President George W. Bush, Sir Richard Branson, Charles Barkley, Lenny Kravitz, Willie Nelson, Dolly Parton, and Usher, just to name a few.

In 2015, she was inducted into the Asian Hall of Fame. She is the recipient of a regional Emmy Award and the Legacy of Women Award. In 2007, the Smithsonian Institution recognized Nguyen as the first Vietnamese-American to anchor a national network news program in the United States.

Nguyen also spends her time doing humanitarian work. She is the co-founder of Help the Hungry, a non-profit organization that strives to alleviate global hunger by providing humanitarian aid to poverty-stricken families. Her philanthropy work has earned her a spot in the Philanthropy in Texas Hall of Fame.



Sam NussbaumStrategic Consultant, EBG Advisors & Former Executive Vice President, Clinical Health Policy and Chief Medical Officer at Anthem

Samuel Nussbaum, MD, serves as a strategic consultant to EBG Advisors, consulting arm for Epstein Becker and Green, where he advises life science companies, health care systems and provider organizations. He also serves as a senior advisor to Sandbox Industries, a health care venture fund.

From 2000 until 2016, Nussbaum served as executive vice president, clinical health policy, and chief medical officer for Anthem. In that role, he was the key spokesperson and policy advocate and oversaw clinical strategy and corporate medical and pharmacy policy.

During his tenure at Anthem, he was responsible for over \$100B in annual health care expenditures through business units focused on care management, health improvement, and provider network contracting. Nussbaum was instrumental in developing contracting approaches that link hospital reimbursement to quality, safety and clinical performance; and patient-centered medical homes, assessing their impact on the quality and cost effectiveness of care. Under his leadership, HealthCore has built partnerships with Federal agencies and academic institutions to advance drug safety, comparative effectiveness and outcomes research.

Prior to joining Anthem, Nussbaum served as executive vice president, medical affairs and system integration of BJC Health Care, where he led integrated clinical services and community health, served as president of its medical group and chairman of its commercial (HealthPartners of the Midwest) and Medicaid (CarePartners) health plans. Under his leadership, BJC received the National Quality Award, acquired the medical group and health centers aligned with Coventry Health Care's Group Health Plan, and created a care management services organization which enabled BJC to enter into fully-capitated contracts with insurers. Nussbaum had a 20 year academic career at Massachusetts General Hospital and Harvard Medical School where he led the clinical endocrine group practice.

Nussbaum received his BA from New York University and his MD from Mount Sinai School of Medicine. He trained in internal medicine at Stanford University and Massachusetts General Hospital and in endocrinology at Harvard Medical School and Massachusetts General Hospital. Nussbaum is a Professor of Clinical Medicine at Washington University School of Medicine, an adjunct professor at the Olin School of Business, Washington University and a Senior Fellow at the USC Schaeffer Center for Health Policy and Economics.



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

Edmund Pezalla, MD, MPH, is a leading innovator in payer strategy for pharmaceutical and device manufacturers. He focuses on unlocking the value of new products by developing industry-leading approaches to incorporating payer requirements into development programs, technology assessment plans, and value frameworks. He works with a variety of policy and industry groups on cutting edge coverage policy, innovations in value-based

payments, and adaptive regulatory and market entry pathways.

Pezalla is the former vice president for pharmaceutical policy and strategy in the office of the chief medical officer at Aetna. In this position Pezalla developed and coordinated strategy for pharmaceutical evaluation and coverage across both the medical and pharmacy benefit, created Aetna's framework for innovative contracts, and developed Aetna's public policy positions on drug and device coverage.

Pezalla is active as a payer expert on a number of policy working groups including the New Drug Development Paradigm Project at MIT. He has recently been named a Scholar-in-Residence at the Duke-Margolis Health Policy Center in Washington, DC where he is working on policy approaches to stimulating the development of new antimicrobials, evaluation of value frameworks, and other policy projects. Pezalla is a member of the board of directors of the Pharmacy Quality Alliance and the Connecticut Biosciences Innovation Fund. He is also a member of the business advisory board of Naia Pharmaceuticals and the scientific advisory board of Temple Therapeutics.

Pezalla received his BS in Biophysics from Georgetown University College of Arts and Sciences, and his MD cum laude from Georgetown University School of Medicine. He holds a Master's in Public Health from the University of California at Berkeley and was a health services research fellow and doctoral student in health policy at the University of Michigan.



Jim Rebello Senior Director, Formulary Strategy Magellan Rx

Jim Rebello joined Magellan Rx in 2013. He is currently the senior director of formulary strategy for the Magellan Rx Specialty division. He works with payers to provide valuable solutions for formulary management to find savings in the high-trending Specialty space on both the pharmacy and medical benefits.

Rebello is a pharmacist with more than six years of managed care experience working directly with health plans and employers. He began his career with CDMI, where he was the lead account manager for the company's largest accounts, serving as the main point of contact for all client needs.

Rebello received his Doctor of Pharmacy at the University of Rhode Island and also served in the United States Air Force.



Bill Roth **Founding Partner Blue Fin Group**

Bill Roth is serial entrepreneur and a tenured corporate executive. As founding partner of Blue Fin Group, a management consultancy for the pharmaceutical industry, Roth started the company in 2001 and has grown the organization to service most manufacturers and a wide array of channels and service providers. He is considered an innovator and an expert in connecting health care products to patient populations. Roth has consistently forecasted

future events in the industry, and he has led his clients and companies to successful outcomes for more than 25 vears.

Roth has been guoted in dozens of industry publications. He is repeatedly cited by market researchers, analysts, and industry leaders for his accurate predictions, and he speaks frequently at industry events and seminars on the subject of commercialization and related issues. Roth's unique breadth of experience and knowledge from working with all models in the health care industry provides great context when working to solve challenging business puzzles in our industry.

Roth was featured as the cover story of Pharmaceutical Commerce in January 2016 and was featured in Entrepreneur Magazine in 2001. He is also a 2008 recipient of PharmaVOICE magazine's "Top 100 most-inspiring people in Life Sciences" and was named a 2009 "People to Watch" by PM360 Magazine.



Len Schleifer Founder, President & Chief Executive Officer Regeneron

Leonard Schleifer, MD, PhD, is the founder, president and chief executive officer of Regeneron, one of the world's leading biotechnology companies. He, together with George Yancopoulos, chief scientific officer and founding scientist, have built Regeneron over 25 years from a tiny startup to an ~\$40 billion market cap company.

Regeneron is well-known for its unique science-driven innovative culture, which has led to an industry-leading drug discovery and development engine and four FDA-approved medicines. The company has a robust pipeline of therapies in areas of high unmet need. The Regeneron clinical pipeline includes over a dozen fully human monoclonal antibodies developed using the company's foundational VelociGene and VelocImmune® technologies. The company has late-stage programs in serious diseases including rheumatoid arthritis, atopic dermatitis, asthma, pain, cancer and infectious disease. All of Regeneron's approved and investigational medicines were discovered and developed in the company's own laboratories.

Schleifer has been recognized as one of Barron's Best CEOs and as Ernst & Young's Life Sciences Entrepreneur of the Year. Regeneron has been repeatedly voted the number one company to work for in the biopharmaceutical industry by Science magazine and, in 2016, was ranked the third most innovative company in the world by Forbes magazine.

Schleifer graduated Phi Beta Kappa and summa cum laude from Cornell University and was awarded his MD and PhD in Pharmacology from the University of Virginia. He worked as a practicing neurologist and assistant professor at the Cornell University Medical College in the departments of neurology and neurobiology before founding Regeneron in 1988.



Tony Schueth Chief Executive Officer & Managing Partner Point-of-Care Partners

Anthony Schueth, MS, is the chief executive officer and managing partner of Point-of-Care Partners (POCP), a health information technology (HIT) strategy and management consulting firm specializing in the evolving world of electronic health records. A 25-year health care veteran, he is an expert in HIT, in general, and one of the nation's foremost experts in ePrescribing, ePrior Authorization and eMedication Management. In addition,

he currently serves as a co-leader of NCPDP' Specialty ePrescribing Task Group and leads the NCPDP Electronic Prior Authorization Task Group.

Prior to starting his consulting firm, Schueth spent five years at Merck-Medco (now Express Scripts), where he developed and executed on cutting-edge ePrescribing and point-of-care strategies. Prior to that, Schueth worked for five years at Integrated Medical Systems, Inc., a pre-Internet health care connectivity company (now the equivalent of health information exchange) wholly owned by Eli Lilly and Company at the time of his departure (now part of WebMD). There he had a variety of responsibilities leading HIE vendor of the era, including a product manager for an early-generation electronic prescribing application, a business development manager responsible for identifying new technology partners, and as a physician sales manager responsible for doubling the organizations' physician customer base to 50,000.

He has a MS in Integrated Marketing Communications from the Medill School of Journalism at Northwestern University in Evanston, Illinois and a BA in Journalism from Butler University.



Debbie Stern Senior Vice President, Medical Oncology and Specialty Drug Management eviCore

Debbie Stern, RPh, is senior vice president of medical oncology and specialty drugs at eviCore, where she is responsible for developing and executing new business and program strategies that focus on the incorporation of evidence-based guidelines in oncology and specialty pharmaceutical management with payers.

Stern is a nationally recognized expert on the integration of biotechnology and specialty pharmaceuticals into the payer marketplace. Stern initiated the concept of the EMD Serono Specialty Digest™ in 2004 and was its author and editor for eleven editions. Stern currently serves on the Editorial Advisory Board of AIS Specialty Pharmacy News.

Previously, Stern served as vice president and president of Rxperts, a managed care consulting firm dedicated to helping clients better understand the dynamics and market forces affecting managed pharmaceutical benefits. Prior to Rxperts, Stern was a senior level director at two national PBMs. She spent five years in the pharmaceutical industry and ten years in retail pharmacy.

She has a BS in Pharmacy from the University of Cincinnati.



Mark Thierer Chief Executive Officer **OptumRx**

Mark Thierer currently serves as chief executive officer for OptumRx. In this capacity, his primary responsibilities include overseeing all Optum pharmacy care services, including the management of pharmacy benefits, pharmacy network, home delivery pharmacy and specialty pharmacy programs.

Prior to his current position, he served as chairman of the board and chief executive officer of Catamaran, one of the nation's largest pharmacy benefit management companies serving 35 million lives, which combined with OptumRx in 2015.

Thierer's professional experience includes a 30-year health care industry career leading organizations to financial and operational success. He joined Catamaran, then called SXC in 2006 as president and chief operating officer; then named president and CEO in 2008. Prior to this, Thierer led Physicians Interactive, a division of Allscripts Healthcare Solutions, Inc., as president. He spent 10 years with CaremarkRx (now CVS Caremark) as a corporate officer and senior vice president, Industry Relations. Before joining Caremark, he spent 10 years at IBM in various sales management positions in its health industry division.

Thierer holds a Bachelor of Science degree in Finance from the University of Minnesota, a Master in Business Administration from Nova Southeastern University and has earned the Certified Employee Benefits Specialist (CEBS) designation. He is a frequent guest lecturer at Northwestern Kellogg School of Management and The Wharton School of the University of Pennsylvania. Thierer serves on the board of directors for the Lyric Opera of Chicago.

Thierer holds professional memberships in PCMA, National Council for Prescription Drug Programs (NCPDP), Academy of Managed Care Pharmacy (AMCP), National Association of Chain Drug Stores (NACDS) and the Healthcare Information and Management Systems Society (HIMSS). He is active in the Economic Club, serves on the board of the Executive's Club of Chicago and PCMA. He also serves as a board member of Discover Financial Services.



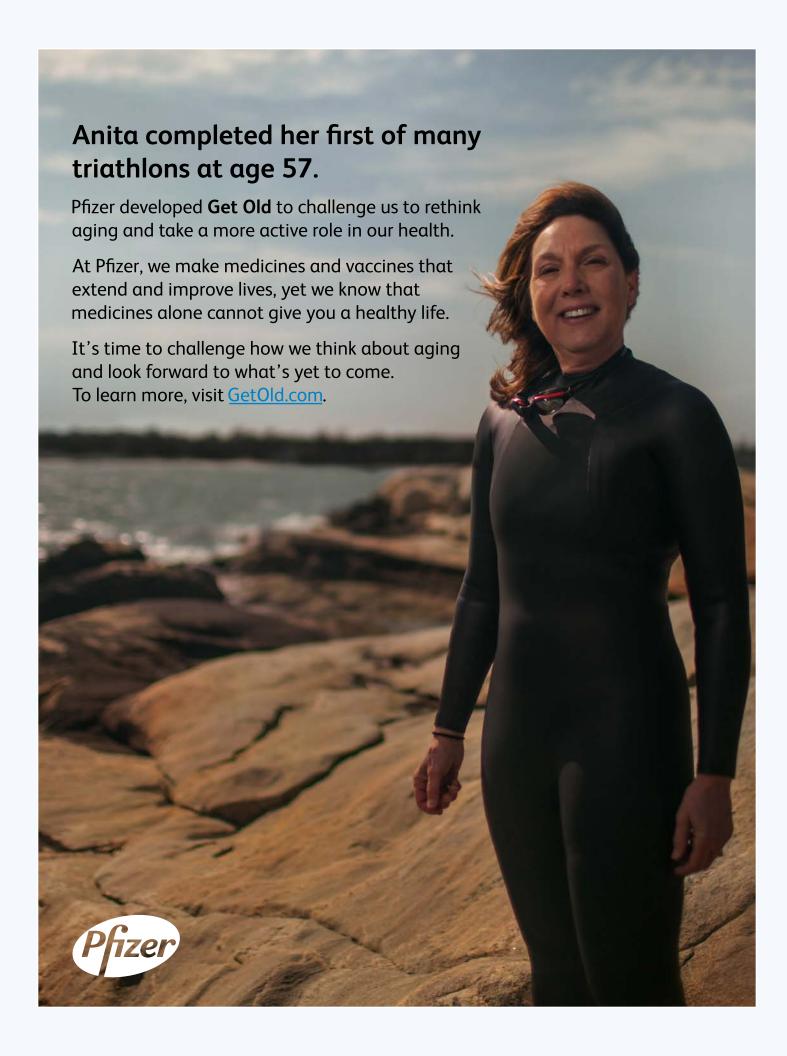
Harry Travis President & Chief Executive Officer etectRx

Harry Travis, BS Pharm, MBA, is currently the president and chief executive officer of etectRx. etectRx is developing a novel real-time medication adherence system that incorporates a tiny ingestible wireless sensor into capsules to definitively, reliably, and safely indicate when a patient has taken his medicine.

Travis has over 25 years of executive experience in all aspects of pharmaceutical distribution channel management. He has held senior leadership positions with Baxter Healthcare, Cardinal Health, Accredo/ Medco and Aetna. Most recently he held the position of vice president of Aetna's specialty and home-delivery pharmacy business. This multi-billion dollar business is ranked in the top five specialty pharmacies in the U.S.

Travis holds a BS in Pharmacy from the University of Pittsburgh, School of Pharmacy, and an MBA from The Darden School at the University of Virginia.





PCMA BOARD OF DIRECTORS



Chairman, PCMA Board of Directors William Fleming Segment Vice President, Humana Inc. President, Humana Pharmacy Solutions



Jim DuCharme President & Chief **Executive Officer Prime Therapeutics**



Chris Hocevar President, Select Segment & Cigna Pharmacy Management Cigna Corporation



Mostafa Kamal Chief Executive Officer Magellan Rx Management



Jon Roberts President, CVS/caremark & Executive Vice President CVS Health



Mark Thierer Chief Executive Officer OptumRx



Greg Watanabe President MedImpact, Healthcare Systems, Inc.



Tim Wentworth President **Express Scripts**



Bill Wolfe Vice President, Pharmacy Aetna

The Pharmaceutical Care Management Association (PCMA) is the national association representing America's pharmacy benefit managers (PBMs). PBMs administer prescription drug plans for more than 266 million Americans who have health insurance from a variety of sponsors including: commercial health plans, self-insured employer plans, union plans, Medicare Part D plans, the Federal Employees Health Benefits Program (FEHBP), state government employee plans, Medicaid plans, and others.

SPCMA BOARD OF DIRECTORS



Steve Avey *Vice President, Specialty* Clinical Programs MedImpact Healthcare Systems, Inc.



Christopher Bradbury Senior Vice President, **Integrated Clinical Solutions** and Specialty Pharmacy Cigna Pharmacy Management



Jim Clement Executive Director, Cost of Care and Supply Chain Strategy Aetna Pharmacy Management



Randy Falkenrath Vice President, Specialty Strategy **Humana Pharmacy Solutions**



Jonathan Gavras Senior Vice President & Chief Medical Officer **Prime Therapeutics**



Alan Lotvin Executive Vice President, Specialty Pharmacy **CVS Health**



Bill Martin Vice President, Accredo Specialty Trade Relations **Express Scripts**



Steven Michurski Senior Vice President, Trade Relations Magellan Rx Management



Michael Zeglinski Senior Vice President, Specialty Pharmacy OptumRx

With the costs and complexity of specialty drug treatments rising, PBMs offer a number of services designed to improve the quality of care for patients across the nation while managing overall costs to the health care system. To encourage complete coordination across the continuum of patient care, payers depend on PBMs' utilization management tools, including the use of specialty pharmacies, to ensure that the value of therapy is optimized, at the most reasonable costs possible. sPCMA was established as a division of PCMA to provide thought leadership to the industry on matters of public policy, industry relations, and the value of specialty pharmacies.

PCMA STAFF

Mark Merritt

President & Chief Executive Officer

April Alexander

Senior Director, State Affairs

Kristin Bass

Senior Vice President, Policy and Federal Affairs

Tim Brogan

Vice President, Research

Megan Coder, PharmD

Senior Director, Industry Programs

Andy Cosgrove

Vice President, Policy

Charles Coté

Vice President, Strategic Communications

Jenny Dawson

Senior Manager, Conferences and Development

Jonathan Heafitz

Assistant Vice President, Federal Affairs

Ryan Hickey

Senior Director, Accounting and Operations

Greg Johnson

Vice President, Strategic Initiatives

Jennifer Joslin

Executive Assistant to the President & CEO

Scott Kipper

Vice President, State Affairs

Wendy Krasner

Vice President, Regulatory Affairs

Barbara Levy

Vice President & General Counsel

Greg Lopes

Senior Director, Strategic Communications

Mona Mahmoud

Senior Director, Regulatory Affairs

Brian McCarthy

Chief Operating Officer

Anne McCraw

Assistant Vice President, Industry Relations

Casey Murphy

Senior Director, Federal Affairs

Laura Neff

Legislative Assistant, State Affairs

Brenda Palmer

Chief Financial Officer

Kristen Pumphrey

Senior Director, Conferences

Melodie Shrader

Senior Director, State Affairs

Adrianna Simonelli

Director, Policy

Deloris Tinsley

Executive Assistant

Scott Woods

Senior Director, State Affairs

PCMA MEMBERS

























PCMA AFFILIATES

















































































































































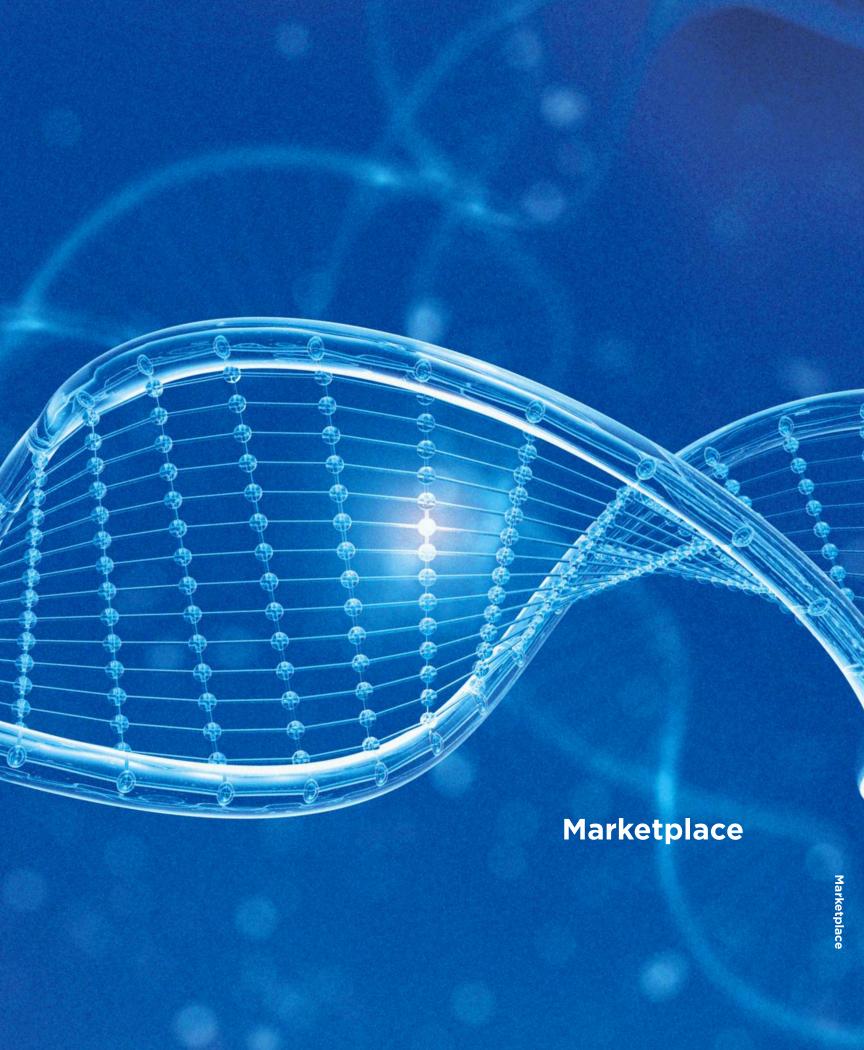












We Make Quality Healthcare Accessible

Teva Pharmaceuticals is working every day to make quality healthcare accessible around the world.

As a manufacturer of specialty and generic pharmaceuticals, Teva provides both new therapies and greater access to quality, affordable medicines.



CONFERENCE SPONSORS

Partners











Presidential Sponsors



























Executive Sponsors











General Sponsors















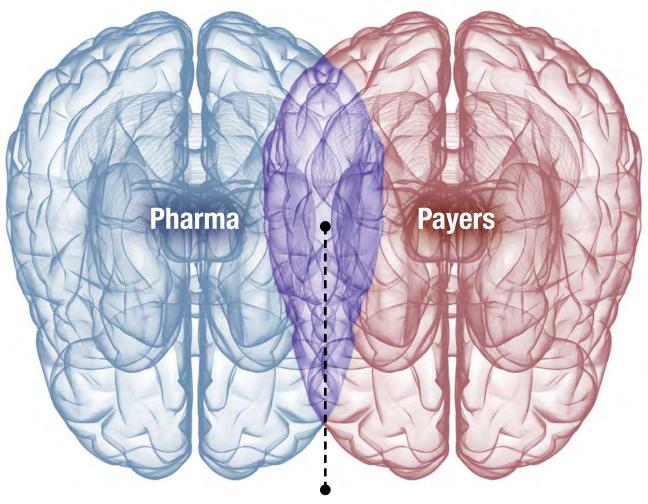












Mutual Value Realization

Powerful evidence that inspires a meeting of the minds

Precision for Value works with pharmaceutical companies to establish and communicate the value of a drug with evidence that's more relevant to payers. Our former payers use their real-world perspective to analyze large sets of data and extract the critical bits of information used by current payers to make market access decisions. And when the work is done, pharma and payers are inclined to be more like-minded than they realized. Let us help demonstrate the value of your drug.

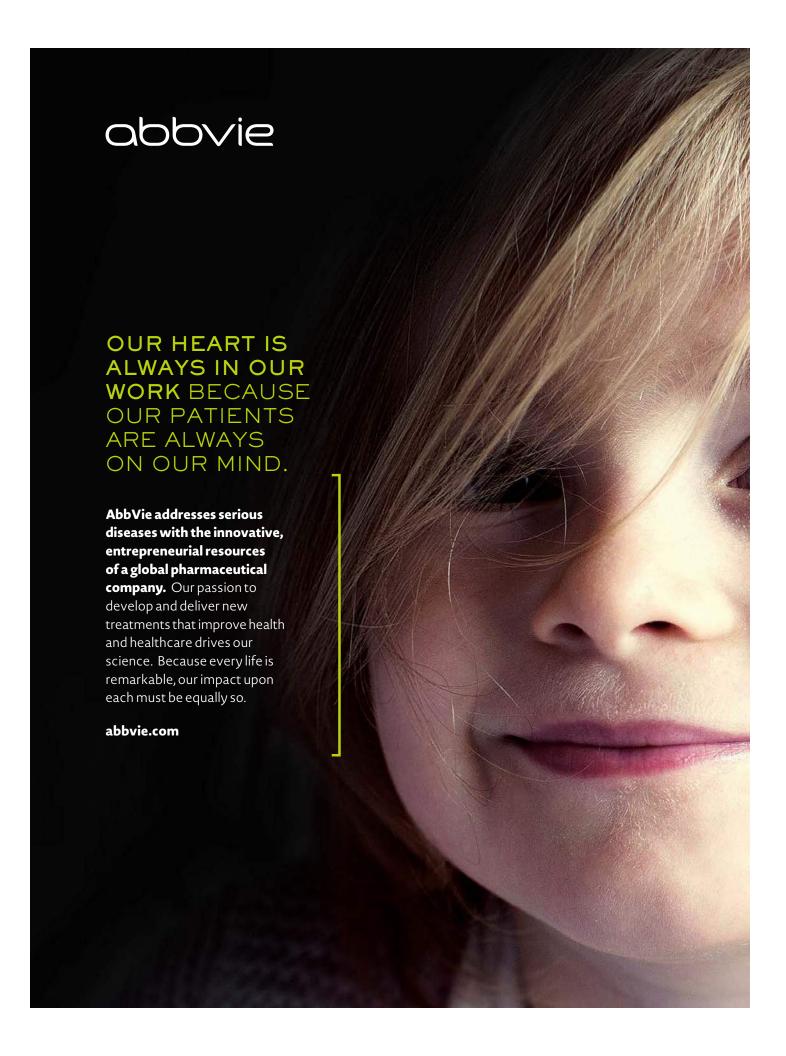












ALLERGAN'S BOLD SOCIAL CONTRACT VITH PATIENTS

Our biopharma industry is vital and has made profound contributions that have increased life expectancy and dramatically improved health.

Allergan is committed to the four principles in this social contract, which begins when there is a patient with an unmet need.

INVEST & INNOVATE

We are committed to investing billions of dollars, at risk, to develop life-enhancing innovations.

ACCESS & PRICING

We commit to making these branded therapeutic treatments accessible and affordable to patients while also ensuring that we can continue to meet our 'invest and innovate' obligations outlined in Principle 1.

QUALITY & SAFETY

We commit to intensely monitoring the safety of our medicines and promptly reporting and acting on new safety data. We also commit to maintaining high standards of quality while maintaining a continuous supply of our medicines.

EDUCATION

We are committed to appropriately educating physicians about our medicines so that they can be used in the right patients for the right conditions.

We commit to these responsible pricing ideals for our branded therapeutics.

- We will price our products in a way that is commensurate with, or lower than, the value they create.
- We will enhance access to patients.
- We will work with policy makers and payers to facilitate better access to our medicines.
- We will not engage in price gouging actions or predatory pricing.
- We will limit price increases.
- · We will not engage in the practice of taking major price increases without corresponding cost increases as our products near patent expiration.
- We commit to providing an aggregate view of the net impact of price on our business.

These are our commitments to the medical professionals and patients who count on to continue finding new treatments for their most pressing medical needs.

See our full social contract at

Allergan.com/SocialContract



@allergan @brentlsaunders

Brent Saunders CEO & Preside



BOLD FOR LIFE

What science can do



Advancing Quality of Patient Care

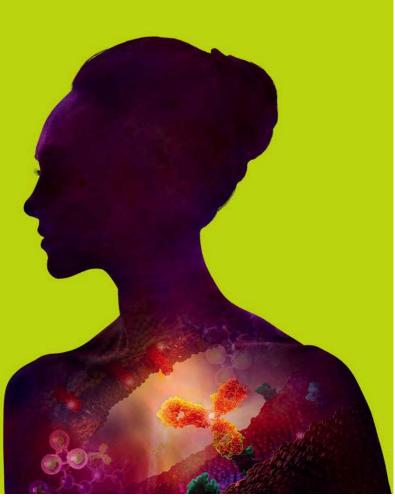
At AstraZeneca, we know improving the lives of patients requires engagement across all of healthcare, and we are committed to pursuing innovative collaborations that advance quality of care, improve patient outcomes and deliver value to the healthcare system.

We also work to support meaningful access to our medicines and actively engage patients in their own care along with their healthcare professionals to help slow progression of disease, reduce readmissions, and decrease complications.

To learn more about how
AstraZeneca is pushing the
boundaries of science to deliver
life-changing medicines,
transforming serious diseases like
cancer, heart disease, diabetes, and
asthma, visit astrazeneca-us.com.

Oncology combination therapies

AstraZeneca is investigating combinations of biologic and small-molecule therapies for the treatment of cancer. These combinations target the tumor directly and some help boost the body's own immune system to potentially induce cell death.



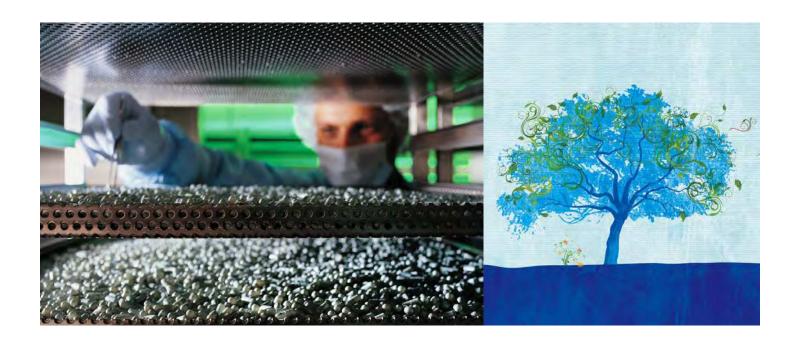


At Bayer we encourage you to question the status quo and constantly think beyond the obvious. We foster open discussions, sharing knowledge across our community and partnering with external networks. We always start by

listening – because our customers are at the heart of everything we do. At Bayer you have the opportunity to be part of a culture where we value the passion of our employees to innovate and give them the power to change.



Nurturing innovative ideas today for more health tomorrow.



Boehringer Ingelheim ranks among the world's 15 leading pharmaceutical corporations. Our vision drives us forward. It helps us to foster value through innovation in our company and to look to the future with constantly renewed commitment and ambition.

For more than 125 years, Boehringer Ingelheim has been committed to the research and development of innovative medicines that help make more health for patients and their families.







But in order to fully achieve our mission of helping people do more, feel better and live longer, we need to go beyond discovering, developing and delivering new medicines, vaccines and healthcare products. That's why we support innovative health and education programs designed to bring sustainable, positive change in local communities across America.

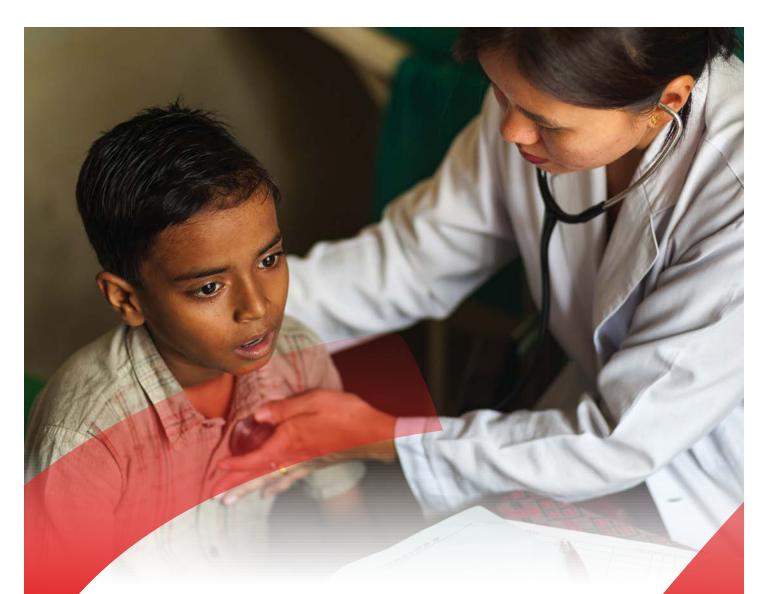
Every challenge creates opportunity Every relationship brings responsibility

Johnson Johnson

HEALTH CARE SYSTEMS INC.



Every patient is our inspiration



It begins with a promise

to respect each other and the people we serve.

From the beginning, respect for people has been one of our company's fundamental values, a principle central to our culture and our mission to make life better for people around the world. In all we do, from our patient-support programs to our workplace practices to our corporate social responsibility initiatives, we strive to bring this value to life. Our humanity guides how we treat the people we serve. It inspires us to build trust through our commonalities, to celebrate our differences, and seek out the unique ways to make life better for everyone.



Navigating the path to medication access

Novartis Oncology is committed to helping patients living with cancer receive the medicines they need. **Patient Assistance Now Oncology (PANO)** offers quick and easy access to information about our wide range of resources.

SUPPORT FOR PATIENTS INCLUDES:

- Support with insurance verification
- Medicare education
- Alternative assistance searches and referrals to federal or state assistance programs
- Support for Novartis Oncology medication
- Patients prequalified via phone screening for the Patient Assistance Program (PAP) will be sent a 30-day supply of their needed medication while completing the application
- Information about financial or co-pay assistance that may be available via independent charitable foundations

GET ACCESS NOW

Visit www.OncologyAccessNow.com/patient, or call 1-800-282-7630, to speak with a member of our knowledgeable staff dedicated to making access to therapy as simple and convenient as possible.







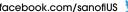
SANOFI FOCUSED ON PATIENTS'NEEDS

Over the years, Sanofi has evolved to meet the new challenges of healthcare worldwide. Today, Sanofi is a global healthcare leader focused on patients. We listen to their needs, treat them, and provide support to them. Through our diversified portfolio of medicines, vaccines and innovative therapeutic solutions, we strive to protect the health and meet the needs of the world's 7 billion people.

US.COR.14.06.005



For more information: www.sanofi.com - www.sanofi.us











A proud sponsor of the sPCMA Business Forum, Sunovion is a global biopharmaceutical company focused on the innovative application of science and medicine to help people with serious medical conditions. Our spirit of innovation is driven by the conviction that scientific excellence paired with meaningful advocacy and relevant education can improve lives.



Visit us at www.sunovion.com and connect with us on Twitter @Sunovion and LinkedIn.





Better Health, Brighter Future

There is more that we can do to help improve people's lives. Driven by passion to realize this goal, Takeda has been providing society with innovative medicines since our foundation in 1781.

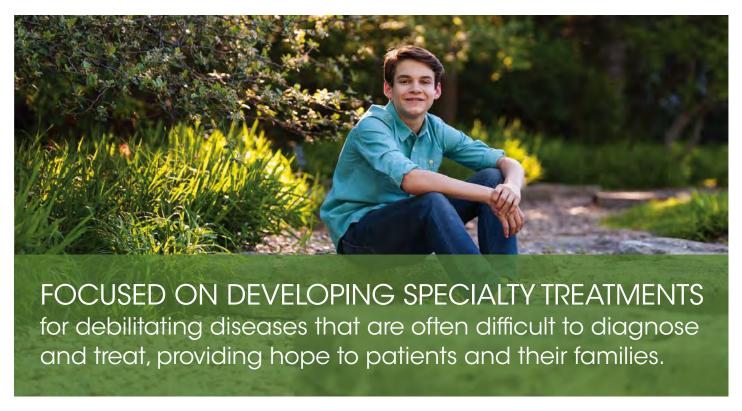
Today, we tackle diverse healthcare issues around the world, from prevention to care and cure, but our ambition remains the same: to find new solutions that make a positive difference, and deliver medicines that help as many people as we can, as soon as we can.

With our breadth of expertise and our collective wisdom and experience. Takeda will always be committed to improving the future of healthcare.











Advancing Therapeutics, Improving Lives.

For more than 25 years, Gilead has worked to develop medicines that address areas of unmet medical need for people around the world.

Our portfolio of medicines and pipeline of investigational drugs include treatments for HIV/AIDS, liver diseases, cancer, inflammatory and respiratory diseases, and cardiovascular conditions.

Every day we strive to transform and simplify care for people with life-threatening illnesses.

For more information, please visit www.gilead.com. © 2017 Gilead Sciences, Inc.











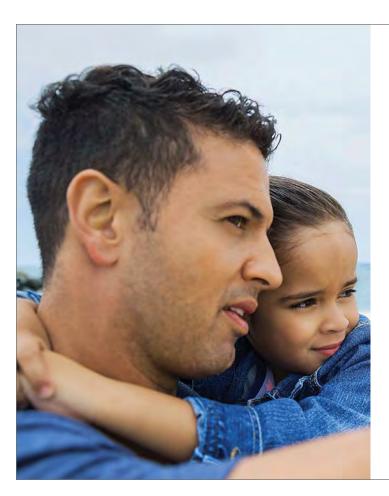












Unmet needs require unmatched commitment.

Our purpose is clear: to make a difference in the lives of those living with and affected by rare diseases and highly specialized conditions.

For more information, please visit shire.com



INTSP/C-ANPROM/CORP/16/0022 S13862 05/16

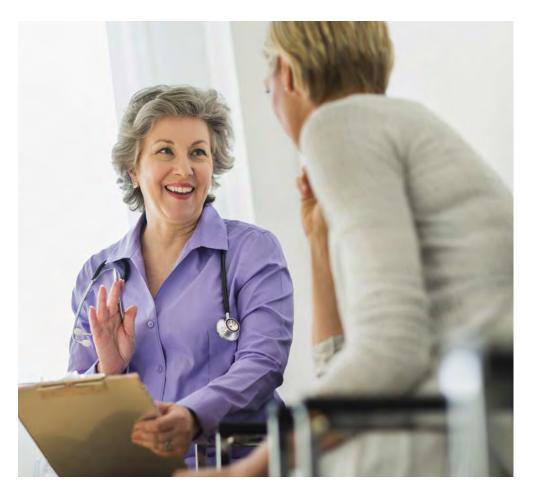


Pushing the boundaries of science

At UCB, everything we do starts with a simple question: "How will this add value to the lives of people living with severe diseases?"

We are driven every day to help tackle serious unmet medical needs affecting hundreds of thousands of patients around the globe who are living with severe neurological and immunological disorders.





Valeant Pharmaceuticals
International, Inc. is
committed to innovation
and to improving
people's lives through its
healthcare products.



WWW.VALEANT.COM





THE SCIENCE of POSSIBILITY

Vertex creates new possibilities in medicine to cure diseases and improve people's lives.

We work with leading researchers, doctors, public health experts and other collaborators who share our vision for transforming the lives of people with serious diseases, their families and society.

www.vrtx.com

Vertex and the Vertex triangle logo are registered trademarks of Vertex Pharmaceuticals Incorporated.
© 2017 Vertex Pharmaceuticals Incorporated 1/17

CONFERENCE SPONSORS

Partners











Presidential Sponsors



























Executive Sponsors











General Sponsors



























Save the Date

PCMA Annual Meeting 2017 September 25 & 26

The Westin Kierland Scottsdale, AZ

sPCMA Business Forum 2018 March 5 & 6 **Hilton Bonnet Creek** Orlando, FL

PCMA Annual Meeting 2018 September 24 & 25 The Westin Kierland Scottsdale, AZ

