



# PCMA PBM Policy Forum **2018**



**April 19**

The Newseum  
Washington, DC

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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, managed Medicaid plans, and others. PBMs are projected to save employers, unions, government programs, and consumers \$654 billion — up to 30 percent — on drug benefit costs over the next decade.

# CONFERENCE OVERVIEW

With the public debate about prescription drug prices playing out in the press, in Congress, and among regulators, policymakers are focusing on the role of pharmacy benefit managers (PBMs) in addressing drug costs.

Operating under contract with health plan sponsors — insurers and self-funded employer plans alike — PBMs work to lower prescription drug costs for patients. PBMs negotiate with drug manufacturers and pharmacies to reduce the prices they charge and to establish formularies to encourage plan enrollees to use the most cost-effective drugs. PBMs also administer prescription drug plans, adjudicating claims in real-time as patients stand at the pharmacy counter to pick up their prescriptions. In addition, to meet the needs of today's complex healthcare market, PBMs also help manage clinical care for specialty drugs — usually infused or injected drugs needing special handling and with sometimes hard-to-manage side effects — typically used to treat complex or rare conditions.

PCMA's PBM Policy Forum will bring together policymakers — including key Administration officials — and PBM executives to discuss how the public and private sectors are tackling drug costs and improving both the affordability and quality of care for patients.

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# AGENDA

11:30 am – 12:15 pm

## **Lunch Reception**

12:15 pm – 12:30 pm

## **Welcome and Introductions**

**Event Moderator:** Ian Spatz, *Senior Advisor*  
Manatt Health

Mark Merritt, *President & Chief Executive Officer*  
PCMA

12:30 pm – 1:00 pm

## **Perspectives on Prescription Drug Issues from Capitol Hill**

Alyssa Palisi, *Professional Staff Member*  
House Committee on Ways and Means

Rachel Pryor, *Senior Health Policy Advisor*  
House Committee on Energy and Commerce

Brett Baker, *Senior Health Policy Advisor*  
Senate Committee on Finance (*invited*)

1:00 pm – 1:30 pm

## **Point of Sale Rebates: Opportunities in Commercial Benefits**

Lida Etemad, *Vice President, Pharmacy Management  
Strategies, Employer & Individual and Community &  
State*, UnitedHealthcare

1:30 pm – 2:00 pm

## **Perspectives from HHS**

John O'Brien, *Advisor to the Secretary & Deputy  
Assistant Secretary for Health Policy*, U.S. Department  
of Health and Human Services

2:00 pm – 2:30 pm

### **Outside the Beltway: State Perspectives on Prescription Drug Benefits**

Representative MaryLynn Magar, Florida House of Representatives — District 82 (R)

Representative Kevin Roberts, Texas House of Representatives — District 126 (R)

J.P. Wieske, *Deputy Commissioner of Insurance*  
State of Wisconsin

2:30 pm – 3:00 pm

### **The Value of Specialty Pharmacy: Patient Engagement, REMS, and Biosimilars**

Brian Seiz, *Senior Vice President, Specialty*, Express Scripts & *President*, Accredo Specialty Pharmacy

3:00 pm – 3:30 pm

### **How PBMs are Driving Value Based Contracting**

Kim Gwiazdzinski, *Senior Director, Trade Relations, Value and Outcomes Contracting*, Prime Therapeutics

3:30pm – 4:00 pm

### **Perspectives from FDA**

Scott Gottlieb, *Commissioner of Food and Drugs*  
U.S. Food & Drug Administration

4:00 pm – 4:30 pm

### **Employers' Perspectives on Drug Benefit Management**

Kevin Host, *President & Chief Operating Officer*  
PSG Consulting

4:30 pm – 4:45 pm

### **PCMA Perspectives and Wrap up**

Mark Merritt, *President & Chief Executive Officer*  
PCMA

# SPEAKERS



## **Lida Etemad**

*Vice President, Pharmacy Management Strategies,  
Employer & Individual and Community & State  
UnitedHealthcare*

Lida Etemad, PharmD, MS, is currently the vice president of pharmacy management strategies for United Healthcare Pharmacy. In this role she is accountable for identification and development of programs and products that enhance the value of the commercial and Medicaid pharmacy benefits.

Her team is responsible for the management of the commercial and Medicaid prescription drug lists for UnitedHealthcare, driving the development of programs/products that manage costs and improve trends, evaluation of pharmacoeconomic literature and application to decision making, and value-based pharmaceutical agreements.

Lida has been with UnitedHealth Group since 2002. She joined the company with OptumInsight (then Ingenix), conducting pharmacoeconomic research studies as a consultant to pharmaceutical manufacturers. In 2005, she started consulting for United Healthcare, leading analytics for development of the Prescription Drug List (PDL). In 2007, Lida moved to UnitedHealthcare and has held several roles with increasing responsibility within pharmacy management — including analytics, PDL product development, drugs covered under the medical benefit, and pharmaceutical manufacturer relationships. In her current position, she manages a diverse team of business leads, analysts, and pharmacists.

Lida received her PharmD from North Dakota State University. Subsequently, she completed a fellowship at the University of Southern California in conjunction with Wellpoint and (then) Pharmacia. She holds a Master's of Science degree in Pharmaceutical Economics and Policy.



## **Scott Gottlieb**

*Commissioner of Food and Drugs  
U.S. Food & Drug Administration*

Dr. Scott Gottlieb was sworn in as the 23rd commissioner of food and drugs on May 10, 2017. Dr. Gottlieb is a physician, medical policy expert, and public health advocate who previously served as the FDA's deputy commissioner for medical and scientific affairs and before that, as a senior advisor to the FDA Commissioner.

He also worked on implementation of the Medicare drug benefit as a senior adviser to the Administrator of the Centers for Medicare and Medicaid Services, where he supported policy work on quality improvement and the agency's coverage process, particularly as it related to new medical technologies.

In 2013 Dr. Gottlieb was appointed by the Senate to serve on the Federal Health Information Technology Policy Committee, which advises the Department of Health and Human Services on healthcare information technology.

Dr. Gottlieb was previously a resident fellow at the American Enterprise Institute, and a clinical assistant professor at the New York University School of Medicine in Manhattan, where he also practiced medicine as a hospitalist physician.

He completed a residency in internal medicine at the Mount Sinai Medical Center in New York, New York and is a graduate of the Mount Sinai School of Medicine and of Wesleyan University, in Middletown, Connecticut, where he studied Economics.



### **Kim Gwiazdzinski**

*Senior Director, Trade Relations, Value and Outcomes Contracting*  
**Prime Therapeutics**

Kim Gwiazdzinski is the senior director of value and outcomes based contracting at Prime Therapeutics where she leads Prime's CareCentered™ Contracting efforts. Kim's broad experience in both the payer and pharmaceutical industries uniquely positions her as an innovator in value based contracting efforts.

Prior to joining Prime, Kim led portfolio strategy and innovation at NovoNordisk where she oversaw the development of strategies addressing key healthcare topics including price transparency and affordability, value based contracting, and population health. In previous positions at Prime and Cigna, Kim integrated the development of therapeutic management strategies into pharma rebate negotiations which led to overall reductions in cost of care. She began her career at Merck where she held positions of increasing responsibility in pricing and contracting, managed markets strategy, and disease management.

Kim holds a Bachelor of Science in Pharmacy from University of the Sciences and an MBA in Marketing from St. Joseph's University.



### **Kevin Host**

*President & Chief Operating Officer*  
**PSG Consulting**

Kevin D. Host, PharmD, is responsible for setting the strategic direction, overseeing operations and growth for PSG's professional services, data and analytics, and software solutions which enable payers, plan sponsors, and health systems to optimize drug management. Kevin draws on his more than 20 years' experience in the pharmaceutical industry with an emphasis on specialty benefit management, product development, pharmacy operations, and mentoring emerging leaders. Prior to joining PSG, Kevin served as senior vice president of specialty pharmacy at OptumRx and was responsible for UnitedHealth Group's OptumRx Specialty Pharmacy programs, which included specialty drug distribution, clinical program development, and benefits and outcomes strategy designs.

Kevin earned his Doctor of Pharmacy from University of the Pacific in California. He has also served on various industry advisory boards, including the EMD Serono Specialty Digest, Genentech Oncology Trend Report, and the URAC Pharmacy Advisory Group, where he helped establish the first comprehensive accreditation standards for specialty and mail service pharmacies.



**MaryLynn Magar**  
**Florida House of Representatives — District 82 (R)**

Marylynn Magar was born in Pittsburgh, Pennsylvania but relocated to Vienna, Virginia at an early age and earned her BS in Business Marketing from Radford University. She moved to Tequesta in 1992 where she currently resides.

MaryLynn started her career in the government technology and communications industry. She was part of the effort that contracted with the state of to develop early distance learning and telemedicine networks in Florida and the southeast. She is currently vice president of HeartCare Imaging, a health industry business that implements and manages nuclear imaging centers.

Representative Magar has been a sitting Florida House member since 2012. She has served on all health care committees during her tenure. The Florida legislature has worked diligently on reducing health care costs across the state for individuals and companies while increasing the quality of care.

Representative Magar currently serves on the following Florida House Committees:

- Health Innovation Subcommittee (Chair)
- Health Care Appropriations Subcommittee
- Health & Human Services Committee
- Energy & Utilities Subcommittee
- Post-Secondary Education Subcommittee



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

Mark Merritt is president and chief executive officer of PCMA, the national association representing America's pharmacy benefit managers, which administer prescription drug plans for more than 266 million Americans with health coverage provided through Fortune 500 employers, health insurance plans, labor unions, and Medicare Part D.

Mark took the helm of PCMA in March 2003 and quickly raised the industry's profile. He is repeatedly ranked as one of the most effective trade association CEOs in America and has been inducted into the U.S. Chamber of Commerce's elite "Association Committee of 100," representing America's top trade association executives. In recognition of his aggressive advocacy for lower cost prescription

medications, the Generic Pharmaceutical Association, which represents the world's leading generic drug manufacturers, honored him with its prestigious "Outstanding Contribution" award. Mark serves on the Editorial Advisory Board for Drug Benefit News and on the Board of Directors for the Public Affairs Council, the leading association for public affairs professionals worldwide.

Mark is credited with designing and implementing innovative, campaign-style strategies that go beyond traditional Washington-style lobbying campaigns. He has pioneered strategies that reach beyond the boundaries of Washington politics to communicate more effectively with diverse constituencies from Wall Street to Main Street to Hollywood.

Prior to PCMA, Mark served as a senior strategist with America's Health Insurance Plans and the Pharmaceutical Research and Manufacturers of America as well as with the presidential campaigns of current U.S. Senator Lamar Alexander and former Senator Robert Dole. He has also served as a Fellow at Harvard University's John F. Kennedy School of Government, where he lectured on the intersection between public policy and the news media.

Mark holds both an MA and BA from Georgetown University.



## **John O'Brien**

*Advisor to the Secretary & Deputy Assistant Secretary for Health Policy*

**U.S. Department of Health and Human Services**

Dr. John Michael O'Brien is the deputy assistant secretary (health policy) for planning and evaluation. He leads a team of interdisciplinary experts who bridge departmental programs, public and private sector activities, and the research community

to develop, analyze, coordinate, and provide leadership on health policy issues for the Secretary. The Office of Health Policy conducts policy, economic and budget analyses, assists in the development and review of regulations, budgets, and legislation and publishes research, evaluations and analysis of key health policy priorities.

John joined ASPE from CareFirst BlueCross BlueShield. As vice president of public policy, he represented CareFirst and advised its leadership on federal and state policy, led internal research and external program evaluations, and served as an internal expert on payment policy and delivery system reform. He has also worked at the Centers for Medicare and Medicaid Services, the Notre Dame of Maryland University College of Pharmacy, and pharmacy and pharmaceutical organizations.

John has a master's degree in Public Health from the Johns Hopkins Bloomberg School of Public Health, a Doctor of Pharmacy degree from Nova Southeastern University, and he studied Pharmacy and Public Policy at the University of Florida.

## **Alyssa Palisi**

### *Professional Staff Member*

#### **House Committee on Ways and Means**

In March 2016, Alyssa Palisi joined the Ways and Means Subcommittee on Health to advise members of the Committee primarily on Medicare Parts C and D.

After coming to Capitol Hill in January 2011, Alyssa spent four years working for Congressman Jim Renacci (R-OH). She served as the primary advisor on Ways and Means issues such as Social Security, Medicare, and other entitlements. She crafted legislation that would reverse the unintended consequences of the Affordable Care Act on hospitals and small businesses, and legislation that would streamline inefficiencies in the government. Prior to her arrival at the Ways and Means Committee, she spent a year as the healthcare advisor to then-Ways and Means Health Subcommittee Chairman Kevin Brady working closely with the Health Subcommittee staff to carry out key initiatives for the Congressman through strategy development, crafting legislation, coalition management, constituent outreach, and media coordination.

Alyssa holds a BA in Public Relations and Advertising from DePaul University and an MS in Global Health and Medical Policy from George Mason University.

## **Rachel Pryor**

### *Senior Health Policy Advisor*

#### **House Committee on Energy and Commerce**

Rachel Pryor serves as senior health policy advisor on the Democratic staff of the Energy and Commerce Committee in the U.S. House of Representatives. In this role, Rachel manages a broad legislative portfolio for the Committee that includes Medicaid & CHIP, Medicare Parts C & D, Long-Term Care issues, and the 340B program.

Prior to joining the Committee, Rachel was senior policy advisor for the Senate Special Committee on Aging under Chairman Bill Nelson (D-FL). Rachel also spent several years in the Senate as the senior aide for health policy issues to Senator Richard Blumenthal (D-CT), developing and advancing the Senator's agenda on both the Health, Education, Labor and Pensions Committee (HELP) and the Senate Aging Committee. Rachel began her Capitol Hill career with Senator John D. Rockefeller IV (D-WV), Chairman of the Senate Finance Subcommittee on Health, and Chairman of the Senate Commerce Committee, joining the Chairman's health policy team for the full duration of the health reform debate in the United States Senate.

In addition to the Affordable Care Act, Rachel has also been a key staffer on numerous landmark legislative initiatives including the Food and Drug Administration Safety and Innovation Act of 2012 and the Medicare Access and CHIP Reauthorization Act of 2015. Rachel was recognized by *POLITICO* in 2014 as an Emerging Health Care Leader influencing the future of health care policy.

Rachel came to Capitol Hill from Ascension Health, the largest not-for-profit health care system in the nation, where she worked to raise the health system's collective profile on patient safety and delivery system reform efforts. Prior to her time with

Ascension Health, Rachel worked at the United States Department of Health and Human Services, developing regulatory guidance around certain health professions programs as well as focusing on the implementation of the Title V Maternal and Child Health Block Grant.



## **Kevin Roberts** **Texas House of Representatives — District 126 (R)**

Kevin Roberts was sworn in as the State Representative for House District 126 on January 10, 2017. A native Texan, Kevin was raised by his grandparents in Amarillo. As a 14-year-old, he got his first job delivering prescriptions for a local retail drugstore, where he learned the importance of integrity, commitment, and hard work. He worked to pay his own way through Texas Tech University and became the first college graduate in his family.

Kevin met his wife, Hollie, at a debate tournament in high school. Kevin and Hollie have two sons and a daughter-in law, Josh Roberts and Will and Alissa Roberts. Kevin and Hollie are proud grandparents to their grandson, Kason. Since moving to Houston, they have been active members of Champion Forest Baptist Church, where Kevin serves as a deacon. Kevin is also an active member of the Houston Northwest Chamber of Commerce, Houston Realty Business Coalition, and the Klein ISD Career and Technical Education Advisory Council. He is a member of the Grow Northwest Economic Development Advisory Council and the Public Policy Council for the Houston Northwest Chamber as well as a member of the Community Advisory Council for Lone Star College - University Parks. Kevin has also previously served on the Board of Directors for the D. Bradley McWilliams YMCA at Cypress Creek and Northland Christian School, where he founded the school's nationally recognized debate team.

Kevin has spent the majority of his career in executive management and leadership roles. Using his expertise in strategic planning, organizational design, and financial and organizational management. He excels in growing small businesses into nationwide enterprises. Through his ability to make tough decisions, he keeps businesses financially stable while fostering their rapid growth. Since 2002, he has worked as executive director and chief operating officer of The Lanier Law Firm, where he guided the expansion of the firm to Los Angeles and New York.

For the 85th Legislative Session, Kevin was named to the House Committee on Appropriations, the House Committee on County Affairs, the House Select Committee on Opioid and Substance Abuse, and the House Select Committee on Texas Ports, Innovation & Infrastructure. Additionally, he serves on the Appropriations Subcommittees on Article II (Healthcare), Budget Transparency & Reform and Disaster Impact & Recovery.

In recognition of his work, Kevin has been named an "Effective Conservative" by the Conservative Roundtable of Texas. Since taking office, he has focused on bringing transparency to state government, limiting the growth of government, eliminating wasteful government spending, and bringing more accountability to bureaucrats in Austin. As State Representative for District 126, he tirelessly fights to protect life, liberty, and justice for all Texans.



## **Brian Seiz**

*Senior Vice President, Specialty, Express Scripts & President, Accredo Specialty Pharmacy*

Brian Seiz, PharmD, serves as the president of Accredo Specialty Pharmacy. Previously, Brian has served in a variety of leadership roles across the clinical and specialty areas of Express Scripts, Specialty Benefit Services, CuraScript Specialty Pharmacy, and Accredo Specialty Pharmacy. He reports to Everett Neville who

is executive vice president of supply chain and specialty at Express Scripts.

Before joining Express Scripts in 2004, Brian was an assistant professor of pharmacy practice at St. Louis College of Pharmacy, where he taught the drug information and evaluating medical literature components of the curriculum, and maintained a clinical practice in primary care. Brian has a doctor of pharmacy degree from St. Louis College of Pharmacy.



## **Ian Spatz**

*Senior Advisor  
Manatt Health*

Ian Spatz counsels clients on health reform efforts and issues affecting healthcare providers and insurers, pharmaceutical companies, the consuming public, and U.S. healthcare initiatives.

Ian's practice areas include national healthcare policies and programs; pharmaceutical pricing, including as it relates to Medicare and Medicaid; intellectual property protection; and policies related to the U.S. Food and Drug Administration's regulation of the research, approval, manufacturing and marketing of medicines.

Prior to joining Manatt, Ian served 15 years in increasingly responsible positions at Merck & Company Inc. As Merck's vice president for global health policy, he directed U.S. public policy and related public affairs activities and represented the company before Congress, the White House and the media. Ian is also the founder and principal of the policy consulting firm Rock Creek Policy Group.

While at Merck, Ian led the successful five-year campaign that helped to develop and gain enactment of the Medicare prescription drug benefit, providing millions of American elderly and persons with disabilities with drug insurance for the first time. He also promoted legislation to create a program of market exclusivity incentives for research on the pediatric uses of medicines. In addition, he guided company efforts in resolving an international trade dispute over the licensing of medicines in the developing world.

Before joining Merck, Ian served as legislative director for Sen. Frank Lautenberg (D-NJ). In that role, he directed the senator's legislative staff in developing and implementing legislative strategies, proposal drafting and floor action, including coordinating the passage of appropriations bills.

Ian is a member of the faculty of the University of Southern California's Price School of Public Policy where he teaches courses in health economics and health law.



**J.P. Wieske**  
*Deputy Commissioner of Insurance*  
**State of Wisconsin**

Commissioner Nickel appointed J.P. Wieske as deputy commissioner of insurance for the State of Wisconsin in June 2016. Deputy Commissioner Wieske, subject to the general direction of the commissioner, supervises the regulatory, public information, and administrative functions of the Office of the

Commissioner of Insurance. As deputy, he also exercises and performs the functions of the commissioner in the commissioner's absence. Prior to this appointment, J.P. served as the OCI legislative liaison/public information officer (PIO) for 5 years.

J.P. brings more than 20 years of experience working in the insurance industry. He is the chair of the NAIC's Regulatory Framework Task Force and has served as chair of the NAIC's Network Adequacy Subgroup. As PIO, J.P. directed OCI's communication strategy including responding to press inquiries, supervising OCI's website, and editing OCI publications. As legislative liaison, he shepherded OCI's legislative agenda through the legislative process including bills relating to insurance company solvency requirements and bills impacting all lines of insurance.

Prior to his appointment as legislative liaison/PIO, J.P. served as the executive director of the Council of Affordable Health Insurance. In that capacity, he authored and co-authored numerous publications related to timely health insurance issues and testified on insurance issues in state legislatures across the country. He has a Bachelor of Science degree in Economics and Political Science from Carroll College.

# EVENT INFORMATION

**All registered attendees must be affiliated with, and attending on behalf of a company or organization.**

**All members of the media must check in with PCMA at the registration desk upon arrival at the event.**

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

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

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## Mobile Phone Policy

As a courtesy to presenters and fellow attendees, phones should be turned to silent. Please minimize use during sessions.

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SERVE YOU The Rx symbol is a red circle with a diagonal line through it, positioned to the right of the text "SERVE YOU".

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