

sPCMA Business Forum 2021

VIRTUAL



February
18-19 & 22-23

Affiliates: \$979

Non-Member/Non-affiliate: \$1,979

Member: \$0.00

Sessions-only: \$379

CPE ACTIVITY ANNOUNCEMENT



CPE Information

PCMA is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education (CPE). The 2021 sPCMA Virtual

Business Forum program currently includes (8) eight CPE-eligible sessions. Since there are no current sessions, individuals have the opportunity to obtain credit for all (8) eight sessions — up to (6) six total contact hours or 0.6 Continuing Education Units (CEUs) of education.

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

Target Audience

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

PCMA-offered CPE sessions are designed to meet the educational needs of pharmacists from specialty pharmacies, PBMs, payer organizations, drug manufacturers, and numerous other specialty pharmacy stakeholders and service companies. Educational sessions are designed for those new to the business of specialty pharmacy, as well as for more seasoned 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 participating in accredited CPE offerings, you must have an e-profile ID number (e-PID) provided by NABP. If you have not yet obtained your NABP e-PID, please do so at

https://store.nabp.net/OA_HTML/xnabpibeGblLogin.jsp?log=t. Questions about this system or your number should be directed to NABP customer service at 847.391.4406.

At the virtual conference/via the platform:

In order to obtain CEUs, you must view the CPE-eligible session via simu-livestream. A requirement of accreditation is that the session be interactive for knowledge-based sessions. There will be live chat with the speaker(s) present while the pre-recorded content is played. A representative from PCMA will present a code throughout the chat that will be entered by attendees when completing the evaluation for that session. Questions can be directed to Kristen Pumphrey at kpumphrey@pcmanet.org.

After the conference: Be on the lookout for post-conference communications from PCMA. Depending on the session(s) you attended, it may be necessary for you to complete a learning assessment or evaluation before receiving credit.

PCMA will upload credit electronically to ACPE within (60) days of the conference. Credit should appear in your NABP account within a week of upload.

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

Disclaimers

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

AGENDA & SESSION DETAILS

Thursday, February 18
3:00 pm – 3:45 pm ET

CPE **Managing the Patient Journey to Reduce Total Cost of Care**

(simu-livestream and available on-demand)

Caroline Carney, *Chief Medical Officer*, Magellan Health & *Chief Medical Officer*, Magellan Rx Management

Integration of medical and pharmacy care enables both improved patient care and outcomes, as well as a reduction in total cost of care. During her presentation, Caroline Carney will highlight how this work takes place, and discuss the promise and possibilities of what's to come by leveraging an integrated care model.

By attending this session, you should be able to:

- » describe the concept of achieving total cost of care savings through advancing clinical programs;
- » explain the importance of both pharmacy-based and gap-based programs in achieving total cost of care savings;
- » outline several types of interventions used to achieve total cost of care savings;
- » recognize the need for analytics to drive forward programs and measure financial, clinical, and satisfaction outcomes; and
- » summarize the trajectory that a PBM can take in achieving total cost of care savings and improved member satisfaction.

Activity Type: Knowledge-based (K)
Target Audience: Pharmacists (P)
CEUs: 0.075
UAN: 0841-0000-21-008-H04-P

Friday, February 19
3:00 pm – 3:45 pm ET

CPE **Future of Value-based Care: Pharmacy + Primary Care Integration**

(simu-livestream and available on-demand)

Will Shrank, *Chief Medical and Corporate Affairs Officer*, Humana Inc.

Despite the promise of improved patient health outcomes at a lower price, the United States has been slow in its adoption of value-based care financing. One of the major blind spots in these models is the exclusion of pharmacy, leading to misaligned incentives and missed opportunities.

Medicare Advantage + Part D plans (MAPD) are a fully integrated financing model that breaks down these silos and allows for focus on managing primary care risk. This leads to lower overall costs, improved medication adherence, and health outcomes.

By attending this session, you should be able to:

- » outline the current structure of Medicare and the disincentives in the system due to pharmacy carve-out;
- » explain the rationale for integrating pharmacy costs into primary care; and
- » identify practice improvement opportunities related to pharmacy in MAPD.

Activity Type: Knowledge-based (K)
Target Audience: Pharmacists (P)
CEUs: 0.075
UAN: 0841-0000-21-006-H04-P

Friday, February 19
4:00 pm – 4:45 pm ET

CPE Evolution of the Pharmaceutical Care Management Benefit

(simu-livestream and available on-demand)

Harold Carter, *Vice President, Pharma Strategy, Contracting and Wholesale Markets*, Express Scripts

The specialty drug pipeline represents significant advancements in drug therapy for some of the most challenging disease states. While these new advancements such as orphan and gene therapies offer new hope, they also represent a significant challenge of affordability to payers. The healthcare system will require additional tools and collaboration ensure appropriate therapy access and predictable affordability. This session will discuss areas of common ground to address these unique challenges across the healthcare ecosystem.

By attending this session, you should be able to:

- » describe evolution of drug management over the last decade;
- » describe challenges faced by payers, patients and providers; and
- » describe areas of common ground for a more simple, affordable and predictable healthcare system.

Activity Type: Knowledge-based (K)
Target Audience: Pharmacists (P)
CEUs: 0.075
UAN: 0841-0000-21-005-H04-P

Monday, February 22
1:00 pm – 1:45 pm ET

CPE Trends & Outlook: Current Impact of COVID-19 on the pharmaceutical market

(simu-livestream and available on-demand)

Doug Long, *Vice President, Industry Relations*, IQVIA

The COVID-19 pandemic has been a significant disruptor to patient care across the health care system. Patient visits with physicians have declined, prescription drug prescribing and utilization has been significantly impacted, and a new “normal” has emerged. Doug Long will break down the data to highlight the pandemic’s impact on pharmaceutical care and discuss what the new normal may look like.

By attending this session, you should be able to:

- » recognize where the US Pharmaceutical market growth has been and near-term forecast for growth;
- » summarize the performance of the various sectors of the dispensing side;
- » describe the performance of Brand, Generic and Specialty products; and
- » identify which factors will affect future growth.

Activity Type: Knowledge-based (K)
Target Audience: Pharmacists (P)
CEUs: 0.075
UAN: 0841-0000-21-007-H04-P

Monday, February 22
3:00 pm – 3:45 pm ET

CPE **Overcoming Barriers to Specialty Medication Access: Examining the value of patient centricity in access solutions**

(simu-livestream and available on-demand)

Erica Conroy, *Vice President, Specialty Business, CoverMyMeds*

During this presentation, we will examine the current patient journey to access specialty therapies and identify how modifying patient access services to be designed with the patient at the center can significantly impact the patient journey while delivering value across stakeholders.

By attending this session, you should be able to:

- » identify challenges patients face when accessing specialty therapies;
- » recognize how a patient-centric solution impacts the patient journey;
- » demonstrate how building value around the patient enables benefits for all; and
- » discuss insights and trends that can be examined and applied to drive innovation in patient support services.

Activity Type: Knowledge-based (K)

Target Audience: Pharmacists (P)

CEUs: 0.075

UAN: 0841-0000-21-004-H04-P

Monday, February 22
4:00 pm – 4:45 pm ET

CPE **Commercializing Specialty Products: A 2021 Perspective**

(simu-livestream and available on-demand)

Dave MacLeod, *Head of Patient Services and Specialty Pharmacy Operations, Amylyx Pharmaceuticals*

Amy Ruiz, *Head of Specialty Pharmacy Trade Relations, Acadia Pharmaceuticals Inc.*

Moderator: Kevin Cast, *Partner, Archbow*

As predicted a decade or more ago, Specialty/ Orphan products continue to be approved by the FDA in record numbers. What was not predicted is the strong preference of the manufacturers to commercialize via Limited Specialty Pharmacy Networks and the current trend of vertical integration between Payers and Dispensing entities. Attend this session to hear how others have maximized a new product launch or have recently optimized a currently available specialty product.

By attending this session, you should be able to:

- » recognize the “typical” distribution strategy employed to successfully launch a Specialty Product;
- » review the primary drivers of Specialty Pharmacy Network Design;
- » discuss the various types of traditional Specialty Pharmacies as well as emerging Specialty Dispensing Entities;
- » summarize the pros and cons of working with various types of dispensing entities; and
- » review the nuances of Specialty Pharmacy Network Inclusion.

Activity Type: Knowledge-based (K)

Target Audience: Pharmacists (P)

CEUs: 0.075

UAN: 0841-0000-21-003-H04-P

Monday, February 22
3:00 pm – 3:45 pm ET

CPE Addressing Whole Person Health Through Innovative Pharmacy Clinical Programs

(simu-livestream and available on-demand)

Lilian Ndehi, Associate Vice President, Patient Safety and Pharmacy Stars, Humana Inc.

Whole-person care goes beyond just health and integrates social, behavioral, and physical health. Integration beyond the health sector to include coordination of a broad range of behavioral and social services holds promise for achieving improved health outcomes. This session will address the various components and guiding principles of whole-person care and provide use case programs for incorporation within PBMs and collaborations with industry and community partners.

By attending this session, you should be able to:

- » define whole-person care;
- » describe social determinants of health impact on health;
- » discuss guiding principles of innovative whole-person clinical programs; and
- » describe innovative clinical programs incorporating whole-person care.

Activity Type: Knowledge-based (K)

Target Audience: Pharmacists (P)

CEUs: 0.075

UAN: 0841-0000-21-002-H04-P

Monday, February 22
4:00 pm – 4:45 pm ET

CPE Digital Therapeutics Innovation and Market Dynamics: Where is this burgeoning sector headed?

(simu-livestream and available on-demand)

Mark Bini, *Chief Patient Experience Officer*, Evernorth

Mike Pace, *Vice President & Global Head, Market Access and Value Evidence*, Pear Therapeutics

Moderator: Megan Coder, *Executive Director*, Digital Therapeutics Alliance

Patients, caregivers, and clinicians have faced unprecedented challenges this past year. Given the global need to address growing mental health concerns, provide remote care for patients with chronic conditions, and enhance healthcare delivery processes, it is important to address increasing gaps in care by providing patients with access to appropriate evidence-based digital therapies in their home environments. Digital therapeutics (DTx) deliver medical interventions to patients using evidence-based, clinically evaluated software to treat, manage, and prevent a broad spectrum of diseases and disorders.

By attending this session, you should be able to:

- » describe the current state of the DTx industry;
- » propose ways to provide access to patients (e.g., wellness, pharmacy, medical benefit);
- » recognize the need for harmonized coverage requirements; and
- » discuss the current digital therapeutic pipeline.

Activity Type: Knowledge-based (K)

Target Audience: Pharmacists (P)

CEUs: 0.075

UAN: 0841-0000-21-001-H04-P