



PCMA Annual Meeting 2021

The [PCMA Annual Meeting 2021](#) will take place in-person at the Broadmoor in Colorado Springs on September 20 and 21. We are excited for our first in-person PCMA conference in two years. Our return to in-person conferences raises many questions for attendees. Through this newsletter and future editions of it, we will keep registered attendees informed of conference logistics and highlights, health & safety protocols and updates, and other important information. Please also be sure to review our [event website](#) as all information communicated in this newsletter will appear there as well.



NEW TESTING REQUIREMENTS FOR ANNUAL MEETING ATTENDEES

PCMA remains committed to hosting the safest conference possible in a time when managing the COVID-19 pandemic is an ongoing concern of the nation. For this reason, in addition to our requirement that all attendees be

vaccinated, we are rolling out two testing requirements for attendees. Attendees will be required to provide proof of a negative antigen or PCR test taken within 72 hours of arrival at the Broadmoor resort, and will also need to submit to a rapid test onsite at the Broadmoor when they arrive. Attendees will submit their pre-arrival negative test through the VOW Digital Health app they use(d) to submit their proof of vaccination. We will communicate more details regarding our testing plan in the coming days and weeks, but we encourage you to make an appointment now with your local testing facility that falls within your 72 hour arrival window. As a reminder, you can view our health and safety protocols and information on our website [here](#).

Currently, PCMA is not considering postponing or canceling the PCMA Annual Meeting. Our registration numbers have been tracking the same as in previous years and overwhelmingly people seem to be excited about the meeting, comfortable with our health and safety plan, and ready to travel to the Broadmoor. We look forward to seeing you all!

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VOW DIGITAL HEALTH APP

The VOW Digital Health App is being used to verify both vaccination status and negative test results for all attendees. Many of you have already received a text message prompting you to verify your vaccination through the app. In the coming days the app will be updated to include the testing requirements. Attendees will use the app again during the 72 hour window in advance of their arrival to submit their negative test. We will be certain to send reminders to all attendees, especially if you are not compliant with your submissions.

As a reminder, VOW Digital Health does not store your personal information and PCMA does not have access to your information at any time. For further details, please refer to the PCMA website [here](#).

As a reminder, you will need to upload your vaccination verification by **August 30** in order to attend the conference. If you do not upload a picture of your government ID and your vaccination card by **August 30**, PCMA will need to cancel your registration and your hotel reservation at the Broadmoor (if you made one).

CANCELLATION POLICY

Registration cancellations received in writing will be accepted up to 30 days (**August 20**) prior to the start of the conference for a full refund. Cancellations after **August 20** and “no shows” will not be refunded. Registration slots are non-transferable from one company to another; however, substitutions within companies are welcome in advance of conference. Please email [Shelly O'Neill](#) if you would like to make a registration substitution. For those of you staying at the Broadmoor, the non-refundable two-night deposit will be charged to your credit card the week of August 23.

VIRTUAL PLATFORM TO LAUNCH THIS WEEK

The virtual platform will go live this week. You will receive an invitation to access the platform as soon as we launch. We are providing this virtual conference experience to supplement and enhance the in-person experience at the Broadmoor.

The virtual platform will house the real-time attendee list, maps of the Broadmoor, conference session and speaker information, and much more. There will not be a virtual option to join meetings taking place live at the conference. However, our virtual platform's meeting scheduling function will be enabled. You can use the feature and write in the location of your meeting at the Broadmoor. This was a very popular and useful tool for our virtual conferences that we decided to continue to make available for in-person events.





RECEPTIONS TO BE HELD OUTSIDE, SESSIONS AND PRIVATE MEETINGS INSIDE

We have made a few conference event location adjustments and put new protocols in place based on CDC recommendations on indoor and outdoor mask usage that apply to El Paso County Colorado where the Broadmoor is located.

- » Our evening and member company receptions will all have ample outdoor space to ensure attendees have space and fresh air to network and feel comfortable without a mask.
- » Our conference sessions will take place indoors in Broadmoor Hall, and we will enforce mask use in this space.
- » Sponsor and member private meeting rooms are all indoors, with a handful of them offering an outdoor patio. Each room will be outfitted with a brand-new portable air filtration unit. However, given the indoor location of these private meetings, we will recommend that all attendees wear masks in these rooms.

PCMA will continue to work with our health and safety partners to adapt and change our policies according to real-time guidance from the CDC.

MEMBER COMPANY RECEPTIONS SCHEDULED

We will release the Member Company Webinars on the virtual platform the week prior to the in-person conference. We are hopeful that all attendees will watch these webinars before arriving on-site at the conference, as they serve as a primer for many of the business interactions that will take place while attending the event. Additionally, we will host our Member Company Receptions on Monday and Tuesday onsite at the Broadmoor. During these receptions attendees flow in and out of the concurrent Member Company Reception spaces while the members serve as hosts in their designated room during the reception time. The reception schedule is below. Exact times will be released next week.

MONDAY, SEPTEMBER 20

Networking Lunch & Member Company Lunch Receptions

Humana
Pharmacy Solutions.

 **OPTUMRx™**

TUESDAY, SEPTEMBER 21

Networking Breakfast & Member Company Breakfast Receptions


Ascent Health Services


MagellanRx MANAGEMENTSM

 **PRIME**
THERAPEUTICS[®]

Networking Lunch & Member Company Lunch Receptions


CVSHealth

 **EXPRESS SCRIPTS[®]**


MedImpact

SESSIONS AND SPEAKERS

Our final conference agenda will be released next week, but we wanted to share a preview of the speakers we've confirmed for our sessions this year.

- » Amy Bricker, *President*, Express Scripts
- » William Fleming, PharmD, *President, Pharmacy Solutions, and Chief Corporate Affairs Officer*, Humana
- » Doug Langa, *Executive Vice President North America Operations, and President*, Novo Nordisk Inc.
- » Doug Long, *Vice President Industry Relations*, IQVIA
- » Steve Miller, MD, *Chief Clinical Officer*, Cigna
- » Steve Pearson, MD, *Founder & President*, Institute for Clinical and Economic Review
- » Kelly Pokuta, *Vice President, Trade Relations & Strategy and Chief Trade Relations Officer*, Prime Therapeutics
- » JC Scott, *President & Chief Executive Officer*, PCMA
- » Brian Solow, MD, *Chief Medical Officer*, Optum Analytics, and *President*, Optum Life Sciences
- » Ian Spatz, *Senior Advisor*, Manatt Health, Manatt, Phelps & Phillips (Conference Moderator)
- » Chris Stewart, *Vice President Pharmaceutical Manufacturer Trade Relations*, Humana
- » Robert Willoughby, *Senior Advisor*, Credit Suisse

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