

# PCMA Business Forum 2023

FEBRUARY 27 & 28  
ORLANDO, FL

## 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 2023 PCMA Business Forum

agenda currently includes 7 CPE-eligible sessions. Individuals may obtain up to 3.5 total contact hours or 0.35 Continuing Education Units (CEUs) of education.

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



### Target Audience

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

PCMA-offered CPE sessions are designed to meet the educational needs of pharmacists from specialty pharmacies, PBMs, payer organizations, drug manufacturers, and numerous other specialty pharmacy stakeholders and service companies. Educational sessions are designed for those new to the business of specialty pharmacy, as well as for more season veterans.

### Obtaining Credit

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

In order to receive credit for attending accredited CPE offerings, you must have an e-profile ID number (e-PID) provided by NABP. If you have not yet obtained your NABP

e-PID, please do so by calling NABP customer service at 847.391.4406 or by emailing [help@nabp.pharmacy](mailto:help@nabp.pharmacy).

**At the conference:** In order to obtain CEUs, please have your name badge scanned in each breakout session that you attend. A representative will be present in the back of each room to scan badges and answer any questions. Further questions can be directed to Brynn Hadley, [bhadley@pcmanet.org](mailto:bhadley@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

---

Monday, February 27  
11:30 am – 12:00 pm

---

## Advanced Analytics to Identify Gaps in Care

Daniel Knecht, *Vice President & Chief Clinical Innovation Officer*, CVS Caremark

### Session Description:

Using advanced analytics to identify individualized interventions not only reduces unnecessary spend but can also improve outcomes throughout a patient's unique condition journey. Technology can help patients and their care teams gauge the efficacy of their care and how they're managing their health overall. Utilizing a comprehensive patient view and a proactive monitoring approach, we can recommend targeted clinical interventions to patients that may otherwise be experiencing challenges with treatment. By capturing metrics specific to a patient's symptoms and functional status, we can not only optimize their individual treatment plan, but we can also apply machine learning to gather insights that could apply to—and improve care for—a much larger patient population with the same condition.

By attending this session, you should be able to:

- » Understand the increasingly effective ways PBMs work to identify patients in need of pharmaceutical treatment intervention
- » Describe the ways PBMs utilize big data to improve outcomes and reduce unnecessary spending
- » Explain how drug makers are impacted and how they rely on PBMs to identify patients in need

**CPE** **Activity Type: Knowledge-based (K)**  
**Target Audience: Pharmacists (P)**  
**CEUs: 0.050**  
**UAN: 0841-0000-23-001-L04-P**

---

Monday, February 27  
1:30 pm – 2:00 pm

---

## The Rise of Alternative Funding Programs and Challenges Ahead

Mike Einodshofer, *Chief Pharmacy Officer*, OptumRx

### Session Description:

Alternative funding programs are a recent concept in the self-insured market where high-cost drugs are "carved out" of the employer's coverage to its members, thereby making the member "uninsured" and in theory eligible for needs-based patient assistance program coverage. This practice is not short on pitfalls for patients, payers and many others in the business of pharmaceutical care.

By attending this session, you should be able to:

- » Explain how member disruption and decreased clinical care negatively impacts the patient's chances for optimal health outcomes
- » Understand how companies and industries in the drug supply and payment chain are impacted by this practice
- » Describe what steps are being taken to educate and address the implications of this practice

**CPE** **Activity Type: Knowledge-based (K)**  
**Target Audience: Pharmacists (P)**  
**CEUs: 0.050**  
**UAN: 0841-0000-23-002-L04-P**

---

Monday, February 27

2:00 pm – 2:30 pm

---

### **Using Social Determinant Data to Optimize Medication Adherence and Overall Health (CPE)**

Kodi Reel, *Chief Business Development Officer*, Forsyth Health – an Evernorth Company

#### **Session Description:**

Medication adherence has been a long-standing challenge in healthcare. While it is easily identified as a root cause for many poor health outcomes, it's not easily solved for. Social determinants of Health data offer a unique opportunity to tap into underlying factors that can impact the ability and motivation of patients to take their medications. Kodi will help highlight the rising demand for healthcare to become more creative and thoughtful in how it leverages data to help solve one of healthcare's biggest challenges.

By attending this session, you should be able to:

- » Understand why medication adherence is such a challenge
- » Describe the barriers to medication nonadherence
- » Explain the role that Social Determinants of Health Data play in market share strategy
- » Understand how Social Determinants of Health Data can be made actionable



**Activity Type: Knowledge-based (K)**  
**Target Audience: Pharmacists (P)**  
**CEUs: 0.050**  
**UAN: 0841-0000-23-003-L04-P**

---

Monday, February 27

2:30 pm – 3:00 pm

---

### **The US Pharmaceutical Market: Trends, Issues and Outlook**

Doug Long, *Vice President Industry Relations*, IQVIA

#### **Session Description:**

Doug Long is a regular and popular presenter at PCMA conferences, and for good reason. His presentations always offer an insightful analysis of the most up-to-date industry data and highlight pharmacy trends, issues, and forecasts. His presentation this year reflects on many compelling and unique trends being seen in the post-pandemic healthcare environment.

By attending this session, you should be able to:

- » Understand where the US Pharmaceutical market growth has been and near-term forecast for growth
- » Describe the performance of the various sectors of the dispensing side
- » Explain the performance of Brand, Generic and Specialty products
- » Identify which factors will affect future growth



**Activity Type: Knowledge-based (K)**  
**Target Audience: Pharmacists (P)**  
**CEUs: 0.050**  
**UAN: 0841-0000-23-004-L04-P**

---

Tuesday, February 28

10:45 am – 11:15 am

---

### **Clinical Support Programs to Achieve Clinical Efficacy: GLP1 drug class case study**

Erika Glenn, *Vice President & General Manager, Payor Agnostic Care Management, CVS Health*

#### **Session Description:**

The GLP1 drug class is one of the most discussed today, both within the pharmaceutical care, payment and delivery industry, and more broadly in the general public. These drugs represent a highly effective new therapy in the treatment of obesity. Many complexities exist in this new drug class. Ms. Glenn will unpack these complexities and discuss how PBMs and drug makers are working together to manage care and optimize clinical outcomes.

By attending this session, you should be able to:

- » Understand the GLP1 class of drugs, and the disease state and comorbidities these drugs treat
- » Explain how certain medications gain FDA approval with companion patient support programs
- » Describe how a PBM medication support program serves the interests of patients, payers and drug makers
- » Understand how PBMs devise product and patient support programs to optimize clinical efficacy

**CPE** **Activity Type: Knowledge-based (K)**  
**Target Audience: Pharmacists (P)**  
**CEUs: 0.050**  
**UAN: 0841-0000-23-005-L04-P**

---

Tuesday, February 28

11:15 am – 11:45 pm

---

### **Beyond the PBM's Core Functionality — Driving Market Access with Innovation**

Oron Stenesh, *Vice President Product, Optum Rx*

#### **Session Description:**

PBMs are driving market access with innovation supporting pharmaceutical manufacturers, plan sponsors, plan members and consumers. In this session, you'll hear how Optum Rx thinks about the product development that enables that access. With product focus areas ranging from consumer affordability and price transparency to managing specialty drug costs, Optum Rx is bringing market-leading solutions to the forefront, answering today's demands and preparing for tomorrow's evolving marketplace needs.

By attending this session, you should be able to:

- » Describe the role of PBMs and the services they manage to support payer clients and pharmaceutical manufacturers across the supply chain
- » Explain how PBMs enable and support access to pharmaceuticals through innovation, product development and technology that drives interoperability in the supply and payment chain
- » Understand key product and technology focus areas underpinning the PBM's work

**CPE** **Activity Type: Knowledge-based (K)**  
**Target Audience: Pharmacists (P)**  
**CEUs: 0.050**  
**UAN: 0841-0000-23-006-L04-P**

---

Tuesday, February 28

11:45 am – 12:15 pm

---

### Pharma 101 and Future Trends and Impacts

Harry Travis, *President*, The Travis Group

#### Session Description:

Are you new or relatively new to the US pharmaceutical and pharmacy market? Have you reached the point of acronym overload? Or perhaps you know your corner of the pharma world but would like to see the entire market picture. Mr. Travis will provide a fast-paced overview of the major players and processes that drive the \$500 billion US pharmaceutical market. His presentation will span the discovery of the atorvastatin molecule to the latest advances in gene therapy.

By attending this session, you should be able to:

- » How a molecule becomes an approved drug
- » How a drug enters the US market
- » Who are the key players in the market?
- » What are the major trends in the market?
- » What does the future hold?



**Activity Type: Knowledge-based (K)**

**Target Audience: Pharmacists (P)**

**CEUs: 0.050**

**UAN: 0841-0000-23-007-L04-P**