The Industry-Leading Forum for Life Science and ACO/IDN Collaboration

8th Partnering with ACOs & IDNs Summit

Improve Population Health in an Evolving Healthcare Ecosystem

NOVEMBER 30-DECEMBER 1, 2016 | HYATT REGENCY DALLAS | DALLAS, TX

Featuring Speakers

Samantha John, Innovation Lead, Ecosystem Solutions and Access, UCB

Bethany Gilboard, CEO, INNOVATIVE HEALTH ALLIANCE OF NY

Aria Cohen, Executive Director, Payer Strategy and Programs, INTARICA THERAPEUTICS

Anwar Kazi, CEO, PREMIER PATIENT HEALTH CARE

Brian Sergenian, Account Director, IDNs, FERRING PHARMACEUTICALS

Joseph Fuhr, Ph.D., Professor of Economics, WIDENER UNIVERSITY

Bethany Gilboard, CEO, INNOVATIVE HEALTH ALLIANCE OF NY

Michael Lombard, CEO, CORNERSTONE HOSPITAL OF SOUTHWEST LOUISIANA

Thaddeus Nowakowski, US National Account Lead, PFIZER ESSENTIAL HEALTH

Michael Dubroff, Senior Director, Managed Care Support, GENENTECH

Sheila Arquette, Director of Pharmacy Services, INDEPENDENT HEALTH

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HEALTHCARE EXECUTIVE BOARD ROOM
Understanding the Tactical Needs of ACOs and IDNs

Executives from ACOs and IDNs will impart practical strategies to initiate and nurture partnerships with their organizations. This is a unique opportunity to network with executives from ACOs and IDNs and hear what ACOs and IDNs are looking for in an industry partner.

Moderator

Alan Gilbert, Partner, COMMONWEALTH HEALTH ADVISORS

Panelists

Michael Barrett, Executive Director, UNIVERSAL AMERICAN/COLLABORATIVE HEALTH SERVICES
Gene Farber, COO, RELIANCE ACO
Bethany Gilboard, CEO, INNOVATIVE HEALTH ALLIANCE OF NY
Anwar Kazi, CEO, PREMIER PATIENT HEALTH CARE
Michael Lombard, CEO, CORNERSTONE HOSPITAL OF SW LOUISIANA
Daniel McCabe, CEO, ARIZONA CONNECTED CARE ACO
Tony Vespa, Executive Director, SOUTHEAST MICHIGAN ACCOUNTABLE CARE
Debra Wertzberger, President and COO, MEDICAL HOME TEAM

NEW FOR DALLAS

- Discuss the ramifications of the 2016 election and new legislation on a value-based healthcare system
- Translate knowledge of ACO and IDN leadership and operational structures into a strategic approach to partnerships
- Understand ACO and IDN prioritization drivers and metrics
- Share best practices for preparing for NextGen and MACRA
- Get ahead of the curve on bundled payments
- Learn proven strategies for initiating and maintaining successful partnerships from leaders of ACOs and IDNs at the Healthcare Executive Board Room
Dear Colleague,

Working with an integrated health system and an accountable care organization requires a complete overhaul of previous techniques, especially given the exponential increase in the number of ACOs and the promising future of IDNs. Life science companies are working with ACOs to create a mutually beneficial risk-sharing model, while upgrading data sharing and communications to better suit the patient base. As the demand for cost-effectiveness and clinical efficacy increases, drug and device manufacturers are relying on health economics and outcomes research to better market and sell their products.

The purpose of the 8th Partnering with ACOs & IDNs Summit is to have manufacturing and healthcare leaders explain how to forge and nurture successful partnerships between the two entities. An expert speaking faculty will cover all facets of ACO and IDN partnerships, including sales, marketing, outcomes, metrics and quality. Methods of information exchange will include detailed presentations, a collaborative panel discussion and an interactive dinner, where attendees will hear ACO leaders discuss the evolution of the healthcare system.

This summit will address a number of recent industry developments, including:

- **The Next Generation ACO Model.** ACOs will take on higher levels of financial risk than they have in current initiatives, but they will also gain a greater opportunity to share in more of the Model’s savings through better care coordination and care management.
- **MACRA’s role in the payment of clinicians.** In 2015, a bipartisan team passed the Medicare Access and Summary CHIP Reauthorization Act (MACRA), paving the way for a new approach to paying clinicians based on the value and quality of care they provide and replacing the flawed sustainable growth rate formula.
- **The Electronic Health Record (EHR) Incentive Program.** Congress streamlined and improved these programs into one new Merit-Based Incentive Payment System (MIPS). Most Medicare clinicians will initially participate in the Quality Payment Program through MIPS.
- **The evolving state of MIPS.** Right now Medicare measures the value and quality of care provided by doctors and other clinicians through a patchwork of programs, including the Physician Quality Reporting System, the Value Modifier Program and the Medicare EHR incentive program.
- **The emergence of bundled payments.** The recent launch of Bundled Payments for Comprehensive Joint Replacement on April 1 marked a turning point in the healthcare industry. The bundled payment model will fundamentally change how providers must coordinate patient care, manage operations, and track and measure their financial solvency.

Venue

**Hyatt Regency Dallas**

300 Reunion Blvd.
Dallas, TX 75201

If you require overnight accommodations, please contact the hotel to book your room. ExL has reserved a block of rooms at a discounted group rate for conference participants. To make reservations, call either 888-421-1442 or 214-712-7142 and request the group rate for ExL’s 8th ACOs Summit. The group rate is available until November 8. Please book your room early, as rooms available at this rate are limited.

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Who Should Attend

This event is ideal for professionals from payers and pharmaceutical, biotechnology and medical device companies with responsibilities in the following areas:

- Managed Care
- Market Access
- Account Management/Sales
- Health Economics Outcomes Research
- Marketing
- Managed Markets
- Statistics
- Analytics
- Network Management
- Pricing and Reimbursement
- Healthcare Strategy
- Commercial Development
- Quality Management

ACOs and IDNs should consider sending:

- CMOs
- CEOs
- CIOs
- COOs
- Vice Presidents
- Program Directors
- Network Managers

This conference is also of interest to individuals from the following enterprises:

- Drug Manufacturers
- Decision Support/Managed Care Companies
- Patient Adherence/Advocacy Organizations
- Market Access Service Providers
- External Physician Service Providers
- Life Cycle Management Organizations
- Clinical Diagnostic Companies
- Consultancies
- Strategy/Marketing Service Providers
- Population Health Management Organizations
- IT/Data/Analytics Companies
- Medical Communication Service Providers
- HEOR Service Providers
10:00  Case Study: Lead the Charge to Capitalize on Trends in the Marketplace to Improve Patient Access

Examine the influence of policy on providers and patients
Determine market evolution as it relates to IDNs and ACOs, the consolidation of practices, and the resulting impact on patient access
Understand evolving market dynamics by studying channels that impact patient access
Innovate by identifying internal and external resources suited to edify cross-functional teams

Samantha John, Innovation Lead, Ecosystem Solutions and Access, UCB

11:15  Leverage Advanced Analytics to Illustrate Your Value to Organized Customers

Position yourself as a thought partner to ACOs and IDNs
Analyze claims databases to ascertain the viability of the value proposition
Refine your internal strategy for prioritizing problems to address issues related to patient adherence
Work with a cross-functional team to increase engagement in select disease areas
Develop metrics and provide compelling project impact analysis

Thaddeus Nowakowski, US National Account Lead, PFIZER ESSENTIAL HEALTH

1:00  Relate to Primary Care and Other Downstream Stakeholders in Partnership Planning and Designing for the Next Generation ACO Model

Study the role of the NextGen Payment Model in ensuring quality of care
Identify risks and pitfalls associated with the NextGen Payment Model
Learn about impending penalties for Part D and how they will affect partnerships with ACOs and IDNs
Begin developing an informed plan today to ensure that you report favorable quality measures in 2017
Maximize physician engagement by relating to physicians directly and planning accordingly

Gene Farber, COO, RELIANCE ACO

1:45  Partner with ACOs and IDNs with a New Buy and Bill Product Launch

Kick off a new product launch (drug/biologic) with a temporary assigned HCPCS code
Establish strategies and tactics for partnering with an ACO/IDN
Evaluate benefits and anticipate future opportunities
Understand pass-through status and its impact on the healthcare budget

Mergime Dosku, National Account Manager, OMEROS

2:30  Identify New Opportunities to Provide Solutions to Achieve Account Goals in Managing Population Health

Deliver value to executives and the clinical leaders of customer groups to create a mutually beneficial business relationship
Ensure your company has access to physician engagement allies to grow franchise sales
Discover and develop internal resources to amplify the impact of a customer-driven approach

Brian Sergenian, Account Director, IDNs, FERRING PHARMACEUTICALS

3:15  Networking Break

3:45  Leverage Market Dynamics to Meet the Evolving Needs of Integrated Delivery Networks

Analyze the cause and effect of IDNs’ growing importance for life science manufacturers
Understand an IDN’s strategic priorities and keep pace with influential trends
Receive key talking points for corporate and mid-level decision-makers

Tony Tipton, Director, Corporate Accounts - Integrated Health Systems, SUNOVION

4:30  Case Study Discussion: Examine the Health Economic Impact of Diagnostic Testing on the ACO Model

Look at the nature and benefits of partnering with a diagnostic company through case examples of Corgenix
Learn how companion diagnostic tests can optimize the costs of patient drug therapy
Evaluate how diagnostic tests can alter patient management and improve outcomes
Leverage diagnostic tests to prevent the need for more costly medical procedures
Develop a program to create cost and risk-sharing agreements

Kelly R. Pitts, Chief Scientific Officer and General Manager, CORGENIX, INC

5:15  Day One Concludes

“Great strategic think tank — lots of notes on what is important to ACOs.”
Key Account Manager, PURDUE PHARMA

“I learned great strategies to obtain real-world data and develop [an] adherence program that will help us partner with ACOs for all care settings.”
Senior Product Manager, MISSION PHARMACAL
Panel Discussion: Understanding the Tactical Needs of ACOs and IDNs

ACOs and IDNs must adapt to meet a plethora of challenges in a rapidly and continually changing marketplace. During this session you will receive input from ACO and IDN executives on the best ways to initiate and nurture partnerships with their organizations. Attendees will learn approaches and strategies that work for suppliers who seek to partner with ACOs and IDNs.

ACOs are expected to be patient-centered. Toward that end, their systems must emphasize and foster quality of care at a low cost. Successful ACOs align incentives throughout the continuum of care. Similarly, IDNs are patient-centered, but are designed to offer a continuum of care in a certain region. This dialogue is integral to professionals eager to take the guesswork out of risk-sharing and enter into value-based contracting.

- Comprehend ACO and IDN leadership structures and crucial processes
- Communicate with empathy resulting from a heightened appreciation of ACO and IDN stressors
- Estimate the degree to which data analysis is valued
- Determine incentives and protocols impacting physician engagement

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Debra Wertzberger, President and COO, MEDICAL HOME TEAM

Dinner Concludes
Early Bird Pricing  Register by October 21, 2016

Life Science/Service Providers — Conference and Board Room Dinner  $2,295
Life Science/Service Providers — Conference Only  $2,495
ACOs, Health Plans/Systems and Physicians — Conference and Board Room Dinner  $2,595
ACOs, Health Plans/Systems and Physicians — Conference Only  $2,595

Standard Pricing

Life Science/Service Providers — Conference and Board Room Dinner  $1,395
Life Science/Service Providers — Conference Only  $1,495
ACOs, Health Plans/Systems and Physicians — Conference and Board Room Dinner  $1,595
ACOs, Health Plans/Systems and Physicians — Conference Only  $1,595

Onsite Pricing

Life Science/Service Providers — Conference and Board Room Dinner  $1,095
Life Science/Service Providers — Conference Only  $1,195
ACOs, Health Plans/Systems and Physicians — Conference and Board Room Dinner  $1,395
ACOs, Health Plans/Systems and Physicians — Conference Only  $1,395

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