The Leading Forum for Life Science and ACO Collaboration

6th PARTNERING with ACOs Summit

November 9-10, 2015 | Houston Marriott Medical Center | Houston, TX

Forging partnerships between life sciences and accountable care organizations to deliver high-quality, cost-efficient patient outcomes

Led by our expert speaking faculty:

Conference Chair:
D. Keith Fernandez, M.D., FACP
President and Physician-in-Chief,
MHMD Memorial Hermann Physician Network, CMO, MEMORIAL HERMANN ACCOUNTABLE CARE ORGANIZATION

Dinner Panel Moderator:
James W. Walton, DO, MBA, President and CEO, GENESIS PHYSICIANS GROUP

Michael Dubroff, Senior Director, Managed Care Support, GENENTECH

Anwar Kazi, CEO, PREMIER PATIENT HEALTH CARE

Matt Portch, Senior Director/Team Leader, Commercial Effectiveness, PFIZER

Shailja Dixit, Head of Health Economics and Outcomes Research, ALLERGAN

Barbara Haasis, Senior Clinical Lead, Value Based Payment Programs, FLORIDA BLUE

Jeff James, CEO, WILMINGTON HEALTH

Mark Rayan, Senior National Director of Managed Care, Government and Strategic Accounts, CARDIODX

CLINICAL RESEARCH
Hear case studies from those implementing the next wave of healthcare management

VALUE-BASED CARE
Understand differences in payment models and the economic advantages of implementing quality care

BIG DATA ANALYTICS
Learn metrics, challenges, and how to best utilize the latest methodologies and technologies

POPULATION OUTCOMES
Discover how to appropriately meet the increasing patient base

New for This Fall’s Program in Houston:

✔️ Witness an exclusive, collaborative board room dinner panel discussion between ACO leaders on risk assessment
✔️ Interact with healthcare and life science professionals who are driving forward advanced healthcare in 2015, including providers, industry thought leaders and payers
✔️ Hear in-depth presentations on topical issues such as reimbursement strategies, how to manage a business development team, and how to develop a successful population health outcomes project
✔️ Dive deep into advanced metrics and benchmarks through the use of big data analytics and the utilization of health economics outcomes research

Sponsor:

Lumeris
Who Should Attend

This conference is designed for representatives from pharmaceutical, biotechnology and medical device companies whose responsibilities involve:

- Healthcare Policy/Government Affairs
- Strategy
- Sales and Marketing
- Business Development
- Product and Account Management
- Pricing Reimbursement
- Contracting
- Medical Affairs
- Managed Care
- Statistics/Analytics
- Healthcare Strategy
- Health Economics
- Research and Development

ACO representatives, including:

- ACO Executives
- Presidents/Vice Presidents
- Chief Executive Officers
- Chief Medical Officers
- Quality Leaders

In addition, this conference is of interest to:

- Market Access Service Providers
- QA/QM Professionals
- Physician Services
- Life Cycle Management Companies
- Clinical Diagnosticians

Dear Colleague,

Since the implementation of the Affordable Care Act (ACA), quality and accountability have been brought to the forefront of the American healthcare system. Subsequently, life science companies have had to tailor their approaches when targeting healthcare systems and providers. This need led to the creation of accountable care organizations (ACOs), which lower costs while striving to improve the care of a given population. There are now more than 600 ACOs in existence, and these organizations treated more than 23 million patients and reduced costs by $417 million between 2011 and 2014 alone.

However, even with this success, ACO executives understand that they must collaborate with life science companies in order to grow and flourish. Collaborative relationships help all involved organizations meet new benchmarks, standards and quality of care metrics. They also promote:

- Marketing patient adherence to reduce readmissions
- Developing a successful population health outcomes program
- Utilizing big data analytics to remain compliant with HIPAA
- Implementing advanced technology to monitor chronic care patients
- Enhancing the Medication Measures Special Innovation Project

These consolidated networks require a complete overhaul of previous techniques, especially with the exponential growth in the number of individuals covered by ACOs.

The goal of this meeting is to have those from industry, along with decision-makers from the provider’s side, explain how to forge successful partnerships between the two entities. An expert speaking faculty will cover all facets of ACO collaboration, including sales, marketing, outcomes, metrics and quality. Learn more about this timely and intriguing topic through our many detailed presentations, collaborative panel discussions and an interactive dinner, where attendees will hear ACO leaders analyze the evolution of the healthcare system. We can’t wait to see you there!
### DAY ONE
MONDAY, NOVEMBER 9, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>9:00</td>
<td><strong>Chairperson’s Opening Remarks</strong>&lt;br&gt;D. Keith Fernandez, M.D., FACP President and Physician-in-Chief, MHMD Memorial Hermann Physician Network, CMO, <strong>MEMORIAL HERMANN ACCOUNTABLE CARE ORGANIZATION</strong></td>
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<td>9:15</td>
<td><strong>WEBINAR: The CMS ACO Final Rule</strong>&lt;br&gt;CMS will provide an overview of the June 9 CMS final rule&lt;br&gt;Tricia Rodgers, Deputy Director, Performance-Based Payment Policy Group, Center for Medicare, <strong>CENTERS FOR MEDICARE &amp; MEDICAID SERVICES (CMS)</strong></td>
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<td>10:00</td>
<td><strong>Challenges in the Utilization of Big Data Analytics</strong>&lt;br&gt;Have “big data” defined in the context of the current ACO landscape&lt;br&gt;Overhaul your IT infrastructure to implement big data techniques&lt;br&gt;Remain compliant with HIPAA regulations regarding information sharing&lt;br&gt;Michael Dubroff, Senior Director, Managed Care Support, <strong>GENENTECH</strong></td>
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<td>10:45</td>
<td>Networking Break</td>
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<td>11:15</td>
<td><strong>CASE STUDY: Value of Clinical Research as a Care Option in an Integrated Research Network</strong>&lt;br&gt;Understand the value of clinical research participation as a care option&lt;br&gt;Learn how to reduce the cost of care, improve clinical outcomes and improve patient satisfaction within integrated clinical research networks&lt;br&gt;Develop top-down model for integration of clinical research into patient care to maximize quality and patient engagement&lt;br&gt;Allen Buechler, Strategy and Operations, <strong>ELI LILLY</strong>&lt;br&gt;Jeff James, CEO, <strong>WILMINGTON HEALTH</strong>&lt;br&gt;Jennifer Byrne, CEO, <strong>PMG RESEARCH</strong></td>
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<td>12:15</td>
<td>Luncheon</td>
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<td>1:15</td>
<td><strong>Understand Your Customer in a Post-Affordable Care Act Marketplace and How Detailing Has Adapted</strong>&lt;br&gt;Delve into academic detailing and physician requirements for educating patients&lt;br&gt;Explore legal standards and reporting requirements&lt;br&gt;Hear best practices for e-detailing to gain access to physicians&lt;br&gt;Master how to enter this changing market&lt;br&gt;Matt Portch, Senior Director/Team Leader, Commercial Effectiveness, <strong>PFIZER</strong></td>
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<td>2:00</td>
<td><strong>Insightful Analytics at the Medical Condition Level as a Management Tool</strong>&lt;br&gt;Identify who will pay for the use of insightful analytics and how it can be incentivized&lt;br&gt;Predict the correlation between the “Triple Aim” and analytics&lt;br&gt;Use measuring and monitoring to create clinical outputs&lt;br&gt;Ira Klein, Medical Director, <strong>AETNA</strong></td>
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<td>2:45</td>
<td>Networking Break</td>
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<td>3:15</td>
<td><strong>CASE STUDY: An Inside Look at a Molecular Diagnostic Company’s Plan to Engage the Dynamic ACO Market</strong>&lt;br&gt;Consider risk accommodation when developing a strategy for collaboration with ACOs&lt;br&gt;Differentiate the ACO landscape versus previous healthcare models&lt;br&gt;Learn methods and best practices for ACO engagement&lt;br&gt;Mark Rayan, Senior National Director of Managed Care, Government and Strategic Accounts, <strong>CARDIODX</strong></td>
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<td>4:00</td>
<td><strong>Manage Population Costs Beyond Technology and Services</strong>&lt;br&gt;Examine proven outcomes for both payers and providers&lt;br&gt;Study value-based arrangements and what it takes to completely manage population health with an engaged and informed physician-led Accountable Care Team&lt;br&gt;Craft the appropriate strategy, combined with the latest technology, to achieve better health outcomes at reduced costs&lt;br&gt;Debbie Zimmerman, M.D., Chief Medical Officer, <strong>LUMERIS</strong></td>
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<td>4:45</td>
<td><strong>The Evolving Importance of the IDN/ACO Business Channel for Life Science Manufacturers</strong>&lt;br&gt;Pinpoint where life science companies fit in the IDN/ACO world&lt;br&gt;Develop a channel strategy for health system penetration&lt;br&gt;Understand the business advantage of working with IDNs&lt;br&gt;Tony Tipton, Managed Markets Corporate Account Director, Integrated Health Systems, <strong>SUNOVION</strong></td>
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<td>5:30</td>
<td>Conference Day One Ends</td>
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**“We rarely have the chance to hear from the ACOs on how their organizations are structured, where they are focusing resources and what they need from their industry partners.”**  
— Manager, Customer Segment Analysis, **DECISION RESOURCES GROUP**

**“Great perspective from primary care — a simple way of describing a complex concept.”**  
— Account Manager, **LILLY**

**“So great to get a healthcare provider’s perspective.”**  
— Senior Manager, Market Shaping, **PFIZER**
DAY TWO

MONDAY, NOVEMBER 9, 2015

8:00 Continental Breakfast

9:00 Chairperson’s Recap of Day One
D. Keith Fernandez, M.D., FACP President and Physician-in-Chief, MHMD Memorial Hermann Physician Network, CMO, MEMORIAL HERMANN ACCOUNTABLE CARE ORGANIZATION

9:15 The Importance of Health Economics Outcomes Research for Strategy Development
> Pinpoint advanced metrics and industry trends to utilize when developing a marketing strategy
> Understand best practices for creating research methodology
> Evaluate patient needs and physician preferences to best serve an ACO
Paul Cockrum, National Respiratory Group Director Health Economics and Outcomes Research, SUNOVION

10:00 Using Data to Manage Complex Populations
> Describe how to identify high-risk patients
> Tailor interventions for your population
> Learn how to obtain early feedback on program performance
Lindsay Jubelt, M.D., M.S., Medical Director of Population Health, MOUNT SINAI HEALTH PARTNERS

10:45 Networking Break

11:15 Improve Patient Outcomes and Reduce Costs Through Increased Patient Adherence
> Learn how the industry can enter the ACO space and engage physicians
> Hear best practices for operating within a system’s drug access programs and patient education/engagement programs
> Use population risk management software for predictive modeling of outcomes
> Understand how routes of administration and other drug properties can increase compliance
Shalija Dixit, Head of Health Economic and Outcomes Research, ALLEERGAN

12:00 Luncheon

TUESDAY, NOVEMBER 10, 2015

1:00 CASE STUDY: A Successful Implementation of a Population Health Outcomes Project
> Utilize measurable outcomes as an output from a real-world ACO population health project
> Discuss building collaborative relationships with the mutual goal of improving care delivery
> Incorporate customer insights into an actionable project plan
Robert Brinker, Key Account Manager, PFIZER

1:45 Diverse State, Diverse Programs: Florida Blue’s Value-Based Reimbursement Programs
> Hear about the effects of Florida’s medical landscape on the development of reimbursement programs
> Understand the differences between ACOs and PCMHs
> Relate the programs to your state for future implementation
Barbara Haasis, Senior Clinical Lead, Value Based Payment Programs, FLORIDA BLUE

2:30 Networking Break

3:00 Build and Manage an Effective Business Development Team in a Rapidly Changing Market
> Transfer lessons learned and best practices to direct reports
>Anticipate physician needs by learning ACO structures
> Enhance sales approaches in an evolving healthcare market

3:45 Chairperson’s Closing Remarks
D. Keith Fernandez, M.D., FACP President and Physician-in-Chief, MHMD Memorial Hermann Physician Network, CMO, MEMORIAL HERMANN ACCOUNTABLE CARE ORGANIZATION

4:00 Conference Concludes
**EARLY BIRD PRICING**
Register by October 2, 2015

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<td>Life Science Professionals Conference and Dinner</td>
<td>$2,295</td>
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<td>Life Science Professionals Conference</td>
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<tr>
<td>ACO Representatives Conference and Dinner</td>
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**STANDARD PRICING**
Register after October 2, 2015

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**ONSITE PRICING**
November 9-10, 2015

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<td>Life Science Professionals Conference</td>
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**GROUP DISCOUNT PROGRAMS**

*Offers may not be combined. Early Bird rates do not apply. To find out more on how you can take advantage of these group discounts, please contact our offices at (210) 871-0474.*

**Save 25%**
For every three simultaneous registrations from your company, you receive a fourth complimentary registration to the program (must register four). This is a savings of 25% per person.

**Save 15%**
Can only send three? You can still save 15% off of every registration.

**PAYMENT:**
Please make checks payable to: “PMA”
You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer, and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

**CANCELLATION AND REFUND POLICY:**
If you cancel your registration for an upcoming ExL event, the following policies apply, derived from the Start Date of the event:
- Four weeks or more: A full refund (minus a $295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
- Less than four weeks: A voucher to another ExL event valid for 12 months from the voucher issue date.
- Five days or less: A voucher (minus a $395 processing and documentation fee) to another ExL event valid for 12 months from the voucher issue date.

To receive a refund or voucher, please contact our offices at (210) 871-0474.

**CREDIT VOUCHERS:**
Credit Vouchers are valid for 12 months from date of issue. Credit Vouchers are valid toward one (1) ExL event of equal or lesser value. If the full amount of said voucher is not used at time of registration, any remaining balance is no longer applicable now or in the future. Changes cannot be made once a Credit Voucher has been applied toward a future event. In the event of cancellation on the attendees’ behalf, the Credit Voucher will no longer be valid.

ExL Events, Inc. does not and is not obligated to provide a Credit Voucher to registered attendee(s) who do not attend the event they registered for unless written notice of intent to cancel is provided prior to the commencement of the event.

**SUBSTITUTION CHARGES:**
There will be an administrative charge of $300 to substitute, exchange and/or replace attendance badges with a colleague occurring within five business days of any ExL conference.**

ExL Events reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel or any other costs incurred by registrants. ExL Events’ liability is limited to the conference registration fee in the event of a cancellation and does not include changes in program date, content, speakers or venue.

**MEDIAPARTNERS**

*The opinions of ExL speakers do not necessarily reflect those of the companies they represent or ExL Events, Inc.*

Please Note: Speakers and agenda are subject to change without notice. In the event of a speaker cancellation, significant effort to find a suitable replacement will be made.
☐ YES! Register me for this conference!

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State:_________________________Zip:____________________
Email: _______________________________________________
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Fax: _________________________________________________

Please make checks payable to: "PMA"

Method of Payment: ☐ Check ☐ Credit Card

Card Type: ☐ MasterCard ☐ Visa ☐ AMEX
Card Number: ____________________________________________
Exp. Date: ______________________________________________
Name on Card: ___________________________________________
Signature: ______________________________________________

Please contact me:
☐ I’m interested in marketing opportunities at this event
☐ I wish to receive email updates on ExL Pharma’s upcoming events

CONFERENCE CODE: C523