

June 10-11, 2019

Battery Wharf Hotel Boston Waterfront
Boston, MA



5TH PAYER PARTNERSHIP FORUM

Create a mutually beneficial partnerships through collaborative discussions centered on value-based engagements, specialty pharmacy, and patient adherence

FEATURED SPEAKERS



CHAIRPERSON
Marie Sanchirico, Ph.D.
Medical Managed Care
Director, National Accounts,
SANOI GENZYME



Michael Kaminsky
Director, Value-Based Care
Strategy, **ATENA**



Pritpal Virdee
Senior Vice President and Chief
Operating Officer, Senior Health
Services, **BLUE CROSS BLUE
SHIELD OF MICHIGAN**



John Sears, PhD
Value-Based Care Commercial
Strategy Director, **JOHNSON
& JOHNSON**



Jamie Partridge
Director, Global Scientific
Affairs, **ABBOTT
NUTRITION**



Christopher Boone
Vice President, Head of
Real-World Data and Analytics
Center of Excellence, **PFIZER**



Thomas Koenig
Executive Director,
Biosimilars Market Access,
**BOEHRINGER INGELHEIM
PHARMACEUTICALS INC.**



Aria Cohen
National Account Director,
SOBI



Mary Blohm
Associate Director,
Systems of Care
**NOVARTIS
PHARMACEUTICALS**



Lili Brillstein
Director, Episodes of Care,
**HORIZON BLUE CROSS
BLUE SHIELD OF NEW
JERSEY**

SPECIAL FOCUS

Learn best practices with industry experts from with **Aetna, Pfizer, Boehringer Ingelheim, and Blue Cross Blue Shield** addressing best practices in **specialty care, biosimilars, and value-based contracting**

Gain access to our **Executive Payer Assembly** featuring a **two-part panel** discussing best practices for **patient adherence and outcomes** and bridging the gap between IDNs and payers

Gain market access by using **real-world evidence** to demonstrate the value of a partnership

Joint sessions with **the Partnering With ACOs & IDNs Summit** with **100+ conference attendees** and a **dedicated 5+ hours of networking time** throughout the two-day event

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Dear Colleague,

What are the steps your organization is taking to adapt to the value-centric marketplace?

Payers are looking for partners that can provide them with products of value that will expand market access and decrease healthcare costs. Manufacturers must deliver innovative services to ensure their products are perceived as meeting value requirements the new marketplace demands. Many programs have placed a greater emphasis on cost, quality performance, and driving stakeholders to better manage the total cost of care all while maintaining a highly advanced product with proven outcomes. Once a manufacturer can master this, it opens the door for mutually beneficial partnerships with various payer programs.

The **5th Payer Partnership Forum** will provide an educational environment for participants to learn proven strategies and vital information that will further partnerships with payer professionals as well as provide valuable networking opportunities with representatives from life science, health system, and payer executives.

This year's conference creates mutually beneficial partnerships through collaborative discussions centered on value-based engagements, specialty pharmacy, and patient adherence.

Some of our featured sessions will address ways to:

- Utilize research and development of real-world evidence to differentiate your organization from competitors and create higher quality and adaptable evidence packages
- Leverage payer partnerships through the evolution of specialty pharmacy roles to support patient engagement and better health outcomes
- Discover strategic account management efforts for manufacturers to bridge the gap between payers and IDNs
- Understand how specialty pharmacies deliver most of the biologics, how distribution be structured for biosimilars, and how that will affect payer-pharma partnership models
- Learn to leverage the cost, consistency, and other benefits to demonstrate a mutually beneficial partnership
- Determine the importance of value-based contracting from initiation, execution, and evaluation and understand how to deliver better outcomes and ensure payment is dependent upon product performance
- Discuss how life science manufacturers can provide technical assistance programs and other resources to ensure shared success in the new payment environment

...and this is just the beginning!

Join our esteemed faculty as they share invaluable insights, and return to work armed with the necessary tools and techniques you need to create these critical partnerships.

I look forward to seeing you in Boston!

Sincerely,

Andrea Gianatiempo

Andrea Gianatiempo
Associate Conference Production Director
Payer Partnership Series

Who Should Attend

This conference is designed for representatives from life science organizations, health systems, and payers with responsibilities in the following areas:

- Payer Strategy and Contracting
- Value-Based Reimbursement Strategies
- Payer Innovation
- Payer Relations
- Payer and Channel Access
- Account Management
- Patient Services and Pricing
- Value-Based Payment Initiatives
- Payer Engagement and Collaboration
- Physician Alignment and Recruitment
- Scientific Affairs
- Commercial Strategy
- Managed Care/Markets
- Patient Access
- Utilization Management
- Payer Account Management
- Patient Support and Assistance
- HEOR
- Center of Excellence
- Pharmacy Programs
- Utilization Management
- Product Strategy

Venue Information

Battery Wharf Hotel Boston Waterfront
3 Battery Wharf / Boston, MA 02109



To make reservations, please call 866-898-3560 and request the negotiated rate for **ExL's June Meetings**. You may also make reservations online using the following weblink: <https://bit.ly/2V64ztt>. The group rate is available until **May 20, 2019**. Please book your room early as rooms available at this rate are limited.

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Do you want to spread the word about your organization's solutions and services to potential clients attending this event?

Take advantage of the opportunity to exhibit, underwrite an educational session, host a networking event or distribute promotional items to attendees. ExL Events will work closely with you to customize a package that will suit all of your needs.



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7:30 Registration and Continental Breakfast

8:00 **Chairperson's Opening Remarks**

Marie Sanchirico, *Medical Managed Care Director*, **SANOFI GENZYME**

8:15 **Integrate Real-World Evidence to Promote Success in Value-Based Payer Partnerships**

- Utilize research and development of RWE to differentiate your organization from competitors and create higher quality and adaptable evidence packages
- Create a competitive advantage in partnership models by including your payer partners in the program development process
- Discuss the emergence of real-world data as a driving force in market access
- Facilitate generation and dissemination of evidence to support market access policy priorities with a global scope but a specific focus on U.S. value-based healthcare reform
- Develop external communications and stakeholder relations programs to advocate for evidence-based decision-making by healthcare system stakeholders

Christopher Boone, *Vice President, Head of Real-World Data and Analytics Center of Excellence*, **PFIZER**

9:00 **Explore the Benefits and Steps of Various Payment Models for Mutually Beneficial Payer-Pharma-Provider Partnerships**

- Develop a greater understanding of the needs of particular payers to align partnership efforts
- Avoid pitfalls by engaging internal resources and external allies in the planning phase of a partnership
- Optimize your plasticity to make your team vital to providing high-quality care
- Learn to leverage the cost, consistency, and other benefits to demonstrate a mutually beneficial partnership

Pritpal S. Virdee, *SVP, Chief Operating Officer*, **BLUE CROSS BLUE SHIELD MICHIGAN**

9:45 **Support Payer Partnerships by Leveraging Specialty Pharmacy**

- Leverage payer partnerships through the evolution of specialty pharmacy roles to support patient engagement and better health outcomes
- Understand how specialty therapies can affect copay programs and provide solutions to lower patient out-of-pocket costs
- Case study on methods that can help create value and demonstrate the effectiveness of specialty therapies for payer-life-science relationships

If you are interested in sponsorship opportunities and speaking on this topic, please contact Dor Peled at dpeled@exlevents.com.

10:30 Networking Break

11:00 **EXECUTIVE PAYER ASSEMBLY**

During this two-part payer assembly, the expert speaking faculty will delve into objectives and discuss the challenges and successes of a succinct market access plan.

Along with the opportunity to network with the audience from the 4th Payer Partnership Forum, there will be ample networking time to broaden your perspective through the ideas of individuals with unique needs when establishing a successful partnership.

Leverage Patient Adherence and Outcomes Panel

To produce a significant benefit for potential health system partnerships, pharmaceutical and payer professionals can leverage patient adherence and outcomes data to demonstrate an effective care model.

To ensure a meaningful impact on patient adherence, life science organizations can create a well-rounded perspective of patients' lives; companies can analyze behavioral patterns, demographics, and lifestyle choices — not only whether or not they adhere to treatment regimens. This panel will explore how to:

- Develop comprehensive real-world data to outline patient data, adherence, and outcomes
- Identify key non-adherence drivers and determine how to avoid them
- Understand how predicative analytics and advanced technology can advance patient adherence efforts
- Consider the types of analytics where capabilities need to be present to track outcomes

Panelists:

Pritpal S. Virdee, *SVP, Chief Operating Officer*, **BLUE CROSS BLUE SHIELD MICHIGAN**

Michael Kaminsky, *Director, Value-Based Care Strategy*, **AETNA**

Lili Brillstein, *Director, Episodes of Care*, **HORIZON BLUE CROSS BLUE SHIELD OF NEW JERSEY**

12:00 Networking Lunch

1:00 **Bridge IDN and Payer Relationships for Strategic Account Management Panel**

For life science to achieve valuable partnerships with health systems, the industry can strive to improve relationships with both payer and IDN accounts. Providers and payers are under pressure to control costs, and deliver high-quality care, and discover for strategic partnerships to assist in this mission.

Life science manufacturers must understand what sets these large networks apart from traditional providers and how to leverage a high-level strategy for engaging new IDN and payer decision-makers. This panel will explore how to bridge this gap and:

- Discover strategic account management efforts for manufacturers to bridge the gap between Payer and IDNs
- Evaluate the opportunities for payers and providers to improve overall value of care through collaboration
- Investigate how life science manufacturers can leverage rebates based on a drug's effectiveness and collaboration with health systems in bringing drugs to market to further strategic partnerships

Moderator: Lou Savant, *Director, Market Access*, **OSIRIS THERAPEUTICS, INC.**

Panelists:

Michael Ruiz, *Vice President of Business Development*, **WAYFORTH HEALTH**

Christopher Anderoli, M.D., *Chief Transformational Officer and Chief of Surgical Services*, **ATRIUS HEALTH**

John Sears, Ph.D., MBA, *Health Care Quality and Commercial Strategy Director*, **JOHNSON & JOHNSON**

CASE STUDY

2:00 **Case Study: Abbott Nutrition's Collaboration With Advocate Health Care From a Health Economics Perspective**

- Examine Abbott Nutrition's collaboration with Advocate Health Care to provide payers and health systems with a la carte data to demonstrate therapeutic value
- Understand what collaborative research looks like in the HEOR space
- Examine how to demonstrate the value of collaborative research through a budget impact model using data from a large ACO

Jamie Partridge, Director, Global Scientific Affairs, ABBOTT

2:45 Networking Break

3:15 **Address Value-Based Contracts for Payer-Provider Relations**

- Determine the importance of value-based contracting from initiation, execution, and evaluation
- Understand how to deliver better outcomes and ensure payment is dependent upon product performance
- Define the essential elements that need to be in place for value-based contracts to be successful
- Examine supportive activities that will enhance the likelihood of successful value-based contracts
- Address issues of long-term time frames when setting up the details of the contracts

Aria Cohen, National Account Director, SOBI – NORTH AMERICA

4:00 **Leveraging Technology for Optimal Stakeholder Engagement**

- Hear about the geographic, logistical and scheduling challenges facing internal and external stakeholder engagement
- Learn about innovative, technological solutions that can be implemented in order to overcome these challenges
- Discuss the use of these tools that foster peer-to-peer learnings, as well as seamless resource dissemination
- Explore real world case studies

Lance Hill, CEO, WITHIN3

4:45 **Determine the Influence and Effects of Biosimilars on Potential Partnership Models**

- Consider the entry barriers to biosimilars entry pricing and review the challenges surrounding pricing, reimbursement, and patient access
- Understand how specialty pharmacies deliver most of the biologics, how distribution is structured for biosimilars, and how that will affect payer-pharma partnership models
- Utilize biosimilars as a cost-saving opportunity to leverage value for potential partnerships

Thomas Koenig, Executive Director, Biosimilars Market Access, BOEHRINGER INGELHEIM PHARMACEUTICALS

5:30 Day One Concludes

6:00 Networking Drinks

6:30 Dinner

7:30 **HEALTHCARE EXECUTIVE THINK TANK Understand the Purpose and Benefits of ACO and IDN Partnerships**

As the healthcare landscape continues to drastically change and health systems continue to grow and consolidate to form large Accountable Care Organizations (ACOs) and Integrated Delivery Networks (IDNs), manufacturers are tasked with learning how to best contract with these expanding systems to ensure product success.

In order to best sell to these systems, life science organizations must understand the key benefits that they can bring to the ACO and IDN landscape. By understanding the needs of these health systems, manufacturers can make educated decisions on strategic account management choices. This executive panel is an exclusive chance to learn from and network with executives from various systems to learn tactics and create opportunities for mutually beneficial partnerships.

Moderator:

Panelists:

Sarika Aggarwal, M.D., MHCM, Chief Medical Officer, BETH ISRAEL DEACONESS CARE ORGANIZATION

Roy McConnell, Executive Director, DEACONESS HEALTH SYSTEMS

Dr. Daniel J. Durand, M.D., Chief Innovation Officer, LIFEBRIDGE HEALTH SYSTEM

John C. Robicsek, Assistant Vice President, Strategy, Business, and Program Development, ATRIUM HEALTH

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8:30	Continental Breakfast		
9:00	Chairperson's Recap of Day One		
9:15	Innovation and Relationships Through Specialty Care in Various Lines of Business		
	<ul style="list-style-type: none"> Understand the similarities and differences of specialty care facilities and how to best partner with them Analyze how innovative methods of specialty care can be used to further partnerships across various business models Examine the potential for pharma/payer partnerships based on specialty care initiatives 		
	<i>Marcia James, Senior Director, National Lead Network, Value Based Solutions, AETNA</i>		
10:00	Understand Trump's Blueprint for the Future of Medicare and How It Will Affect Partnerships Moving Forward		
	<ul style="list-style-type: none"> Discuss the preparations made by executives in anticipation of Medicare policy change and how this may affect partnerships moving forward Get positioning insights in regard to policy changes for manufacturers looking to partner with payers by anticipating future trends in the healthcare industry Discuss and analyze the means in which partners have traditionally managed risks and suggest new, more effective solutions 		
	If you are interested in sponsorship opportunities and speaking on this topic, please contact Dor Peled at dpeled@exlevents.com.		
10:45	Networking Break		
11:15	Explore the Process of State/Federal Government Partnerships: A Medicare/Medicaid Part D Discussion		
	<ul style="list-style-type: none"> Understand the evolving marketplace with CMS, 1115 waivers, managing SP spend, and more Develop long term partnerships with FFS, Managed Medicaid, PBMs, pools, and independent states Evaluate the various dynamics when it comes to traditional versus value-based contracting 		
		SHOWCASE AND WORKSHOP	
			12:00 Luncheon
			1:00 Develop and Understand and Overview of the ICER Value Assessment Framework
			<ul style="list-style-type: none"> Develop methods of incremental cost-effectiveness analysis that estimate outcomes and costs during the longest feasible time frame, usually the full lifetime of patients Recognize that what matters to patients is not limited to measured "clinical" outcomes and how to navigate the rise of drug prices Utilize data and analytics consideration for fostering innovation and create sustainable access to high-value care for all patients
			<i>Anita Burrell, Adjunct Professor, RUTGERS UNIVERSITY</i>
			Showcase and Workshop: Real-World Payer, Provider, Life Science Partnerships
			In this joint session with the 13th Partnering With ACOs & IDNs Summit, hear real-world examples of multiple partnerships in the pharmaceutical, payer, and provider landscape, and learn strategies to improve your own partnerships. During this two-hour showcase and workshop, attendees will not only hear the processes behind real partnerships but also discuss strategies and network with their peers to learn proven tactics behind successful partnerships.
			Workshop Leaders:
			<i>Jeffery Gold, SVP and Special Counsel, Managed Care and Insurance, HEALTHCARE ASSOCIATION OF NEW YORK STATE</i>
			<i>Michael Ruiz, Vice President of Business Development, WAYFORTH HEALTH</i>
			2:00 Chairperson's Closing Remarks
			3:00 Conference Concludes

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-  **Phone:** 201-871-0474  **Fax:** 253 663 7224  **Mail:** PMA Conference Management, POB 2303 Falls Church VA 22042
-  **Email:** register@pmaconference.com  **Online:** [Click Here](#)

Registration Fees for Attending

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Life Science/Service Providers – Conference and Healthcare Executive Think Tank	\$2,295
Life Science/Service Providers – Conference Only	\$1,895
Payer and Provider Professionals – Conference and Healthcare Executive Think Tank	\$1,195
Payer and Provider Professionals – Conference Only	\$1,095

STANDARD PRICING – Register After April 26, 2019

Life Science/Service Providers – Conference and Healthcare Executive Think Tank	\$2,495
Life Science/Service Providers – Conference Only	\$2,095
Payer and Provider Professionals – Conference and Healthcare Executive Think Tank	\$1,395
Payer and Provider Professionals – Conference Only	\$1,295

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