

9th PARTNERING with ACOs & IDNs SUMMIT

DEAR COLLEAGUE,

Since the implementation of the Affordable Care Act, quality and accountability have been brought to the forefront of the American healthcare system through the advent of ACOs, health systems and an assortment of value-based payment models. Subsequently, life science companies have had to modify their strategy and overall approach to partnering with ACOs and IDNs to instill collaboration that ensures a high-quality continuum of care.

The aim of the **9th Partnering with ACOs & IDNs Summit** is to illuminate best practices and develop the skill sets necessary for participants to implement and execute collaborative partnerships. Life science organizations must understand the operations, structures and needs of ACOs and IDNs to inform their approach and demonstrate their value. Knowing the trends and impending changes in the market is paramount to initiating and nurturing partnerships between the life science industry and ACOs/IDNs.

At this two-day educational event, healthcare executives, payers and leaders from the life science industry will share lessons learned and best practices in a comprehensive program comprised of presentations, panel discussions and case studies. We hope that you will also consider participating in the interactive Healthcare Executive Think Tank, where IDN and ACO decision-makers will detail what they are looking for from pharmaceutical, medical device and biotech company partners.

I look forward to welcoming you to Boston this summer!

Brian L. Anderson

Brian L. Anderson
Conference Production Director
ExL Events, a division of Questex, LLC



VENUE
Hyatt Regency Boston
1 Avenue de Lafayette
Boston, MA 02111

To make reservations, please call 888-421-1442 or 617-912-1234 and request the negotiated rate for "ExL's 9th Partnering with ACOs & IDNs Summit" The group rate is available until **May 17, 2017**. Please book your room early, as rooms available at this rate are limited.

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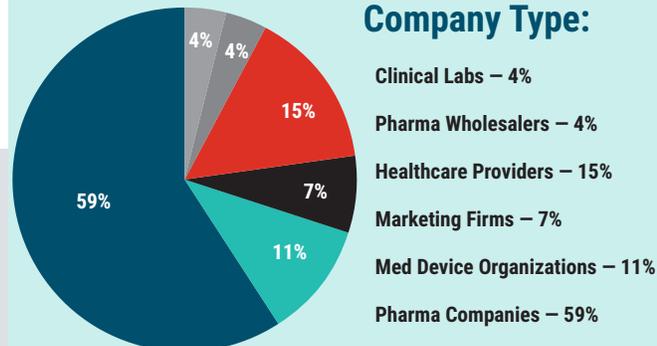
WHO SHOULD ATTEND

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

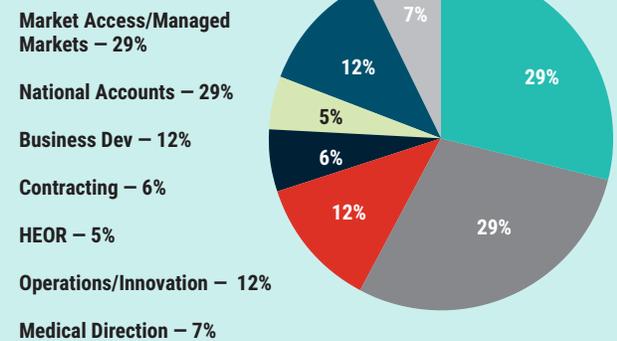
- ⊙ Account Management – National/IDN Accounts
- ⊙ Managed Care
- ⊙ Market Access
- ⊙ Sales
- ⊙ Contracting
- ⊙ Health Economics Outcomes Research
- ⊙ Medical Outcome Liaisons
- ⊙ Real-World Evidence
- ⊙ Marketing
- ⊙ Medical Affairs
- ⊙ Managed Markets
- ⊙ Statistics
- ⊙ Analytics
- ⊙ Network Management
- ⊙ Pricing and Reimbursement
- ⊙ Healthcare Strategy
- ⊙ Commercial Development
- ⊙ Quality Management

This conference is also of interest to:

- ⊙ Drug Manufacturers
- ⊙ Clinical Diagnostic Companies
- ⊙ Decision Support/Managed Care Organizations
- ⊙ IT/Data Analytics Companies
- ⊙ Patient Adherence/Advocacy Organizations
- ⊙ Market Access Service Providers
- ⊙ External Physician Service Providers
- ⊙ Life Cycle Management Organizations
- ⊙ Consultancies
- ⊙ Strategic Marketing Service Providers
- ⊙ Population Health Management Organizations



Attendee Profiles:



8:00 Registration and Continental Breakfast

9:00 Chairperson's Opening Remarks

9:15 Recognize and Capitalize on the Imminent Expansion and Success of the IDN Model

- Understand the economics of risk contracting for IDNs and why this matters to pharma
- Survey the various shared attributes and configurations of IDNs
- Mitigate risk through vertical integration and the diligent oversight of external partners and contractors in the supply chain
- Examine the cost of IDNs as self-insured organizations compared to ACOs
- Analyze the expanding role of IDNs in the healthcare market

Joseph P. Fuhr, *Professor of Economics*, **WIDENER UNIVERSITY**

10:00 Case Study: Analyze AtlantiCare's Value-Based Pharmaceutical Management

- Look at the current state and future of value-based programming at AtlantiCare
- Consider AtlantiCare's focus, resources and means of pharmaceutical management
- Discuss AtlantiCare's priorities and its ongoing initiatives to improve population health
- Assess expectations, including EMR guidelines, and methods for incentivizing and enforcing preferred agents
- Compare and contrast value- and risk-based contracting as they relate to pharmaceuticals

Richard Stefanacci, *Medical Director, Post Acute Services*, **ATLANTICARE**; *Faculty Member*, **JEFFERSON SCHOOL OF POPULATION HEALTH**

10:45 Networking Break

11:15 Case Study: Examine the Strategies of a Provider-Led Version of an ACO to Partner with Their Post-Acute Care Consortium

- Achieve your value-add potential by bringing solutions that prioritize the needs of the patient family
- Provide solutions and avoid pitfalls for a continuum of care in a pharmacy or medical device group
- Build your credibility and increase your value-add by allying with other companies or groups
- Overcome being perceived by ACOs and IDNs as a vendor by adopting a mindset of partnership over "vendorship"
- Determine what works and learn rapidly using the scientific method to improve the consortium's efficacy

Michael Lombard, *CEO*, **CORNERSTONE HOSPITAL OF SW LOUISIANA**

12:00 Luncheon

1:00 Minimize Cost and Maximize Engagement with Personalized Medicine that Orients Care Around Patient Needs and Preferences

- Learn the benefits of using a combination of ethnographic, interview, opinion market research and data analysis methods for illuminating disparate needs of patients in various therapeutic areas
- Codify your approach to value as it applies to partnering with ACOs and IDNs
- Learn about linking together shared decision-making, decision aids, care plans and patient-reported outcomes
- Identify the demographic, cultural and generational variables that influence patient adherence
- Fortify quality patient care with proven interventions and lessons gleaned from case examples
- Create a road map for treatment and a personalized care plan

Alan Balch, *CEO*, **NATIONAL PATIENT ADVOCATE FOUNDATION**

1:45 Panel: Examine the Benefits of Diagnostics

- Estimate the cost savings and risk mitigation resulting from diagnostics in wound care
- Evaluate how diagnostic tests improve real-world outcomes and the metrics used to study them
- Look at a case example of the impact of diagnostics pertaining to wound care
- Develop a program to create cost and risk-sharing agreements

Richard Oberreiter, *Chief Operating Officer*, **MODULATED IMAGING**

2:30 Networking Break

3:00 Understand Risk Stratification Principles and Practices to Develop an Informed Risk-Sharing Plan that Improves Outcomes

- Learn how payers define and determine risk and the risk profile of a given cohort
- Identify the variables, metrics and techniques used to evaluate risk
- Scrutinize the relationship between risk management and population health outcomes
- Recognize and assess pertinent data for identifying high-risk, high-cost patients for a given population or therapeutic area
- Discuss the challenges of pharma risk sharing with ACOs and IDNs

Steven Peskin, *Executive Medical Director, Population Health*, **HORIZON BCBSNJ**

3:45 Enter into Risk-Sharing Partnerships Informed by Big Data Analytics and the Impact of Payment Models and Methods ACOs and IDNs Use to Manage Risks

- Apply knowledge of how ACOs and IDNs use big data and Watson analytics to identify patterns and facts
- Consider the benefits of relationships across the continuum of care
- Explore the efficacy of metrics to establish a dependable gradation of shared risk to full risk
- Examine the impact of and limitations resulting from the Comprehensive Primary Plus (CPC+) and state CPC payment models

Amy Frankowski, *CMO*, **MERCY HEALTH PARTNERS**

4:30 Navigate Evolving IDN Business Models, Opportunities and Challenges

- Explore the typical constitution and internal dynamics of IDNs
- Highlight various IDN constituencies and how IDNs interact with them
- Compare strategies to determine which provides the most value to institutional customers
- Survey the evolving needs of IDNs and the forecast for their needs

Brian Sergenian, *Account Director, IDNs*, **FERRING PHARMACEUTICALS**

5:15 Day One Concludes

"Great strategic think tank – lots of notes on what is important to ACOs."

–*Key Account Manager*, **PURDUE PHARMA**

"I now know what I need to be thinking about to best prepare for ACOs in the future."

–*Chief Commercial Officer*, **ASKLEPION PHARMACEUTICALS**

"Great presentations, networking."

–*CEO*, **MOUNT SINAI CARE**

HEALTHCARE EXECUTIVE THINK TANK

5:30 Networking Drinks

6:00 Dinner

7:00 **HEALTHCARE EXECUTIVE THINK TANK**
Address and Respond to the Needs of ACOs and IDNs to Facilitate Collaboration

Understanding the ecosystem of a provider is paramount to realizing a mutually beneficial partnership. This panel will further your understanding of the impact of the costs and payment models of delivering healthcare as well as the population the health system serves. This is a unique occasion to learn and explore what ACO and IDN leaders are coping with so you can better serve their needs and ensure you both thrive in the rapidly changing healthcare environment.

- Analyze factors for assessing compatibility and the viability of partnering with a particular ACO or IDN
- Leverage an enhanced understanding of ongoing adaptations of ACOs and IDNs
- Identify common areas partnerships should address to improve population health
- Explore the stressors and challenges of ACO and IDN executives and essential solutions and support you should provide
- Get a walk-through of a winning value proposition by understanding what providers are looking for in a partner
- Recognize survey factors and incentives that promote physician engagement

Moderator

Alan Gilbert, *Vice President, Growth*, LUMIRADX

Panelists

Michael Barrett, *Executive Director*, UNIVERSAL AMERICAN/ COLLABORATIVE HEALTH SERVICES

Scott Berkowitz, *Senior Medical Director, Accountable Care*, JOHNS HOPKINS MEDICINE

Anthony V. Coletta, *President of Facilitated Health Networks and EVP of Independence*, INDEPENDENCE BLUE CROSS; *Board Chair*, TANDIGM HEALTH

Michael Coffey, *President and CMO*, COLLABORATIVE HEALTH ACO
Amy Frankowski, *CMO*, MERCY HEALTH PARTNERS

Bethany Gilboard, *CEO*, INNOVATIVE HEALTH ALLIANCE OF NEW YORK

George Hong, *National Medical Director, DaVita Medical ACO*, DAVITA MEDICAL GROUP

Michael Lombard, *CEO*, CORNERSTONE HOSPITAL OF SW LOUISIANA
Arshad K. Rahim, *Senior Medical Director of Population Health*, MOUNT SINAI HEALTH SYSTEM; *Assistant Professor of Medicine*, ISMMS

Richard Stefanacci, *Medical Director, Post Acute Services*, ATLANTICARE; *Faculty Member*, JEFFERSON SCHOOL OF POPULATION HEALTH

Anthony Vespa, *Executive Director*, SOUTHEAST MICHIGAN ACCOUNTABLE CARE

FRIDAY, JUNE 9, 2017 // DAY TWO

8:00 Continental Breakfast

9:00 **Chairperson's Recap of Day One**

9:15 **Correlate Value-Based Performance of IDNs and ACO Models to the Medicare Imperatives**

- Review the impact of MACRA and MIPS on the ecosystem of providers
- Determine the commonalities and differences of IDNs and ACOs and their bearing on value-based performance metrics
- Assess the marketplace performance of IDNs, hospital-generated ACOs and physician ACO models
- Evaluate the performance and trajectory of Next Gen and Pioneer models in the marketplace
- Articulate partnership priorities with an understanding of the disparate challenges and opportunities that MACRA and MIPS generate for ACOs and IDNs

Ira Klein, *Senior Director of Quality, Strategic Customer Group*, JANSSEN

9:45 **Leverage EHR Technology to Partner with ACOs and IDNs**

- Discuss proven strategies and opportunities for the life science industry to leverage EHRs to partner with ACOs and IDNs
- Analyze examples of collaborative partnerships for lessons learned
- Identify red flags to avoid pitfalls in partnering with ACOs and IDNs

Tim Van Aken, *Health IT Lead*, KAMELEON; *former Health IT Lead*, PFIZER

10:30 Networking Break

11:00 **Develop Strategic Relationships with Individuals and Key Organizations with a Comprehensive Understanding of the Local Market**

- Research the composition and dynamics of local healthcare markets and assess the relative influence of the ACOs/IDNs in that market
- Create an influence map to include payers, providers, and IDN and ACO organizations in the market
- Prioritize activity based on an influence map and the resulting segmentation of the market
- Ensure that the value proposition can be communicated in a succinct and interesting way to create opportunities
- Engage with diverse stakeholders in these organizations to identify needs, critical success factors, key priorities, etc.

Stephanie Roberts, *Senior Regional Account Director*, ACORDA THERAPEUTICS

11:45 **Establish Collaborative Relationships by Assessing ACOs for Readiness and Capability**

- Learn drill-down principles and guidelines for determining ACO needs and walk through a typical capability assessment
- Extrapolate the challenges of partnering with a particular ACO by inspecting its infrastructure
- Affirm an ACO's commitment to the vision of quality care for deeper value and their commitment to improving population health
- Determine ACO connectivity with their physicians by investigating engagement and governance practices and outcomes
- Analyze patient experience metrics and expectations to inform your partnership plan to increase satisfaction levels

Michelle Copenhaver, *Senior Vice President Strategy and Operations, Southeast Market, Accountable Care Solutions*, AETNA

12:30 Luncheon

1:30 **Use Data in Provider Conversations to Demonstrate a PAC's Contribution to High-Impact, Low-Cost Care**

- Access and leverage real-time data and claims-based reporting to support care processes
- Build an Accountable Care Team (ACT) to support the Sales and Contract Management teams – a complementary approach for alternative payment model relationships
- Discuss considerations when developing strategies for post-acute care within new payment model programs
- Understand the role of post-acute care in the Next Generation ACO Model

Elizabeth Kleber, *Area Director, Home Health Clinical Strategy and Accountable Care*, BAYADA HOME HEALTHCARE

2:15 **Recognize Opportunities for Pharma to Collaborate with Provider-Led ACOs**

- Learn various types of ACO frameworks and ACO programs
- Discuss the role of ACO programs
- Explore ways pharma may collaborate with ACOs and add value
- Analyze specialty drugs and their effects on cost of care

George Hong, *National Medical Director, DaVita Medical ACO*, DAVITA MEDICAL GROUP

3:00 **Chairperson's Closing Remarks**

3:15 **Conference Concludes**

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Registration Fees

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| Payer and Provider Professionals Conference and Think Tank | \$1,295 |
| Payer and Provider Professionals Conference | \$1,095 |

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| Life Science Professionals Conference and Think Tank | \$2,495 |
| Life Science Professionals Conference | \$2,095 |
| Payer and Provider Professionals Conference and Think Tank | \$1,495 |
| Payer and Provider Professionals Conference | \$1,295 |

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| Life Science Professionals Conference and Think Tank | \$2,595 |
| Life Science Professionals Conference | \$2,195 |
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| Payer and Provider Professionals Conference | \$1,395 |

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