

# PAYER PARTNERSHIP FORUM

*Align health systems, pharmaceutical companies and payers to facilitate better care, improve health outcomes and lower costs through payer partnerships*



## LIFE SCIENCE



**Chair:**

**Gina Guinasso, J.D.**  
Senior Director of Policy and Government Accounts  
TAKEDA ONCOLOGY



**Robert Popovian, Pharm.D., M.S.**  
Vice-President, US Government Relations  
PFIZER



**Aria Cohen**  
Executive Director of Payer Strategy  
INTARCIA THERAPEUTICS



**Anindita Sinha**  
Director of Business Insights and U.S. Managed Markets  
BAYER HEALTHCARE



## PAYERS



**Chair:**

**Pritpal Virdee**  
Regional Vice President  
ANTHEM



**Michelle Beozzo Anderson, Pharm.D.**  
Director of Pharmacy Services  
DENVER HEALTH MEDICAL PLAN, INC.



**Michael Kaminsky**  
Manager, Joint Venture Business Development  
AETNA



**Mary Stevens**  
Director, Network Contracts, Compliance, Audit, Provider Relations  
BLUE CROSS BLUE SHIELD OF MINNESOTA



## PROVIDERS



**Chair:**

**Denise Murray-Leitz**  
Chief Operating Officer and Executive Vice President  
BAYLESS HEALTHCARE GROUP



**Matt Staheli**  
Director of Value-Based Care and Contracting  
HCA PHYSICIAN SERVICES GROUP



**Theresa A. Bissonnette, MBA/HCM, CPHQ**  
Director of Risk Adjustment and Quality  
NORTH TEXAS SPECIALTY PHYSICIANS



**Curtis Stubblefield**  
Director of Value Based Care,  
NATIONAL HEALTHCARE CORPORATION

## KEY TOPICS AT THE PAYER PARTNERSHIP FORUM:

- Establish solutions for balancing value, access and affordability under value-based care
- Define the regulatory and legal barriers to achieving the best methodology for reimbursement
- Transform your pilot partnership into a long-range commitment to maximize results
- Examine how post-acute partnerships, collaboration, data sharing, regulatory requirements and communication fit together to enhance the care of the patient
- Identify proactive strategies that expand patient access in an era of increasing cost controls and utilization management

### MEDIA PARTNERS

**FierceHealthcare** Payer  
A FierceMarkets Publication

**FiercePharma**

**Healthcare DIVE**



# PAYER PARTNERSHIP FORUM

## DEAR COLLEAGUE,

With the onset of payment reforms, drug pricing and a new administration, there is an increasing need to partner your organization with payers. Both life science organizations and health systems can improve quality of care, lower costs, and ensure reimbursement for drugs and devices through payer partnerships.

While many industry professionals agree that partnerships enable all three parties to accomplish the shared paramount goal – to support the patient – the structure and creation of a partnership often seems foreign, difficult and precarious. Building trust, incentives and goals between healthcare, pharma and payers is arduously complex. Different metrics for measuring successes and failures, lack of organizational discipline, and disparate goals are a few of the obstacles payer partnerships must overcome.

The Payer Partnership Forum convenes professionals from healthcare payers and providers and life science organizations to discuss the conception and execution of successful and worthwhile partnerships. This conference will help payer strategy executives build trust and establish mutual goals between life science organizations and payers. The expert speaking faculty will share proven strategies to successfully initiate, monitor and sustain a partnership that achieves both parties' goals, while defining the steps to ensure organizational discipline. Attendees will walk away able to establish and maintain strong partnerships with payers to decrease expenditures, advance the quality of care and improve health outcomes.

I look forward to welcoming you to Boston this summer!

Sincerely,

Mercy Lister  
Conference Production Director  
ExL Events, a Division of Questex, LLC

## VENUE INFORMATION

### Westin Boston Waterfront

425 Summer Street  
Boston, MA 02210

To make reservations, please call 1-888-627-7115 and request the negotiated rate for ExL's Payer Partnership Forum 2017. The group rate is available until May 22, 2017. Please book your room early, as rooms available at this rate are limited.

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## 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
- Payer and Channel Access
- Value-Based Reimbursement Strategies
- Patient Services and Pricing
- Value-Based Payment Initiatives
- Payer Engagement and Collaboration
- Physician Alignment and Recruitment
- Managed Care
- Patient Access
- Account Management
- Patient Support and Assistance
- HEOR

This conference is also of interest to:

- Data Management Solution Providers
- Population Health Management Organizations
- Rebate and Claims Processing Vendors
- Product Reimbursement/Market Access Solution Providers

# AGENDA DAY ONE MONDAY, JUNE 12, 2017

## 8:00 Continental Breakfast

8:45 **Chairperson's Opening Remarks**  
**Pritpal Virdee**, *Regional Vice President*, ANTHEM

### BUILDING PAYER PARTNERSHIPS

#### 9:00 **Enable and Incentivize Multi-Sector Collaboration to Drive Value-Focused Health System Transformation**

- > Discuss how the transition from fee-for-service healthcare to a patient-centered, value-oriented system hinges on payers, providers, manufacturers and other sectors working collaboratively
- > Identify legislative and regulatory barriers that, if not addressed, will continue to impede progress toward optimal payment and delivery approaches
- > Envision how a value-based healthcare system can encourage medical innovation while still achieving greater cost-efficiency

**Mary Grealy**, *President*, HEALTHCARE LEADERSHIP COUNCIL

#### 9:45 **Examine Why Payers and Providers Aren't Further Along on the Path to Real Partnership and Collaboration**

- > Define the reasons health plans and health systems aren't behaving like integrated delivery systems to achieve Triple Aim goals
- > Determine if the foundation of mutually exclusive behavior is lack of ROI, trust or understanding of value-based payments
- > Combat the continuous and enormous friction that stems from battling over the premium dollar rather than working with less rules and more alignment

**Jeffrey Gold**, *Senior Vice President and Special Counsel*, HEALTH ASSOCIATION OF NEW YORK STATE

## 10:30 Networking Break

#### 11:00 **Improve Healthcare Through Payer and Community Partnerships**

- > Review the reimbursement changes from fee-for-service to quality measures
- > Assess how payer partnerships narrow the network and patient assignments
- > Improve patient outcomes and engagement through payer partnerships
- > Decrease healthcare costs while remaining innovative by aligning payers with community partners

**Denise Murray-Leitz**, *Chief Operating Officer and Executive Vice President*, BAYLESS HEALTHCARE GROUP

#### 11:45 **Managing Growth in Medicaid Pharmaceutical Spending**

- > Consider how a preferred drug list will impact access, cost and spending
- > Examine best practices for managing relationships between payers and providers
- > Review best practices to target overuse, underuse and misuse

**Rep. Jim Dunningan (R)**, *District 39, Health Reform Task Force*, UTAH HOUSE OF REPRESENTATIVES

## 12:30 Lunch

#### 1:30 **The Myths and Realities of Provider Collaboration**

- > Learn how to influence behavior change for all stakeholders
- > Examine the best practices to manage the relationship
- > Define what success looks like for these relationships

**Pritpal Virdee**, *Regional Vice President*, ANTHEM

#### 2:15 **Consider if Pharma-Payer and Pharma-Provider Network Partnerships Are a Bridge Too Far**

- > Identify what high-value business supplier-customer relationships look like in other industries
- > Understand the barriers pharmaceutical suppliers must overcome to deliver higher value to their customers
- > Explore examples of successful partnerships and their benefits

**Martin Vandenhrik**, *Associate Director, Market Access T&D*, FERRING PHARMACEUTICALS

#### 3:00 **Case Studies of Collaboration in an Integrated Health System**

- > Explore the rollout and impact of programs involving upfront provider and pharmacy dialogues
- > Evaluate the outcomes of a medication therapy management program involving clinical pharmacists
- > Discuss opportunities for provider engagement before and after program implementation

**Michelle Bezzo Anderson**, *Pharm.D., Director of Pharmacy Services*, DENVER HEALTH MEDICAL PLAN, INC.

## 3:45 Networking Break

#### 4:15 **Examine Value, Access and Affordability to Determine if We Can Really Have It All**

- > Navigate emerging health system affordability challenges
- > Consider how affordability concerns affect value perceptions
- > Establish solutions for balancing value, access and affordability under value-based care

**Melinda Hanisch**, *Director, Research Dissemination, Center for Observational and Real World Evidence*, MERCK & CO., INC.

#### 5:00 **Create Successful Partnerships Through Collaborative Contracting**

- > Align payers, providers and members to achieve affordable, quality care
- > Reduce healthcare costs by implementing best practices for network contracting
- > Outline diverse tactics to improve star ratings and quality metrics
- > Feature community partners in innovation strategies to engage members, providers and payers

**Mary Stevens**, *Director, Network Contracts, Compliance, Audit, Provider Relations*, BLUE CROSS BLUE SHIELD OF MINNESOTA

#### 5:45 **Innovations and Disruptions in Behavioral Health**

- > Highlight a behavioral health care provider that is using technology to both deliver and scale access to care.
- > Examine how AbleTo partners with payers and employers to innovate together and elevate behavioral health with overall health.
- > Evaluate key obstacles to behavioral health care innovation and how the provider overcame each one.

**Jonathan Stout**, *Vice President, Strategy and Business Development*, ABLETO

## 6:15 Day One Concludes

# AGENDA DAY TWO TUESDAY, JUNE 13, 2017

## 8:00 Continental Breakfast

### LIFE SCIENCE-PAYER

9:00 **Chairperson's Recap of Day One**  
**Gina Guinasso, J.D.**, *Senior Director of Policy and Government Accounts*, TAKEDA ONCOLOGY

#### 9:15 **Assess How to Develop Collaborative Services as a Specialty Pharmacy to Create a Value Proposition for Payers and Manufacturers**

- > Identify proactive strategies that expand patient access in an era of increasing cost controls and utilization management
- > Gain insight to the access of value from the payer perspective
- > Develop strategies to work collaboratively with specialty pharmacies in order to deliver great value to patients, providers and payers

**Michael Baldzicki**, *National Account Executive*, BAYER HEALTHCARE

### PAYER-PROVIDER

**Chairperson's Recap of Day One**  
**Denise Murray-Leitz**, *Chief Operating Officer and Executive Vice President*, BAYLESS HEALTHCARE GROUP

#### **Post-Acute Value Baseline, Benchmarking, Transitioning and Collaborating**

- > Recognize the key facets of developing and measuring collaborative partnerships
- > Compare and contrast the current bundled payment model and the episodic demonstration model
- > Define how post-acute partnerships, collaboration, data sharing, regulatory requirements and communication fit together to enhance the care of the patient
- > Assess patients and their care environments, living situations and resources to establish their needs as they recuperate with the least possibility of readmission
- > Outline quality metrics, data and dashboards to incorporate into your successful partnership

**Curtis Stubblefield**, *Director of Value Based Care*, NATIONAL HEALTHCARE CORPORATION

# AGENDA DAY TWO TUESDAY, JUNE 13, 2017

## LIFE SCIENCE-PAYER

10:00



PANEL

### The Future of Biopharmaceutical Financing in the U.S.

- > Delve into why the current biopharmaceutical system of payment for volume, not value, is unsustainable
- > Engage in a debate regarding whether value-based pricing is the correct annotation to define the new financing methodology
- > Assess whether outcomes-based reimbursement is more patient-centric
- > Explore what the ideal reimbursement mechanism is (e.g., global payments versus capitation)
- > Define the regulatory and legal barriers to achieving the best methodology for reimbursement regarding biopharmaceuticals

**Robert Popovian, Pharm.D., M.S.,** Vice-President, US Government Relations, **PFIZER**

**Gina Guinasso, J.D.,** Senior Director of Policy and Government Accounts, **TAKEDA ONCOLOGY**

**Aria Cohen,** Executive Director of Payer Strategy, **INTARCIA THERAPEUTICS**

10:45 **Networking Break**

### 11:15 Developing Evidence for Pharma-Payer Partnerships



CASE STUDY

- > Create a multichannel approach to improve adherence
- > Consider benefits and services available beyond the pill
- > Improve favorable positioning in the market through payer partnerships

**Jesse Fishman,** Scientific and Real World Data Alliances Lead Neurology Patient Value Unit, U.S. Medical Affairs, **UCB**

### 12:00 Define the Benefits of Limited Network Distribution for Manufacturers and the Requirements to Penetrate the Network as a Specialty Pharmacy



PANEL

- > Recognize why network distribution is limited to certain pharmacies
- > Explain why limited access is valuable to manufacturers
- > Evaluate tactics to penetrate the network as a specialty pharmacy

**Andrew Capps, MBA,** Director, Managed Care, **AMBER PHARMACY**

**Michael Baldzicki,** National Account Executive, **BAYER HEALTHCARE**

**Anindita Sinha,** Director of Business Insights and U.S. Managed Markets, **BAYER HEALTHCARE**

**Rebecca Shanahan, J.D.,** Chief Executive Officer, Avella Specialty Pharmacy; President, **NATIONAL ASSOCIATION OF SPECIALTY PHARMACY**

12:45 **Lunch**

### 1:45 Achieve Cost Management Through Care Management by Adopting Specialty Pharmacies as a Strategic Partner

- > Understand the role of specialty pharmacy as a strategic partner in healthcare
- > Visualize innovative pharmacy services where improved outcomes and cost savings have been demonstrated
- > Identify opportunities for increased collaboration with employers, payers, providers and patients
- > Outline limited distribution drugs, specialty pharmacy networks and considerations used by manufacturers to determine network size

**Andrew Capps, MBA,** Director, Managed Care, **AMBER PHARMACY**

### 2:30 Examine Manufacturer Partnerships to Determine What Works and What Works Well



CASE STUDY

- > Discuss a pilot program that enhanced outcomes and improved education by partnering with a managed care organization
- > Identify the elements and agreements that need to be established for a successful partnership
- > Establish the necessary data points for a solid baseline

**Anindita Sinha,** Director of Business Insights and U.S. Managed Markets, **BAYER HEALTHCARE**

3:15 **Chairperson's Closing Remarks**

3:30 **Conference Concludes**

## PAYER-PROVIDER

### Providers and Payers Working in the Reality of Risk Adjustment

- > Share the perspective of our IPA and Medicare Advantage health plans regarding risk adjustment
- > Review tools used to collect risk adjustment documentation for our Medicare Advantage members
- > Explore the use of third-party vendors to supplement risk adjustment strategies for small and mid-size health plans
- > Walk through two case studies regarding "deep dive" projects aimed at collecting appropriate documentation to reflect risk adjustment status

**Theresa A. Bissonnette, MBA/HCM, CPHQ,** Director of Risk Adjustment and Quality, **NORTH TEXAS SPECIALTY PHYSICIANS**

### Review Best Practices for Initiating Partnerships

- > Align incentives (payer versus health system)
- > Assess EMR automation opportunities in a health system
- > Discuss workflows and reporting methods between the payer and the health system

**Matt Staheli,** Director of Value-Based Care and Contracting, **HCA PHYSICIAN SERVICES GROUP**

### Increasing Opportunity for Data Sharing, Transparency and Building Long-term Trust with Providers

- > Maximizing shared savings plans
- > Facilitating better care quality and clinical outcomes at a lower cost
- > Leveraging data across the network to stratify risk and maximize resources
- > Sharing data with providers about their clinical and financial performance and how it compares to other organizations
- > Offering data options across the spectrum of risk
- > Establishing value-based goals and aligning incentives
- > Incorporating pharmacy into the equation

**Michael Ruiz,** Vice President, Provider Relations, **UCARE**

### Analyze the Skilled Nursing Facility's Perspective in Managed and Accountable Care

- > Navigate the paradigm shift from fee-for-service to value-based reimbursement
- > Apply the Triple Aim to SNF operations to maximize efficiency and effectiveness
- > Consider alternative payment models for SNFs for today and tomorrow

**George G. Sauers,** Vice President of Managed Care, **SAVASENIORCARE**

### Overcome Past Obstacles to Work Together as Payers and Providers

- > Define a true payer-provider joint venture
- > Examine how Aetna partners with providers on the furthest peg of the value-based care spectrum
- > Evaluate why a payer or provider would form a joint venture plan
- > Recognize different challenges payers and providers face and how a joint venture overcomes those challenges
- > Review key perspectives to consider when forming a joint venture

**Michael Kaminsky,** Manager, Joint Venture Business Development, **AETNA**

**Chairperson's Closing Remarks**

**REGISTRATION**  
*to register [CLICK HERE](#) or*

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**Mail: POB 2303 Falls Church Va 22042**

## Registration Fees for Attending ExL Events' Payer Partnership Forum:

<h3 style="margin: 0;">EBP</h3> <p style="margin: 5px 0;"><b>Early Bird Pricing</b></p> <p style="margin: 0;"><i>Register by Friday, April 28, 2017</i></p> <h2 style="margin: 10px 0;">\$1,595</h2>	<h3 style="margin: 0;">SRP</h3> <p style="margin: 5px 0;"><b>Standard Rate Pricing</b></p> <p style="margin: 0;"><i>Register after Friday, April 28, 2017</i></p> <h2 style="margin: 10px 0;">\$1,795</h2>	<h3 style="margin: 0;">OSP</h3> <p style="margin: 5px 0;"><b>Onsite Pricing</b></p> <h2 style="margin: 10px 0;">\$1,995</h2>
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June 12-13, 2017 | **Westin Boston Waterfront | Boston, MA**

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**LIFE SCIENCE**



**PAYERS**



**PROVIDERS**

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**Gina Guinasso, J.D.**  
Senior Director of Policy  
and Government Accounts  
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