



Value-Based Strategies for Reimbursement and Formulary Success

Develop a drug value composition that illustrates minimized costs and maximized health outcomes to prove your product deserves formulary access

November 6-7, 2017 \ Hyatt Regency Bethesda \ Bethesda, MD

FEATURED SESSIONS

PFIZER



What Is Right and What Is Wrong With Prescription Drug Pricing, Cost and Affordability?

Robert Popovian, Pharm.D.,
Vice President, U.S. Government Relations

BRAEBURN PHARMACEUTICALS



Navigate Uncharted Waters With Value-Based Purchasing for Manufacturers

David Byram,
Vice President, Market Access and Government Affairs

JOHNSON & JOHNSON



Gain New Understanding of the Role of Real-World Data in Value-Based Payments

Natalie Heidrich,
Director, Field Health Economics Market Access

CASTLE CREEK PHARMACEUTICALS



Inspect the Payer Spider Web to Determine How to Dissect, Evaluate, and Develop a Comprehensive Strategy

Greg Wujek,
Vice President, Market Access

MERCK & CO.



Case Study: Merck's Collaboration With Optum to Advance Value-Based Contracting

Wanmei Ou, Ph.D.,
Director, Precision Medicine & Data Science, Center for Observational and Real-World Evidence

BRAND-NEW SESSIONS ILLUSTRATE HOW TO:

- Navigate policies specific to the four reimbursement categories
- Develop value-based arrangements with payers to gain formulary access and increase market share
- Cultivate mitigation strategies for formulary restriction
- Leverage real-world data to create and demonstrate product value

The **ONLY** educational event specifically devoted to this timely content!

- Develop a value proposition that satisfies cost-benefit analysis
- Identify compliant tactics to engage payers during pre-FDA approval
- Network with top experts in value-based arrangements and gaining formulary access

Value-Based Strategies for Reimbursement and Formulary Success



Dear Colleague,

Proving value in the context of price is critical to the success, marketing, and differentiation of a product. Within organizations, regulatory, commercial, R&D, and market access teams are challenged to collaboratively develop a narrative that proves a product's efficacy through clinical, regulatory, and commercial bench markers. If initially rejected from the formulary, life science organizations are then faced with developing innovative strategies to get a product in front of the right patients, utilize the resulting real-world evidence, and then return to the payer with greater proof of the drug's efficacy and increased value.

By pioneering the conversation of the transition from price-centric to value-based formularies, life science and healthcare insurance executives will provide attendees with education in proving value, instead of managing pricing, of drugs coming onto the market. This event will arm professionals with the skills and methods to prepare for formulary success before FDA approval through regulatory, medical affairs, R&D, and market access collaboration. The event will also provide strategies for those who do not gain formulary access initially so that attendees also walk away with an auxiliary strategy to ultimately gain formulary approval through post-approval market access expansion tactics using real-world evidence and HEOR.

The **Value-Based Strategies for Reimbursement and Formulary Success** will explore shared challenges including:

- How to navigate the future of healthcare reimbursement given today's healthcare climate
- Creating proactive strategies that expand patient access in an era of increasing cost controls and utilization management
- Selecting the data and metrics per therapeutic type necessary to prove a product's value
- How to use real-world evidence to verify a drug's increased value post-approval
- Proving that a drug is not only valuable for its therapeutic outcomes, but for overall decreases in healthcare costs

I look forward to welcoming you to Bethesda this fall!

Sincerely,

Mercy Lister

Mercy Lister
Conference Director
ExL Events, A Division of Questex

WHO SHOULD ATTEND

This conference is designed for representatives from pharmaceutical, medical device, biotechnology and payers with responsibilities in the following areas:

- Formulary Management/Operations
- Reimbursement
- Health Economics & Outcomes Research
- Value-Based Care
- Market Access
- Contracting
- Pricing
- Managed Markets
- Payer Strategy
- National Accounts
- Managed Care
- Indication-Specific Pricing
- Patient-Centered Outcomes

This conference is also of interest to:

- HEOR Solution Providers
- Real-World Evidence Service Providers
- Pricing Solution Providers
- Contracting Vendors
- Market Access Vendors
- Reimbursement Solution Providers
- Formulary Access Vendors



VENUE

HYATT REGENCY BETHESDA
1 Bethesda Metro Center | Bethesda, MD 20814

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8:00 Registration and Continental Breakfast

9:00 Chairperson's Opening Remarks

EXAMINING THE VALUE-BASED HEALTHCARE LANDSCAPE

9:15 **Examine What Is Right and What Is Wrong With Prescription Drug Pricing, Cost and Affordability in the United States**

- Learn how medicines today are divided into four categories, each category requiring specific policies to address the pricing, cost and affordability challenges
- Understand that medicines are the most valuable intervention in healthcare, more than physicians, hospitals and pharmacists, and question how society can get the most value from the most valuable intervention
- Examine why we need a more transparent financing system in the U.S.

Robert Popovian, Pharm.D., Vice President, U.S. Government Relations, PFIZER

10:00 **Leverage Internal and External Collaboration to Position Your Product/Procedure in a Value Based Healthcare Environment**

- Use the marketplace and product/procedure attributes to develop a value-based positioning approach
- Gain strong product positioning through a value-based healthcare and population health lens
- Collaborate with internal and external stakeholders to success

Natalie Heidrich, Director, Field Health Economics Market Access, JOHNSON & JOHNSON MEDICAL DEVICE COMPANIES

10:45 Networking Break

DEVELOPING VALUE-PROPOSITIONS

11:15 **Tailor Value Propositions to Meet an Institution's Needs, One Question at a Time**

- Better understand the fundamental construct of a "tailor-made" value proposition
- Discuss your story and the sense of urgency behind developing an effective approach
- Identify key components in the process behind developing an appropriate value proposition
- Illustrate pitfalls, assumptions and common mistakes in value application metrics
- Review a case study from failure to success: a product's story of institutional redemption

Aaron Shaw, RN-BSN, Medical Director, Medical Science Liaison Team, PACIRA PHARMACEUTICALS

12:00 **Develop Value Propositions to Reflect Patient Needs**

- Develop elements of value by placing the patient's voice at the center of the value equation
- Debate how to quantify qualitative patient data to prove product efficacy
- Question how to leverage technology to capture data that fits requirements and expands upon access issues

PANEL

- Discuss what patient engagement looks like in market access strategy development and how to determine which patients reflect the entire population

Sachin Kamal-Bahl, Vice President and Innovation Center Head, Global Health & Value, PFIZER

Melissa L. Paige, Oncology Patient Access Principal Coordinator, UNIVERSITY OF VIRGINIA HEALTH SYSTEM, NCI-DESIGNATED EMILY COURIC CLINICAL CANCER CENTER

12:45 Luncheon

VALUE-BASED CONTRACTING

1:45 **Navigate Uncharted Waters With Value-Based Purchasing for Manufacturers**

- Set the stage in advance of value-based purchasing agreements
- Define the metrics of a good value-based purchase
- Examine common pitfalls to avoid in negotiating value-based purchasing agreements

David Byram, Vice President, Market Access and Government Affairs, BRAEBURN PHARMACEUTICALS

2:30 **Review Best Practices in Value-Based Contracting for Pharmaceuticals**

- Systematically study critical factors for successful implementation of value-based contracts
- Design value-based contracts to reduce clinical and financial uncertainty
- Use real-world data to develop and test advanced predictive models in order to evaluate value-based contracts

Wanmei Ou, Ph.D., Director, Precision Medicine & Data Science, Center for Observational and Real-World Evidence, MERCK & CO.

3:15 Networking Break

3:45 **Gain New Understanding of the Role of Real-World Data in Value-Based Payments**

- Gain new comprehension of how changes in the U.S. landscape are affecting stakeholder priorities
- Dissect the growing and future role of real-world evidence in decision making under value-based payments
- Learn about U.S. trends in determining the value of medicines, and ways pharma can leverage real-world data to create and demonstrate value

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

4:30 **Best Practices in Early Market Access Strategy Development**

- Review brand development and commercialization strategies that increase market access
- Consider payer engagement opportunities available in early stages
- Identify tactics that develop value narrative and open access

Rob Laverty, Vice President, Market Access, OTSUKA PHARMACEUTICAL COMPANIES

5:15 Day One Concludes

8:00 Registration and Continental Breakfast

12:45 Luncheon

9:00 Chairperson's Recap of Day One

ALIGNING WITH PAYERS

9:15 **Inspect the Payer Spider Web to Determine How to Dissect, Evaluate, and Develop a Comprehensive Strategy**

- Examine when payer engagement should begin
- Review the relevant information for a value proposition, dependent upon product/therapeutic type
- Debate if value-based contracting is feasible for your product
- Consider key variables for a cost-benefit analysis
- Define the importance of your distribution model and supporting programs
- Understand the worst-case formulary position scenario and how to best address it

Greg Wujek, Vice President, Market Access, CASTLE CREEK PHARMACEUTICALS

10:00 **Establish Early Payer Strategies for Rare Disease Products**

- Develop an understanding of payer challenges with respect to rare diseases
- Capture and integrate the patient journey to develop a multi-phased engagement strategy

Raquel Cabo, Vice President, Global Market Access, OVID THERAPEUTICS

10:45 Networking Break

11:15 **Develop Evidence for Pharma-Payer Partnerships**

- Create a multichannel approach to improving 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 **Strategically Align Goals and Objectives With Payers to Optimize Value-Based Arrangements**

- Develop a win/win proposition that furthers patient care, increases access to appropriate medications, and meets payer and manufacturer goals
- Examine lessons learned from successfully executed value-based arrangements
- Review the biggest issues of value-based arrangements and proven successful mitigation strategies for the common issues

Gina Guinasso, J.D., Senior Director, Market Access, TAKEDA
Greg Wujek, Vice President, Market Access, CASTLE CREEK PHARMACEUTICALS

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

Aaron Shaw, RN-BSN, Medical Director, Medical Science Liaison Team, PACIRA PHARMACEUTICALS

EXPANDING MARKET ACCESS

1:45 **Define Strategies to Ensure Market Access for Vulnerable Populations**

- Compare different payer access tactics dependent upon beneficiary type
- Drive value for members by expanding benefits over costs
- Knock down barriers (i.e. cost) to ensure the right member gets the right product at the right time

Timothy Mizak, Pharm.D., Manager, Clinical Operations and Value-Based Purchasing, GATEWAY HEALTH PLAN

2:30 **Explore Day-to-Day Access Barriers at Various Levels That Impact the Time From Prescribed to On-Therapy**

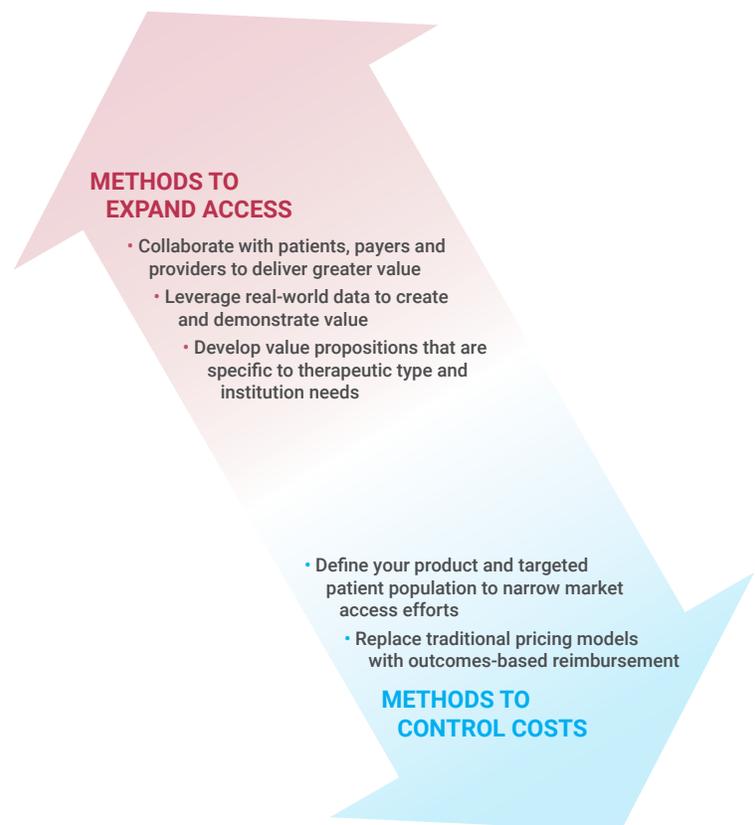
- Identify challenges to patient access with the introduction of less-expensive biosimilars
- Consider real-world suggestions to streamline and optimize patient access while developing a proactive strategy for customer engagement
- Address the successes and rewards of advocating for those who are at their weakest

Melissa L. Paige, Oncology Patient Access Principal Coordinator, UNIVERSITY OF VIRGINIA HEALTH SYSTEM, NCI-DESIGNATED EMILY COURIC CLINICAL CANCER CENTER

3:15 Chairperson's Closing Remarks

3:45 Conference Concludes

PANEL





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| | |
|---|----------------|
| EARLY BIRD PRICING <i>Register by Friday, September 22, 2017</i> | \$1,895 |
| STANDARD PRICING <i>Register after Friday, September 22, 2017</i> | \$2,095 |
| ONSITE PRICING | \$2,195 |

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