

# 10th PARTNERING With ACOs & IDNs SUMMIT

Access Healthcare Market Through a Solution Driven Approach by Leveraging Internal and External Influences

## FEATURED SPEAKERS



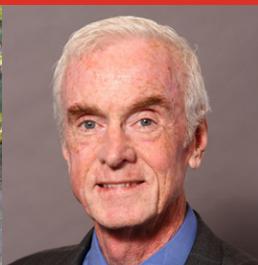
**John Sears, Ph.D., MBA,** Health Care Quality and Commercial Strategy Director, **JOHNSON & JOHNSON**



**Daniel McCabe M.D., CEO,** **ARIZONA CONNECTED CARE ACO**



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



**John O'Shea, M.D.,** Surgeon and Senior Fellow, Center for Health Policy Studies, **THE HERITAGE FOUNDATION**



**Joanne Chia, Pharm.D.,** Director, Medical Managed Care, **SANOFI GENZYME**



**Michael Hunt,** CEO/President, **ST. VINCENT'S HEALTH PARTNERS, INC.**



**Michael Lombard,** CEO, **CORNERSTONE HOSPITAL SOUTHWEST LOUISIANA**



**Matt Portch,** Vice President, Managed Markets, **SUNOVION PHARMACEUTICALS**

## KEY TAKEAWAYS

- ✔ Assess the Marketplace Performance of IDNs, Hospital-Generated ACOs, and Physician ACO Models
- ✔ Understand the Role of RWE to Risk Sharing for IDN and ACO Decision-Making
- ✔ Develop Strategic Relationships With Individuals and Key Organizations Through Influence Mapping and Networking and Proven Approaches
- ✔ Capitalize on the Expanse of Bundle Payments and Post-Acute Care
- ✔ Develop Strategic Relationships With Individuals and Key Organizations With a Comprehensive Understanding of the Local Market
- ✔ Discuss the Infrastructure That Is Necessary for Successful MACRA Implementation

## NEW THIS YEAR!

Two joint sessions with **ExL's 2nd Payer Partnership Forum.** Don't miss this unique networking opportunity!



**EXECUTIVE PAYER ASSEMBLY**



**HEALTHCARE EXECUTIVE THINK TANK**

SPONSORED BY



# 10th PARTNERING With ACOs & IDNs SUMMIT

DEAR COLLEAGUE,

As encourage coordinated care becomes more established, manufacturers must understand how the needs and goals of IDNs and ACOs influence the decisions they make concerning which drugs and devices to use. As the demand for cost-effectiveness and clinical efficacy increases, life science companies must adapt their strategies and overall approach to partnering with ACOs and IDNs to instill collaboration that ensures a high-quality continuum of care.

The goal of the **10th Partnering With ACOs & IDNs Summit** is to support life science organizations' continued education about the operations, structures, and needs of IDNs and ACOs to inform their approach and demonstrate their value. Knowing the trends and impending changes in the market is vital to initiating and nurturing partnerships between the life science industry and IDNs/ACOs.

This two-day, educational event will provide the skill sets necessary for participants to implement and execute collaborative partnerships. Healthcare executives, payers, and leaders 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.

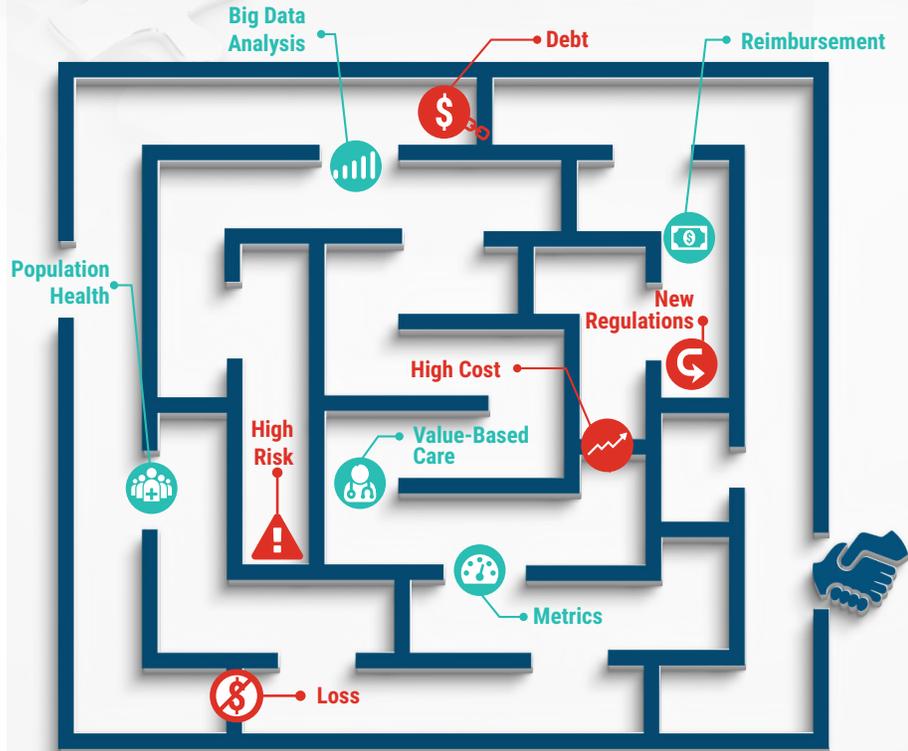
I look forward to welcoming you to Los Angeles this fall!

Sincerely,

*Megan Heburn*

Conference Production Director  
ExL Events, a division of Questex, LLC

## THE PATH TO SUCCESSFUL PARTNERSHIPS



## WHO SHOULD ATTEND

This conference is designed for representatives from pharmaceutical, biotech, medical device and clinical research companies with responsibilities in the following areas:

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

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
- ⦿ Lifecycle Management Organizations
- ⦿ Consultancies
- ⦿ Strategic Marketing Service Providers
- ⦿ Population Health Management Organizations

## VENUE

### Sofitel Los Angeles at Beverly Hills

8555 Beverly Blvd.  
Los Angeles, CA 90048

To make reservations, please call 310-278-5444 or email [michelle.zavala@sofitel.com](mailto:michelle.zavala@sofitel.com) and request the negotiated rate for **ExL's November Meetings**. The group rate is available until **October 11, 2017**. Please book your room early, as rooms available at this rate are limited.

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## SPONSORSHIP AND EXHIBITION OPPORTUNITIES

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.

## 8:00 Registration and Continental Breakfast

### 8:45 Chairperson's Opening Remarks: The Current and Future State of the Industry

### 9:00 Correlate Value-Based Performance of IDN and ACO Models to the Medicare Imperatives



- Review the impact of MACRA and MIPs on the ecosystem of providers
- Discuss how IDNs and ACOs need to rethink delivering value for patients with chronic conditions
- Determine the commonalities and differences of IDNs and ACOs and their bearing on value-based performance metrics
- Articulate partnership priorities with an understanding of the disparate challenges and opportunities that MACRA and MIPs generate for ACOs and IDNs

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

### 9:45 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**

## 10:30 Networking Break



## EXECUTIVE PAYER ASSEMBLY

### 11:00 Uncover Best Practices in Value-Based Contracting to Ensure Success From Initiation to Execution and Evaluation

- Define the essential elements that need to be in place for value-based contracts to be successful
- Consider what kind of analytics capabilities need to be present to track outcomes
- Examine supportive activities that will enhance the likelihood of successful value-based contracts
- Address issues of longer-term time frames when setting up the details for the contracts

#### Moderator:

**Joanne Chia, Pharm.D., Director, Medical Managed Care, SANOFI GENZYME**

#### Panelists:

**Fred Brownfield, Director, Trade Relations, HUMANA**

**Thomas Graf, M.D., Chief Medical Officer and Vice President, HORIZON BLUE CROSS BLUE SHIELD OF NEW JERSEY**

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

**Pritpal Virdee, Senior Vice President/Chief Operations Officer, Senior Health Services, BLUE CROSS BLUE SHIELD MINNESOTA**

**Linda Hines, Chief Executive Officer, VIRGINIA PREMIER HEALTH PLAN**

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

## 12:00 Luncheon

### 1:00 Understand the Role of RWE to Risk Sharing for ACO and IDN Decision-Making

- Scrutinize a case example of cost- and value-based analysis on a particular drug or treatment
- Glimpse the spectrum of providers from value-based to volume-based healthcare
- Create informed risk-based agreements with an appreciation of an ACO
- Get up-to-speed on CMS Value-Based Insurance Design, a 10-state pilot program

**Daniel McCabe, M.D., CEO, ARIZONA CONNECTED CARE ACO**

### 1:45 Collaborate With National Partners

- Consider structures and inherent barriers that exist within a particular ACO or IDN
- Become a partner in establishing a good flow in the continuum of care
- 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

**Michael Lombard, CEO, CORNERSTONE HOSPITAL SOUTHWEST LOUISIANA**

### 2:30 Recognize Opportunities for Pharma to Align With Provider-Led IDNs and ACOs

- Survey types of ACO frameworks and take an in-depth look at DaVita Medical ACO provider group and IPA ACO survey
- Examine ACO programs, including Medicare and commercial ACO, and associated risk arrangements
- Discuss the role of Independent Physician Associations (IPAs) in the success of ACOs
- Compare the relative effectiveness of methods and levers pharma may use to add value
- Analyze specialty drugs and their effects on cost of care

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

## 3:15 Networking Break

### 3:45 Case Study: Pharma Co-Creating Value With IDN's Through Population Health & Patient Experience



- Consider challenges and opportunities for pharmaceutical companies in approaching US ecosystem transformation
- Discuss the evaluation and partnership approaches when determining the best IDN partners
- Look at CMS and other efforts around care delivery and payment reform when approaching partnerships
- Review status of ongoing UCB initiatives to improve patient experience and promote population health by partnering with two IDN's

**Jesse Fishman, Health Outcomes Lead, Medical Affairs Professional, UCB**

### 4:30 Take On Risk During Healthcare Transformation

- Discuss revenue from risk sharing vs. FFS
- Evaluate reimbursement models and how patient satisfaction is affected
- Growing networks and explaining to consumers how payment models affect them
- Helping providers effectively participate in the bundled payment program
- How St. Vincent is working with bundled payments
- Working with skilled nursing facilities

**Michael Hunt, CEO/President, ST. VINCENT'S HEALTH PARTNERS, INC.**

## 5:15 Day One Concludes

5:30 Dinner for Think Tank participants

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 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 walkthrough 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**



**Daniel McCabe MD, CEO**, ARIZONA CONNECTED CARE ACO



**Andre Berger, CEO**, NACO MSO LLC



**Michael Lombard, CEO**, CORNERSTONE HOSPITAL SOUTHWEST LOUISIANA



**June Simmons, CEO**, PARTNERS IN CARE FOUNDATION



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



**Anthony Vespa, Executive Director**, Southeast Michigan Accountable Care



**Michael Hunt, CEO/President**, ST. VINCENT'S HEALTH PARTNERS, INC.

## AGENDA // FRIDAY, NOVEMBER 3, 2017 // DAY TWO

8.30 Registration Opens and Continental Breakfast

9:00 Chairperson's Recap of Day One

9:15 **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 succinctly and interestingly 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

10:15 **Construct Key Account Launch Strategies for IDNs and ACOs**

- Identify core principles of account segmentation and profiling
- Examine considerations for the development of account segmentation
- Master targeted value proposition creation

**Aria Cohen**, *Executive Director, Payer Strategy and Operations*, INTARCIA THERAPEUTICS, INC.

11:00 Networking Break

11:30 **Understand the Short-Term and Long-Term Challenges to Successful MACRA Implementation**

- Discuss the present status on the ACA
- Explore whether the current approach and timeline for MACRA implementation are appropriate: are changes needed?
- Discuss the infrastructure that is necessary for successful MACRA
- Review the goals of payment and delivery reform in general and how they line up with MACRA
- Learn the implications of a performance-driven marketplace for payers and providers

**John O'Shea, M.D.**, *Surgeon and Senior Fellow*, Center for Health Policy Studies, THE HERITAGE FOUNDATION

12:15 Luncheon

1:15 **Improve the Account Management Model to Boost IDN Collaboration**

- Illustrate and ensure product and service value with analytics tailored to the need of a particular IDN
- Discuss the Shared Risks of IDNs and Payer Customers
- Clarify roles and responsibilities and identify skill sets necessary to exceed expectations
- Examine segmenting/mapping IDNs to understand their operations and engagement opportunities

2:00 **Evolve Your Sales and Marketing From Share of Voice to System Focused**

- Designing a Go-to-Market Platform to address the customer's evolving needs and decision making processes
- Evolving the engagement approach across your entire organization between KAMs, D&M reps, Medical, HEOR and marketing
- Understand how to set up collaboration from the enterprise to the HCP level

**Matt Portch**, *Vice President, Managed Markets*, SUNOVION PHARMACEUTICALS

2:45 Conference Concludes

“This is the best event of its kind that I've ever been to.”

—National IDN Manager Market Access, NANOSTRING TECHNOLOGIES, INC

# Registration Fees for Attending ExL's 10th Partnering with IDNs & ACOs

## EARLY BIRD PRICING

Register by Friday, September 22, 2017

Conference and Healthcare Executive Think Tank	\$2,295
Conference Only	\$1,895

## STANDARD PRICING

Register After Friday, September 22, 2017

Conference and Healthcare Executive Think Tank	\$2,495
Conference Only	\$2,095

## ONSITE PRICING

Conference and Healthcare Executive Think Tank	\$2,595
Conference Only	\$2,195

### GROUP DISCOUNT PROGRAM

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 call 201 871 0474.

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To receive a refund or voucher, please email [cancel@exlevents.com](mailto:cancel@exlevents.com) or fax your request to 201 871 0474

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November 2-3, 2017 | Sofitel Los Angeles at Beverly Hills | Los Angeles, CA

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