

VIRTUAL EVENT

Formulary, Reimbursement & Access Summit

July 27-29, 2021

**NAVIGATE NEW AND IMPENDING ACCESS CHALLENGES AND OVERCOME
PATIENT AFFORDABILITY BARRIERS IN AN EVOLVING MANAGED CARE AND
PHARMACY LANDSCAPE THROUGH STAKEHOLDER COLLABORATION**


AGENDA

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#FORMULARY2021



DAY ONE – TUESDAY JULY 27, 2021

All times are listed in EDT

10:30 – 10:45	Informa Connect and Chairperson's Welcoming Remarks <i>Allie Spica, Senior Conference Producer, Informa Connect</i> <i>Eric Turowski, Vice President, Market Access, Aurinia Pharmaceuticals</i>
10:45 – 11:20	Executive Outlook – What's in The Pipeline for 2021 and Beyond? <ul style="list-style-type: none"> Examine new and potential actions from the Biden administration on drug pricing, healthcare coverage, benefit design, HDHPs and increasing OOP costs Analyze changes in Medicare market access and launch considerations Uncover how COVID-19 has impacted the pharmaceutical marketplace <i>Shawn Gremminger, Health Policy Director, Pacific Business Group on Health</i>
11:25 – 12:00	Primer on PBM Reimbursement Methodology and Trends <ul style="list-style-type: none"> Understand the "alphabet soup" of pricing benchmarks and PBM reimbursement methodologies Identify trends in PBM coverage and reimbursement for prescriptions purchased and dispensed through the 340B program Compare new reimbursement tools used by PBMs in paying pharmacies, including Brand Effective Rate, Generic Effective Rate, and Direct and Indirect Remuneration <i>Jesse C. Dresser, ESQ., Partner, Frier Levitt</i>
12:00 – 1:30	 TAKE TIME THROUGHOUT THE DAY FOR VIRTUAL NETWORKING WITH COLLEAGUES AND VIEW ON-DEMAND CONTENT
2:20 – 3:00	Accumulator and Maximizers – Uncover the Evolution and the Impact for Industry <ul style="list-style-type: none"> Discuss current proposed legislations, including the state level ban of programs and what the future could hold for accumulator programs Map out emerging PBM restrictions, payer access and copay reform Implement measures to monitor health plans and payers, including key data trends and affordability metrics <i>Jeff Blake, Senior Vice President, Payer Relations, Hemophilia Alliance</i>
3:05 – 3:50	SOLUTION SUMMIT Quantuvis Connect – Centralizing the Market Access Lifecycle to Optimize Contract Value <p>In this solution summit, Quantuvis demonstrates the power of the Connect platform for managing market access across all your Payer, PBM, and other access partners. You'll learn how the platform's data interoperability capabilities along with complete workflow management allows managed markets teams to optimize contract value. This session highlights key features including centralized rate management, predictive volume and revenue models, post-deal performance monitoring, and contract lifecycle management. This session is geared towards payer account directors, pricing & contracting professionals, and other leaders in the market access contracting field.</p> <i>Greg Lee, Senior Project Manager, Quantuvis</i>
3:50 – 5:00	 TAKE TIME THROUGHOUT THE DAY FOR VIRTUAL NETWORKING AND VIEW ON-DEMAND CONTENT

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DAY TWO – WEDNESDAY JULY 28, 2021

10:30 – 10:35	Day Two Kick Off
10:35 – 11:10	Assess the Landscape for Prior Authorization and Reimbursement Support – Reexamining the Roles of the Manufacturer and the Pharmacy <ul style="list-style-type: none"> Highlight different perspectives on addressing patient affordability for high cost medications and how to deliver on patient care Discuss what the future looks like for each group and how to overcome the complex relationship between the intermediaries Uncover areas for collaboration and understanding in the ever-evolving healthcare system to ensure transparency <i>D.R. McCale III, MDY, RMC, Director, Market Access and Reimbursement, Akcea Therapeutics</i> <i>Erin Mistry Senior Vice President, Payer Strategy, Government Affairs and Trade, Cormedix</i>

11:20 – 12:00	Navigating the Future of Pharma, PBM and Payer Relationships <ul style="list-style-type: none">• Explore the existing landscape regarding the role of the manufacturer and provider in the prior authorization process• Identify regulatory and payer enforcement trends regarding PA activities <i>Chris Dowd, Executive Vice President, Market Development, ConnectiveRx</i> <i>Michael Thompson, President & CEO, National Alliance of Healthcare Purchaser Coalitions</i> <i>Doug Neely, Global Head, Pricing, Value, Market Access and Trade, Athenex</i> <i>Naomi Lopez, Director, Healthcare Policy, Goldwater Institute</i>		
12:00 – 1:00	 TAKE TIME THROUGHOUT THE DAY FOR VIRTUAL NETWORKING WITH COLLEAGUES AND VIEW ON-DEMAND CONTENT		
1:00 – 1:45	Choose between 3 Interactive Workshops (A-C)		
	A. New Product Launch Planning <i>Yishai Knobel, CEO, Helparound</i> <i>Gary Ellexson Vice President, Corporate Accounts, Supernus Pharmaceuticals</i>	B. Considerations for Launching and Utilizing New Tech Add-On Payments (NTAP) <i>Andrew Thorrens, Market Access Commercial Lead, Cidara</i>	C. OCM 2.0 – Analyze the New Reform Model to Lower Costs <i>Fred Schnell, MD, FACP, Chief Medical Officer, COA</i>
2:00 – 2:40	Realign Access Strategies to Overcome Challenges of Copay Assistance and Cost Sharing Trends <ul style="list-style-type: none">• Ensure compliance with the CMS Final Rule on Cost Sharing Assistance• Highlight how to design a functional business model through copay innovation• Mitigate compliance risk through best practice sharing related to copay trends <i>Peter Avalos, National Reimbursement Director, Daiichi Sankyo, Inc.</i> <i>Kevin O'Meara, Vice President Patient Services Solutions, EVERSANA</i>		
2:40 – 3:40	 TAKE TIME THROUGHOUT THE DAY FOR VIRTUAL NETWORKING WITH COLLEAGUES AND VIEW ON-DEMAND CONTENT		
DAY THREE – THURSDAY, JULY 29, 2021 <div>All times are listed in EDT</div>			
10:00 – 10:05	Day Three Kick Off		
10:05 – 10:50	Innovative Therapies – How to Find Value and Pay for Curative Treatments in the Pipeline <ul style="list-style-type: none">• Identify the key features of these current and soon-to-be approved therapies and what this means for the marketplace• Examine the associated direct and indirect costs and the current state of reimbursement• Determine how the launch of these drugs and access to them differs from traditional therapies• Assess how benefit design will shift as more products enter the market <i>Randy Vogenberg, Ph.D., Principal, Institute for Integrated Healthcare (IIH); Board Chair, Employer Provider Interface Council (EPIC)</i> <i>Alasdair M. Roe, ACII, Sales Partner, Employee Benefit Services, Inc.</i>		
10:55 – 11:35	Digital Therapeutics and Virtual Care – Define Their Role in the Evolving Healthcare Landscape <ul style="list-style-type: none">• Gain insight on the current state of the industry• Highlight how these models are optimizing access for patients• Analyze the pipeline for new launches and innovations <i>Michael C. Pace, MBA, Founder and President, PalmHealth.co; Former Vice President & Global Head, Market Access and Value Evidence, Pear Therapeutics</i>		
11:40 – 12:15	Identify Digital Disruptions in Market Access – Major Market Mergers, Joint Ventures and Emerging Digital Innovators <ul style="list-style-type: none">• Examine trends and shifting dynamics• Understand the current state of industry vertical and horizontal integration and what both terms mean• Discover how companies like Amazon, Apple and Google fit in the delivery healthcare <i>Randy Vogenberg, Ph.D., Principal, Institute for Integrated Healthcare (IIH); Board Chair, Employer Provider Interface Council (EPIC)</i> <i>Randy Timothy Aungst, Pharm.D., Clinical Professor, Massachusetts College of Pharmacy and Health Sciences; Editor, Digital Apothecary; Fellow, Employer-Provider Interface Council</i>		
12:15 – 12:20	Informa Connect and Chairperson's Closing Remarks <i>Allie Spica, Senior Conference Producer, Informa Connect</i>		

ON DEMAND SESSION

Re-Imagining Patient Services

- Understand how to work with third-parties to ensure patient centricity
- Gain insights on how to manage services for both virtual and face-to-face interactions
- Explore how to transition and evolve service offerings to fit the needs of patients

Shannon D. Ashmon, MBA, Senior Manager, Access & Reimbursement, Oncology Business Unit, **Eisai, Inc.**

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