

Agenda for the First Pharmaceutical Managed Markets Association Meeting

Friday evening, March 27th

5 p.m. First organizational meeting of the PMMA. Join the (Voluntary & optional) board of directors or a PMMA committee.

5:30 p.m. Welcome & Hors D'oeuvres
Peter Sonnenreich welcomes attendees, gives brief PMMA overview and introduces speakers

What Every Account Manager Should Know in Working with the Health Plan Pharmacy Director and Clinical Pharmacist

Speakers: Burton Orland, President, BioCare Consultants. Scott T. Pond, RPh., MPA
Clinical Pharmacist, Harvard Vanguard Medical Associates, will add his thoughts to this discussion.

With 30 years' experience in the managed care environment, Mr. Orland will cover the following topics:

- navigating the MCO minefield
- how to get the all-important foot in the door
- whom to see & what to discuss
- the formulary concept
- what works and doesn't in contracting with an MCO
- value-added programs
- transparency in discussions
- the 10 Commandments for Managed Care Reps
- what MCOs think about Pharma
- the P& T Committee makeup
- using advisory boards and their value
- how MCOs work with PBMs
- employer groups
- physicians prescribing practices

6:30 p.m. The Secrets of Account Management--Working with the Health Plan Medical Director

Speaker: Maria Lopes, MD, MS

Dr. Lopes has been in the managed care industry for over 14 years as Chief Medical Officer of Group Health, Inc.,(GHI) and as Chief Medical Director of Horizon BCBS NJ. Dr Lopes has extensive experience in Disease and Case Management, Employee Health and Wellness, Quality initiatives to improve HEDIS and clinical outcomes. Dr Lopes has been responsible for Medical Policy Development and Implementation, Correct Coding initiatives, Fraud and Abuse, Physician Profiling and the development of a Medical Home Pilot project in NY. She has overseen Pharmacy Utilization and decision-making as a voting member of P&T and Technology Assessment Committees.

So what is the role of a medical director within a health plan?

Let Dr. Lopes tell you about the decision-making process at Medical Policy and a P&T committees, what is comparative effectiveness and how

do plans make coverage decisions? How do you build successful partnerships between the health plan and a Pharmaceutical company? How do you have critical conversations with the medical director?

She'll also share with you:

- what makes an account manager successful: what has worked and hasn't worked from her experience at Horizon BCBS and GHI
- what not to do when trying to introduce or promote a product
- successful business practices to improve your relationship with a health plan beyond pharmacy: including Quality and Disease Management

7:30 p.m. Dinner: attendees are on their own. Or, for those who would like, the PMMA will be offering the opportunity to have a group dinner with other pharmaceutical managed markets professionals. Our group dinner will be at 7:45 p.m. at the Foxfire Inn and Italian Restaurant, 1606 Pucker St. | Stowe, VT 05672 phone:802.253.4887. Family members and friends are invited to attend as well.

Saturday morning, March 28

7:00 to 9:00 a.m. Breakfast will be served to the colleagues that have placed their orders with Peter

Opening remarks by Randy Vogenberg

ROUNDTABLE PANEL Discussion: How to Improve Your Working Relationship with the Health Plan Pharmacy Director, Medical Director and Clinical Pharmacist

Speakers: Burton Orland
Maria Lopes, MD, MS
Keith Perry
Scott T. Pond, RPh., MPA

In this session, Burton Orland, Maria Lopes, MD, MS and Keith Perry will share additional experiences with pharmaceutical account managers and pharmaceutical managed markets colleagues and answer questions from the audience submitted by the attendees. In short, the roundtable will address all relevant components of managed care, pharmaceutical companies, contracting and relationship management including:

- how to negotiate preferred status for your company's products, or move from Tier 3 to Tier 2
- how to get to the medical director without stepping on the toes of the pharmacy director
- contracting with manufacturer's wellness initiatives
- the art of the deal -- knowing how far to go in terms of discounts or concessions without "giving away the store"
- how to establish and maintain relationships when company constraints prevent you from meeting the account's desired terms
- getting the most bang for your buck -- is it better to deal with an HMO directly or through a PBM, and how to decide
- How to get access and work with the health plan medical director
- Learn about value-based contracting, innovative contracting approaches, and risk-sharing arrangements

- Critical success factors for medical directors, and quality improvement directors - adherence programs around NCQA and HEDIS

Saturday evening

5:00 p.m. Appetizers Après Ski

Opening Remarks from F. Randy Vogenberg, RPh, PhD.

5:10 p.m. **Positioning Specialty Products in Competitive Markets**

Speaker: Keith Perry, President, PharmEfficiency

Now working as a strategic consultant, Keith was previously the National Director of Corporate Account Management with a manufacturer of specialty medications. For twenty years Keith has worked in managed markets with pharmaceutical and biotechnology manufacturers, establishing preferred positioning of medications and devices in traditional and specialty markets.

He will discuss:

- Competitive market evaluation
- The varying influence of payers on your business
- Optimal customer targeting
- Specialty market reimbursement models
- Pricing, messaging, contracting, and value positioning
- Strategic plan development and implementation and
- The integration of account management with global objectives

6:30 p.m. **ROUNDTABLE PANEL Discussion: How Pharmaceutical Companies Work with Employers and Business Coalitions in Dealing with Specialty Products**

This session will round out the meeting by revealing how pharmaceutical companies can better serve employers and employer groups in the rapidly evolving world of specialty pharmaceuticals.

Speakers: F. Randy Vogenberg, RPh, PhD.
Keith Perry

7:30 p.m. Dinner -- attendees are on their own. Or, for those who would like, the PMMA will be offering the opportunity to have a group dinner with other pharmaceutical managed markets professionals. We will have our group dinner at 8:00 p.m. at the Whip Bar & Grill inside the Green Mountain Inn, 18 Main Street, Stowe, Vermont 05672 Ph. 802-253-7301. Family members and friends are invited to attend as well.

Sunday, March 29 departing the hotel

Thank you for your assistance. We welcome your participation in this exciting new association. We hope you gain new insights from the experience of our managed care professionals. If you have any questions please speak with Peter at (202) 246-2525.