



# MARKET ACCESS: BEHIND THE SCENES

Immerse Yourself in Your Customer's World, Understand Drivers of Prescribing Choices, and Elevate Your Brand

## FACULTY

**Susan Baltrus**, Market Access Consultant

**Jason Gaines**, past Vice President, Corporate Development and Innovation, Allina Health

**Maria Lopes**, MD, MS Chief Medical Officer

**Joseph Manganelli**, PharmD, MPA, Senior Director, Network Care Management Pharmacy Program, Montefiore Health System

**Neil Minkoff**, MD, Chief Medical Officer, EmpiraMed, Inc.

**Duane Reed**, Vice President of Business Development, AJMC Strategic Solutions

**Anthony D. Slonim**, MD, DrPH, CPE, FACPE, President, Chief Executive Officer, Renown Health

## ABOUT THE WORKSHOP

Attendees will hear directly from industry leaders on high-impact topics, such as market access megatrends, strategies to influence prescribing decisions, and the changing face of customer organizations. But attendees won't just hear about these trends and topics in an endless stream of lectures. They'll be actively involved in application exercises and case studies in which they analyze the trends and dissect their impact on your customer. Attendees will engage in exercises with colleagues from other companies and our industry leaders. Our goal is to illuminate the current environment so attendees can clearly see the resulting opportunities and challenges for your organization and turn these into actionable strategies that separate you from the crowd.

## AGENDA: DAY ONE

DESCRIPTION	TIME
PEER NETWORKING BREAKFAST	9:00 AM to 9:30 AM
<b>OPENING REMARKS</b> <b>DUANE REED</b>	
<b>MARKET TRENDS</b> <b>NEIL MINKOFF, MD</b> <ul style="list-style-type: none"> <li>Trend Spotting: 5 Big Trends in Market Access               <ul style="list-style-type: none"> <li>Consolidation of payers and providers</li> <li>Increasing out-of-pocket costs</li> <li>Managing the specialty spend</li> <li>Value-based payment methods</li> <li>Health information technology and e-prescribing</li> </ul> </li> <li>Application: Implications for pharma</li> </ul>	
LUNCH	12:00 PM to 1:00 PM
<b>PAYER MANAGEMENT STRATEGIES</b> <b>SUSAN BALTRUS</b> <ul style="list-style-type: none"> <li>Techniques to manage the cost and quality of prescription drugs</li> <li>Application: Management strategies</li> </ul>	
BREAK	
<b>BENEFIT DESIGN</b> <b>SUSAN BALTRUS</b> <ul style="list-style-type: none"> <li>Trends in Benefit Design</li> <li>Application: Design a pharmacy benefit</li> </ul>	
<b>MEDICARE AND HEALTH INSURANCE MARKETPLACE PLANS</b> <b>NEIL MINKOFF, MD</b> <ul style="list-style-type: none"> <li>Traditional Medicare, Medicare Advantage, Part D, Medigap</li> <li>HIM plans</li> <li>Application: Compare formularies across 3 plans offered by the same payer: Commercial, Medicare, HIM</li> </ul>	
<b>OVERCOMING CUSTOMER OBJECTIONS</b> <b>SUSAN BALTRUS</b> <ul style="list-style-type: none"> <li>The 4 steps in the objection handling model and how to execute each one</li> <li>Application: Preparing for objections</li> </ul>	

## AGENDA: DAY TWO

DESCRIPTION	TIME
KOL NETWORKING BREAKFAST	9:00 AM to 9:30 AM
<b>DAY ONE REVIEW</b> <b>NEIL MINKOFF, MD</b>	
<b>PANEL DISCUSSION: MARKET ACCESS TRENDS</b> <b>ANTHONY D. SLONIM, MD, DR.PH,CPE, FACPE</b> <b>JOSEPH MANGANELLI, PHARMD, MPA</b> <b>MARIA LOPES, MD, MS</b> <b>JASON GAINES</b>	
BREAK	
<b>PHARMACY MANAGEMENT</b> <b>ANTHONY SLONIM, MD, DRPH,CPE, FACPE</b> <b>MARIA LOPES, MD, MS</b> <ul style="list-style-type: none"> <li>Debate: An inside perspective on how a health plan and a provider organization manage pharmacy</li> </ul>	
LUNCH WITH FACULTY	12:00 PM to 1:00 PM
<b>INNOVATION AND BLURRED LINES</b> <b>JASON GAINES</b> <ul style="list-style-type: none"> <li>Innovation in care delivery and its impact on prescribing decisions and adherence</li> </ul>	
<b>INDUSTRY CONSOLIDATION</b> <b>JOSEPH MANGANELLI, PHARMD, MPA</b> <ul style="list-style-type: none"> <li>Motivations and benefits of provider consolidation</li> <li>Integrating new entities into system of care</li> </ul>	
BREAK	
<b>THE CHANGING FACE OF THE CUSTOMER ORGANIZATION</b> <b>NEIL MINKOFF, MD</b> <ul style="list-style-type: none"> <li>Going broader and deeper in larger and more complex customer organizations</li> <li>Application: Customer organizations key stakeholders</li> </ul>	
<b>CLOSING PANEL DISCUSSION</b> <b>NEIL MINKOFF, MD</b> <ul style="list-style-type: none"> <li>Opportunities: What customers want from you</li> </ul>	