



Attend the 10th Annual,
Independent Conference
on Pharmacy Benefits:

PBMI 2005 Prescription Drug Utilization Conference

Wednesday, March 30 to Friday, April 1, 2005
Hilton Scottsdale Resort & Villas in Scottsdale, Arizona

PBMI's annual conference is the nation's premier meeting dedicated to curbing costs and maximizing quality in drug benefit programs.

Attendees will network with national experts to:

- Discuss trends in drug benefit plan design
- Apply effective utilization management strategies to manage these trends
- Examine best practices in PBM contracting, specialty pharmacy, disease management
- Integrate cost and clinical controls for top-performing benefit programs

Wednesday, March 30, 2005

Workshop Designed Exclusively for Plan Sponsors and Drug Benefit Managers for Coalitions, Employers, Health Plans, TPAs, and Union Groups Only

12:00 pm to 1:00 pm
Registration

1:00 pm to 1:15 pm
Welcome and Opening Remarks
Michael H. Deskin, President, PBMI

1:15 pm to 2:00 pm
Using the Audit Review Process to Optimize Your PBM's Performance
Craig Stern, RPH, PharmD, MBA, FASCP, FICA, FLMI, President, Pro Pharma Pharmaceutical Consultants, Inc.

The complexity of the PBM business model is driving the need for comprehensive audit reviews. Examine common PBM audit findings and their implications for your prescription drug program.

2:00 pm to 2:45 pm
Creative Clinical Approaches for Leveraging Your Drug Benefit Investment
Terrance Killilea, RPh, Vice President of Pharmacy Services, Regence Blue Shield of Idaho

Managing drug mix is the best way to leverage your organization's investment in prescription drugs. Getting the right drug to the right patient at the right time and price requires effective clinical management. Evaluate up-to-the-minute strategies for using step therapy, quantity limits, days' supply limits, and dose consolidation as part of a comprehensive clinical management program.

2:45 pm to 3:00 pm
Break

3:00 pm to 3:45 pm
Procurement Strategies for Specialty Pharmacy Vendors
Carl Reed, Vice President, Pharmacy, Preferred Care

Researching and selecting the right vendor partner is a critical first step in getting specialty pharmacy costs under control. Explore using a therapeutic class analysis to identify how best to manage these costly drugs and optimize patient care.

3:45 pm to 4:30 pm
The Viability of Direct Rebate Contracting
Bridget L. Eber, PharmD, National Pharmacy Practice Leader, Hewitt Associates, LLC

Direct pharmaceutical rebate contracting may not just be for health maintenance organizations any more. Large U.S. employers are making headlines by announcing their intentions to contract directly with pharmaceutical companies for drug rebates. Assess the benefits of this strategy to increase the cost-effectiveness of your drug benefit plan.

4:30 pm to 5:00 pm
Hot Topics Discussion

Workshop faculty will participate in a question-and-answer session on up-to-the-minute issues impacting drug benefit programs.

5:00 pm to 6:30 pm
Plan Sponsor Networking Reception

Join your plan sponsor colleagues for cocktails and light appetizers. This is a great opportunity for networking and connecting with people for dinner on the town.

Thursday, March 31, 2005

General Sessions

7:00 am to 8:00 am
Registration - Continental Breakfast

8:00 am to 8:15 am
General Session Opening
Michael H. Deskin, President, PBMI

8:15 am to 9:00 am
Retrospective: A Look at the PBM Industry's Coming of Age
Norrie Thomas, PharmD, Principal, The Manchester Square Group
It's been almost two decades since *The Wall Street Journal* coined the term pharmacy benefits manager or PBM. Review the history of PBMs and how the industry is weathering the current market climate.

9:00 am to 9:45 am
Employers Health Purchasing Corp. of Ohio Case Study on PBM Procurement with Traditional and Transparent Pricing Options
Chris Goff, President and CEO, Employers Health Purchasing Corp. of Ohio

The Employers Health Purchasing Corp. of Ohio structured its PBM re-contracting effort to ensure it could offer transparent and traditional PBM pricing models to its membership. Discuss how an analytically driven procurement process led to successful contracting that will deliver overall benefit savings. Compare PBM pricing under traditional and transparent pricing models.

9:45 am to 10:00 am
Break

10:00 am to 10:45 am
Disease Management 2005 & Beyond
Vince Kuraitis, JD, MBA, Principal, Better Health Technologies, LLC

In the past two years, disease management has gone main stream. Effective disease management programs arise from the integration of effective clinical, technology, and business strategies. Examine the industry's best practices for integrated disease management that combines medical and drug coverage to manage complete health care and overall benefit costs.

10:45 am to 11:30 am
Medicare Part D Implementation Update: Implications for Retiree Drug Benefits
Robert Donnelly, Director, Health Plan Policy Group, Centers for Medicaid & Medicare Services

As the Medicare Part D implementation deadline nears, employers continue to wrestle with drug benefit coverage issues. Assess progress made by CMS on Part D implementation and how it will impact retiree drug coverage.

11:30 am to 12:00 pm
PBMI Rx Benefit Innovation Awards Ceremony and Presentation

12:00 pm to 1:30 pm
PBMI Rx Benefit Innovation Awards Luncheon

1:30 pm to 4:45 pm
Breakout Sessions (see center panel)

4:45 pm to 6:45 pm
PBMI Reception

Thursday, March 31, 2005

Breakout Sessions

1:30 pm to 2:15 pm **Integrating Medical & Drug Data for Specialty Pharmaceutical Management**

Raymond Jennings, American Health Group

Elizabeth Schrader, Vice President, Operations & Finance, United Drugs

Expensive specialty pharmacy medications—frequently biotech products that require careful handling—are often difficult to obtain in a retail setting. Implementation of a specialty pharmacy program that integrates medical and pharmacy claims is paramount to coordinating care and benefits. This case study illustrates the savings yielded from two companies working together to provide an integrated specialty pharmacy benefit.

1:30 pm to 2:15 pm **Knowledge of Out-of-Pocket Costs: Why the Market is Failing to Steer Patients Toward Cost-effective Drugs**

William Shrank, MD, MSHS, UCLA/Greater LA Veterans Affairs Hospital

Physician attitudes about prescribing and patients' out-of-pocket costs can dramatically and adversely affect the effectiveness of incentive-based formularies. Analyze research findings from physicians and patients to increase the operating efficiency of your formulary and enhance patient adherence.

2:15 pm to 3:00 pm **Strategies for Increasing Medical Adherence: Case Study for Depression and High Cholesterol Therapies**

Krista Yokoyama, PharmD, Health Policy and Behavioral Research Manager, WellPoint Pharmacy Management

Designing an effective medication adherence program requires an understanding of disease burden and consideration of risk factors for therapy discontinuation and noncompliance. Discuss successful intervention strategies and their outcomes for improving adherence for depression and high cholesterol therapies.

2:15 pm to 3:00 pm **Aligning Payer, Pharmacy and Beneficiary Interests with Over-the-counter (OTC) Program**

Jill T. Johnson, PharmD, University of Arkansas for Medical Sciences College of Pharmacy

A creative approach to aligning payer, pharmacy and beneficiary interests led to the creation of an over-the-counter (OTC) copayment tier for the State of Arkansas employee benefit program. Hear how this benefit change produced nearly \$600,000 in savings on proton pump inhibitors for in the first 60 days of the program.

3:00 pm to 3:15 pm

Break

3:15 pm to 4:00 pm **Providing Retiree Drug Benefits in the Modern Medicare Era**

Frank Kopenski, ASA, MAAA, Associate Actuary, Milliman

The Medicare Modernization Act has ushered in a new era of retiree drug benefit challenges. Applying for federal subsidies is only one option. Examine alternatives for supplementing Part D Coverage while meeting your budget objectives.

3:15 pm to 4:00 pm **Patient Drug Safety in Retail and Mail-service Pharmacies**

Elizabeth G. Young, PharmD, Director, Formulary Services, Walgreens Health Initiatives

Reducing the cost and burden of medication errors in the U.S. health care system is difficult to address in outpatient settings. An author of an Institute of Medicine-approved report on *Improving Patient Safety and Quality of Care: A Pharmacy & Therapeutics Society Response to the Challenges of Medication Errors* discusses real-world strategies for decreasing medication errors for patients using retail and mail-order pharmacies.

4:00 pm to 4:45 pm **Economic and Humanistic Outcomes of Step Therapy**

Emily Cox, PharmD, Senior Director of Research, Express Scripts, Inc.

Step therapy is a program designed to encourage the use of a first-line drug (often generics) before coverage for a second-line agent (often a brand) is granted. The large number of newly available generics in recent years has greatly expanded the opportunity for step therapy. Broadly discuss the patient impact and member and client savings from step therapy.

4:00 pm to 4:45 pm **Managing Drug Costs and Utilization for Workers' Compensation Programs**

Joseph Paduda, Principal, Health Strategy Associates

Prescription drug costs are the fastest growing component of workers' compensation medical expenses. Discuss how with little latitude to change plan design, addressing the prescribing patterns of treating physicians is a critical aspect in this arena in addition to generic substitution and formulary management.

April 1st

Friday, April 1, 2005
General Sessions

7:30 am to 8:30 am

Continental Breakfast

8:30 am to 9:15 am

Evidence-based Drug Copayments at Pitney Bowes Inc.

Christine Berman, Manager of Employee Benefits, Design and Development, Pitney Bowes

Pitney Bowes Inc. has defined and implemented evidence-based drug copayments in an employee and retiree population. Examine the positive impact this innovative plan design has had on emergency room visits, hospital stays, and overall benefit costs for patients with diabetes and asthma.

9:15 am to 10:00 am

Today's Legal Climate for PBMs

David Balto, JD, MPA, Partner, Robins Kaplan Miller & Ciresi

PBMs face an increasing number of government investigations, proposed legislation, and private litigation. All of these issues have implications for how the sponsors of prescription drug benefit programs do business with PBMs. Identify the critical issues to monitor to stay informed about your PBM's operating environment.

10:00 am to 10:15 am

Break

10:15 am to 11:15 am

Understanding Drug Pricing Methodologies

Terry Torgler, Vice President, Customer Support Services, Argus Health Systems
Matthew R. Pike, RPh, Clinical Manager, US Product Files, MediSpan
Stephen W. Schondelmeyer, PharmD, PhD, Professor and Director, PRIME Institute, Head, Dept. of Pharmaceutical Care & Health Systems, College of Pharmacy University of Minnesota

Discussions about drug pricing trigger a string of acronyms: AWP, ASP, and WAC. Compare these pricing methodologies and examine the role of database companies in the process. Question-and-answer session will focus on the implications of moving away from AWP pricing.

11:15 am to 11:30 am

Joint Question-and-Answer Session on Drug Pricing Methodologies

11:30 am

Meeting Wrap-up

Prescription Drug Utilization Conference

Third Annual Rx Benefit Innovation Awards

As part of its educational mission, PBMI underwrites a national award program. The PBMI Rx Benefit Innovation Awards showcase creative, effective solutions for providing drug benefit programs to employees and retirees. An award entry is comprised of a letter to PBMI describing:

- Statement of problem, need or opportunity
- Target audience(s) or population(s)
- Objectives for project or solution
- Implementation plan or methodology, resources and metrics
- Results and evaluation

For details, log on to <http://www.pbmi.com/awards.asp>.

Target Decision Makers

PBMI conference sponsorships give organizations access to the key decision-makers involved in purchasing decisions for PBM and services related to drug benefit delivery. Seventy-eight percent of last year's attendees were drug benefit decision makers. PBMI also is offering table-top exhibits. If you are interested in sponsoring a conference event or exhibiting, contact PBMI at 480-730-0814.

PBMI Advisory Council

PBMI thanks the 2005 Advisory Council for its commitment and contribution to the development of this conference.

Jasmine Aral, RPh

HIP Health Plans of New York

Kevin Berg

Credit Suisse First Boston

Kathy Chang, PharmD

Memorial Health Services

Robert Gibbons

Northern New England Benefit Trust

Ronald Laudel

Carpenters' Health and Welfare Trust Fund of St. Louis

Doug Loftin

BlueCross BlueShield Association

Terry Malinowski, MA, MSW, MBA

State Teachers Retirement System of Ohio

James McGinnis, RPh

Prescriptive Choice Consulting Group, LLC

Tobe Mizels

IBM

Judy Olson-Cell

Great West Life

Jerrell Riley, CEBS

Cingular Wireless, LLC

Wendy Tenzyk

Colorado Public EE Retirement Association

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Who Should Attend

Health care executives and professionals who manage human resources, health care benefits, and pharmacy benefit programs; health plan executives; pharmacy directors; health care and benefit consultants; pharmacy benefit managers; and pharmaceutical manufacturers.

What's Included in Registration

Conference registration includes an attendee workbook as well as breakfast, lunch, and coffee breaks for the two-day conference. There are two evening receptions.

Conference Venue

Hilton Scottsdale Resort & Villas
6333 North Scottsdale Road
Scottsdale, AZ 85250
Reservations: 800-445-8667
Local: 480-948-7750

Hotel Accommodations

A block of hotel rooms has been reserved at the Hilton Scottsdale Resort & Villas for PBMI conference attendees and faculty. The conference rate is \$172 per night. Contact the hotel before February 25, 2005 to take advantage of this group discount. Phone reservations can be made at 800-445-8667. Online reservations can be made at www.hilton.com. Use promotional code, PHA, when making reservations. Space is limited so make your reservations early.

Continuing Education Credits

The University of Arizona College of Pharmacy is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmaceutical education. Participants attending all sessions will be awarded 14.7 contact hours of continuing education credit. Statements of credit will be mailed within four weeks after the program. ACPE Program Number: 003-999-04-068-L01.



Registration Policies

PBMI limits registration to four (4) attendees per organization. Registration fees paid after March 4, 2005 are nonrefundable. If necessary, substitutions are acceptable. To transfer your registration to a colleague, call PBMI at 480-730-0814 on or before Friday, March 25, 2005. Cancellations received before March 4 will receive a refund less a \$150 administrative fee.

Meeting Attire

Conference attire is business casual.

About PBMI

The Pharmacy Benefit Management Institute provides research-based education to help industry professionals design and manage pharmacy benefit programs. Privately held, PBMI is an independent organization that is not affiliated with any PBM or pharmaceutical manufacturer. For more information visit PBMI on the Web at www.pbmi.com.

Here's How to Register

Register Now!
Payment must be received by March 25
to guarantee a conference seat.
Limit 4 attendees per organization.

4 EASY WAYS TO REGISTER

☎ By Phone: (480) 730-0814

✉ By Mail: PBMI, PO Box 27831, Tempe, AZ 85285-7831

☎ By Fax: (602) 241-6914

💻 By Internet: www.pbmi.com

Mr./Mrs./Ms. _____

Organization _____

Title _____

Email _____

Address _____

City/State/ZIP _____

Phone _____ Fax _____

PBMI, NBCH and/or WEB Member ID# _____

NBCH and WEB members receive the same member discount extended to PBMI members. Member ID# required.



Rates for plan sponsors: employers, managed care organizations, TPAs, unions, trusts, and benefits consultants.

Wednesday through Friday Sessions:

- \$700 Member Early Registration (before 1/31/05)
- \$750 Non-Member Early Registration (before 1/31/05)
- \$800 Member Registration (after 1/31/05)
- \$850 Non-Member Registration (after 1/31/05)

Thursday and Friday Sessions:

- \$650 Member Early Registration (before 1/31/05)
- \$700 Non-Member Early Registration (before 1/31/05)
- \$750 Member Registration (after 1/31/05)
- \$800 Non-Member Registration (after 1/31/05)

Wednesday Sessions:

- \$150 Plan Sponsor Workshop Only

Rates for PBMI, pharmaceutical companies, and other industry suppliers.

Thursday and Friday Sessions:

- \$700 Non-Member Early Registration (before 1/31/05)
- \$800 Non-Member Registration (after 1/31/05)

Registration payment
must be received by
January 31, 2005
to receive
Early Registration Discount.

Charge my credit card Bill me My check/money order for \$ _____ is enclosed

Name on credit card _____

Card# _____ Exp: _____ / _____

Signature _____

Join PBMI

Join PBMI today by calling 480-730-0814 or at www.pbmi.com.



Wednesday, March 30 to Friday, April 1, 2005
Hilton Scottsdale Resort & Villas in Scottsdale, Arizona

PBMI 2005 Prescription Drug Utilization Conference

Pharmacy Benefit Management Institute, Inc.
An Independent Industry Resource • Visit us at www.pbmi.com

- Join Us To:
- Learn successful drug benefit management strategies
 - Understand how to leverage the newest ideas in drug benefit management
 - Apply lessons from case studies to your drug plan
 - Network with peers facing similar challenges



Pharmacy Benefit
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**Register Now for Our
Early Spring Conference:
March 30-April 1, 2005**