

PBMI 2010 Drug Benefit Conference Session Descriptions

Wednesday, February 17, 2010

Collaborating Across Health Care Silos to Improve Patient Outcomes

Cynthia Kirman, RPh, PharmD, Director, Pharmacy Services, Molina Healthcare of Michigan, Inc.

Successfully managing the health of America's workforce requires new thinking as patients get sicker with more conditions at younger ages than ever before. It's time for plan sponsors to work more closely with their managed care organizations and pharmacy benefit managers to collaborate across traditional health care silos. Review marketplace examples of employers, managed care organizations, and pharmacy benefit managers working in concert to measurably improve patient outcomes.

Strategies for Sustaining Employee Engagement in Health and Wellness

Mark Cauthen, PHR, Risk Supervisor, City of Colorado Springs

The City of Colorado Springs, Colo. provides health care benefits to 6,900 covered lives. As an employer, the City has a long track record of investing in health and wellness. Review the City's strategies for sustaining employee engagement in their health including an in-house clinic and pharmacy, comprehensive diabetes management, health coaching, and a passion for patient confidentiality.

15-year Restrospective on Drug Benefit Industry

PBMI Video and White Paper

Thursday, February 18, 2010

Aligning Drug Benefit Management Strategies and Objectives With Your Organization's Health Care Strategy

Dave Borden, Principal, Pharmaceutical Strategies Group

Does your drug benefit help or hurt your organization's health care strategy? A sound strategy calls for effective plan design of both the medical and drug benefit. Review a process-driven approach and real-world examples of aligning drug benefit goals with strategies that optimize employee health and wellness.

Caterpillar's Comprehensive Approach to Drug Benefit Management

Todd Bisping, MBA, Pharmacy Benefit and Information Manager, Caterpillar, Inc.
(Presentation not available for Website posting. Speaker contact information provided)

Caterpillar, Inc.'s drug benefit program made headlines in 2008 when it began piloting direct contracting for prescription drugs. This is just one element of a comprehensive approach to a drug benefit program designed to optimize the health and wellness of the Caterpillar population.

Case Studies: 2010 PBMI Rx BENEFIT INNOVATION AWARDS

- 1199SEIU Benefit Funds – Cost Containment Program
- Blue Cross and Blue Shield of North Carolina – Medication Dedication Program
- Manatee County Government Employee Health Benefits – Rx Benefits: Key Component of Fully Integrated Health Management
- Unity Health Plans Insurance Corporation and Wisconsin Pharmacy Quality Collaborative – Implementing Quality-based Pharmacy Services Reimbursement

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HR PERSPECTIVES TRACK

Managing Drug Trend for the Public Employee Benefits Alliance – 006

Susan Smith, Executive Director, TML Intergovernmental Employee Benefits Pool, Public Employee Benefits Alliance

A high-performing drug plan requires oversight in all areas from plan design through beneficiary communication. Identify ways the Public Employee Benefits Alliance, a group purchasing organization for employee benefits for 20,000 lives working for political subdivisions in the State of Texas, is using its drug benefit plan design to drive patient adherence to control costs and improve health and wellness.

Controlling Drug Trend with a Value-based Health Care Culture

Bob Goodman, Health Benefits Manager, Manatee County Government

Kim Stroud, Director of Health & Lifestyle Management, Manatee Center for Health & Lifestyle Management

The government of Manatee County, Fla. began sharing implementing a value-based health care culture in 2006. The resulting effective management of the rate of growth of drug and health care expenses continues, even with the recent economic downturn. Manatee County has maintained its compliance and utilization goals while adding behavioral health to its program.

Educating Employees and Retirees on OTC Drug Alternatives

Lynn Zonakis, BA, BSN, COHN-S/CM, Managing Director – Health Strategy & Resources, Delta Air Lines

Over-the-counter (OTC) drugs present a unique opportunity to provide value to both employers and employees. Delta Air Lines successfully leveraged the availability of OTC drugs for its 210,000 employees, retirees, and dependents through the use of plan design and effective communications. Review the economic benefit to both employers and covered plan members.

INDUSTRY TRENDS TRACK

Deploying Technology to Align Pharmacy and Medical Benefit Plan Designs

Wayne Armstrong, Senior Vice President, Argus Health Solutions

Thomas Doerr, MD, Chairman of the Clinical Strategy Committee, Essence Healthcare

The e-state of the U.S. health care industry is fragmented at best. Deploying information technology and tools effectively should align pharmacy and medical benefit plan designs at the patient level to support care delivery. Review marketplace example of technology deployed effectively for to support the practice of evidence-based health management.

Integrating Value-based Design and Disease Management with Employee Rewards to Improve Medication Adherence

Michael G. Cartier, PharmD, Executive Vice President, Envision Pharmaceutical Services

Missy Jarrott, Director of Human Resources, Chatham Steel Corporation

The presentation will describe an innovative benefit design offered by Chatham Steel Corp., a mid-size self-funded employer with multiple locations in the Southeast. The program combines value-based benefit design with an active-passive chronic disease management election, coupled with a medication adherence program with employee rewards based on compliance with chronic medication regimens.

Pharmacy Benefit Management Institute, LP

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Evidence-based Approaches for Managing Oncology Drugs

Jeffrey Scott, MD, President and Medical Director, P4 Healthcare

Winston Wong, PharmD, Associate Vice President, Pharmacy Management, CareFirst BlueCross BlueShield

Oncology medications present benefit management challenges because of complex patient care needs that criss-cross the medical and pharmacy arenas. Effective clinical management based on medical evidence can maximize patient support and minimize medication waste. Review CareFirst BlueCross BlueShield's approach for managing oncology treatment for its members.

MANAGED CARE PHARMACY PERSPECTIVES TRACK

Managing HIV/AIDS Drug Therapies Provides Lessons for Improving Outcomes in Other Diseases

Colleen Higgs, PharmD, President, Ramsell Pharmacy Solutions

The advent of highly effective antiretroviral drugs has changed the face of human immunodeficiency virus and acquired immunodeficiency syndrome (HIV/AIDS) from essentially a death sentence to a chronic condition that is managed successfully and for long periods of time—in ambulatory care settings. The use of medication therapy management in HIV/AIDS offers strategies for improving outcomes through treatment optimization and improved adherence in other patient populations. Assess how successes in treating HIV/AIDS in a data-rich environment can be applied to other chronic diseases.

Changes in the Practice of Managed Care Pharmacy

Sheryl J. Bronkesh, MBA, President, The HSM Group, Ltd.

Cynthia Pigg, RPh, MHA, Executive Director & CEO, Foundation for Managed Care Pharmacy

The Foundation of Managed Care Pharmacy has conducted its fourth annual Emerging Trends Survey to explore the changing role of pharmacists in value-based benefits, specialty pharmacy, pay for performance, disease management, electronic health information technology, consumer-driven health care, and formulary design. Review research findings to assess the implications of pharmacy practice changes on drug benefit design and administration.

Implementation of a Pain Medication Management Program

Douglas G. Younker, Director of Human Resources, ICON Health & Fitness

Brad R. Kupfer, Senior Vice President, Moreton & Company

Successfully managing pain medications can be challenging. ICON Health & Fitness, a manufacturer of home fitness equipment, improved patient outcomes and reduced drug benefit costs by implementing a clinically driven approach and robust education for prescribers and members.

Friday, February 19, 2010

Behavioral Impact of Evidence-based Drug Plan Design

Asif Ally RPh, Vice President of Marketing, CVS Caremark

Sandra G. Morris, Senior Manager of U.S. Benefits Design, Procter & Gamble

This Procter & Gamble case study examines behavioral impact from an evidence-based drug plan design that lowered plan participant out-of-pocket costs by 50% for medications with proven clinical value in managing four common conditions. The study measures adherence as medication possession ratio, resource consumption as the number of participants using medication, and gaps in care as compliance with therapy guidelines.

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Strengths and Weaknesses of the Latest Trends in Drug Benefit Plan Design

Moderator: Tim Watson, PharmD, Principal, Pharmacy Benefit Management Institute

Paula A. Bragg, Director, Piedmont Community HealthCare Alliance

Keith Bruhnsen, Assistant Director, Benefits Office and Manager, Prescription Drug Plan, University of Michigan

Ron Laudel, Benefits Plan Administrator, Carpenters Health & Welfare Trust Fund of St. Louis

A sound plan design helps plan sponsors control drug costs and optimize drug mix. Participate in this interactive session to discuss the strengths and weaknesses of several commonly used plan designs.

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