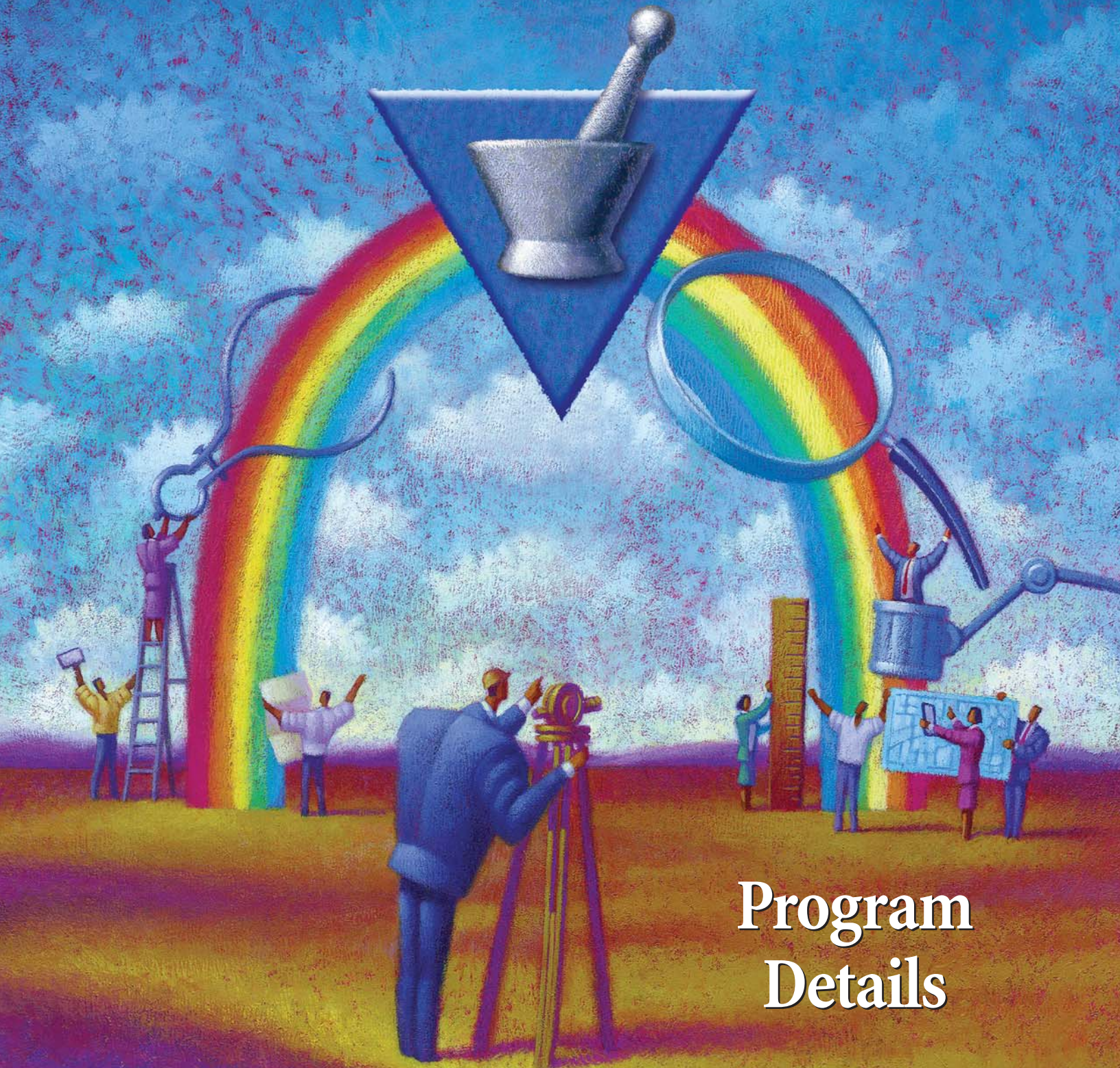




14th Annual PBMI Drug Benefit Conference

March 4-6, 2009 • Pointe Hilton Tapatio Cliffs Resort • Phoenix, Arizona



Program Details

Come Early for PBMI Golf Tournament

NEW for 2009!

Plan to arrive in Arizona a day early and participate in PBMI's first pre-conference golf tournament on **Tuesday, March 3**. This is an excellent opportunity to network with colleagues and industry experts from across the country.

The Lookout Mountain Golf Club at the Point Hilton Tapatio Cliffs Resort is an 18-hole championship course surrounded by the beautiful Sonoran desert. Shotgun start is at 12 noon. The golf fee includes a box lunch, golf cart with GPS, and post-tournament reception with prizes for first place team, longest putt, longest drive and closest to pin. All golfers will have a chance to win a \$25,000 prize for a hole-in-one.



Enjoy a Four-Diamond Arizona Resort

PBMI's conference venue in sunny Arizona is a welcome respite in the middle of winter. Nestled in the cliffs of a mountain preserve overlooking the city of Phoenix, the Pointe Hilton Tapatio Cliffs Resort offers luxurious accommodations and amenities. Following its recent \$25 million renovation, the resort was named a AAA Four-Diamond property. Conference attendees enjoy all-suite accommodations in a relaxed environment with more than three acres of pools and terraced waterfalls. The onsite spa offers a menu of massage treatments, including 20-minute neck and shoulder therapy. For those who wish to combine a day or two of vacation with conference attendance, the resort's recreation facilities include lighted tennis courts, driving range, championship 18-hole golf course and Sonoran desert hiking trails.

PBMI Integrates Education, Networking

- Educational tracks for benefits generalists and managed care pharmacy professionals.
- Case studies of successful solutions to drug benefit challenges.
- Roundtable discussions with opportunity to share experiences. **NEW for 2009**
- Educational Forum Café with reference materials on drug benefit topics.
- Networking receptions and a signature evening social event. **NEW for 2009**

Participate in a Pre-conference Workshop

PBMI will offer three pre-conference workshops, running concurrently from **8:00 am to 11:30 am on Wednesday, March 4**. Each 3.5-hour workshop will delve into a single topic, guided by a curriculum outline and learning objectives. All of PBMI's workshops are designed for adult learners who bring real-world expertise to the table. As a participant, you'll have an opportunity to share your experiences and learn from the insights of your colleagues. Each workshop also includes a group learning activity. The Stakeholder Workshops follow a special agenda to highlight multiple viewpoints. Continuing Pharmacy Education credit will be offered for these workshops.

NEW for 2009!

Stakeholder Workshop #1: Specialty Pharmacy

Working Across Silos to Deliver the Specialty Pharmacy Benefit
ACPE UPN 221-999-09-001-L04-P 3.0 contact hours

Learning Objectives:

- Identify the emerging infrastructure challenges affecting the distribution and management of specialty pharmacy medications.
- Differentiate the varying perspectives and information needs of specialty pharmacy providers, physicians, pharmacists and patients.
- Describe the aspects of a specialty benefit most likely to contribute to patient adherence, including affordability, access and education.

Stakeholder Workshop #2: Technology Tools

Leveraging Technology to Improve Drug Benefit Programs
ACPE UPN 221-999-09-002-L04-P 3.0 contact hours

Learning Objectives:

- Describe the value of integrating technology into drug benefit programs.
- Identify how new technologies affect plan sponsors, physicians, patients, and their PBMs.
- Specify examples of technologies that improve clinical and or economic outcomes.

Workshop #3: Drug Benefit Management 201

Strategies for Delivering a High Performance Drug Benefit
ACPE UPN 221-999-09-003-L04-P 3.0 contact hours

Drug benefit management is complex, requiring a productive partnership between payers and their PBMs. A high-performing drug plan requires oversight in all areas from contracting and plan design through beneficiary communication. Learn how to manage PBM performance through key metrics linked to your plan's most critical utilization trends and cost drivers.

Learning Objectives:

- Outline effective processes for contracting for PBM services.
- Articulate strategies effective in reducing costs and eliminating medically unnecessary drug utilization.
- Identify areas of PBM performance to monitor to meet clinical and economic goals.

“The PBMI workshop identified critical metrics and actionable information for managing my drug benefit program.”

Drug Benefit Plan Sponsor,
Participant, 2008 Pre-conference Workshop

PBMI Advisory Board

PBMI thanks the Advisory Board for its commitment and contributions. Members represent the interests of the drug benefit purchasing community and help set direction for PBMI services.

Jasmine Aral Yeh, RPh, MBA

Financial Team Lead, Rx Group Purchasing,
Towers Perrin

Keith Bruhnson, MS

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

Robert (Bob) Carta

Assistant Vice President,
Division of Pharmacy Services,
Carolinas HealthCare System

Timothy Colligan, RPh, MS

Pharmacy Director,
SummaCare

Kay R. Curling, SPHR

Vice President, Human Resources,
SI International

Lisa Gish

Executive Director,
Tri-State Business Group on Health

Estay Greene, PharmD

Director, Pharmacy Benefits,
Cleveland Health Network/Cleveland Clinic

Keith Holtz

Vice President,
HR Compensation & Benefits,
Baylor Healthcare System

Frank Kopenski, ASA, MAAA

Associate Actuary,
Milliman

Danny R. Moriarty

Director, Benefits Design & Effectiveness,
Peabody Energy

Patricia Muller

Manager, Strategic Planning,
Georgia Pacific

Jerrell Riley, CEBS

Associate Director,
H & W Benefits Design,
AT&T Services

Jack Simmons

Trust Fund Program Coordinator,
United Brotherhood of Carpenters,
Labor-Management Education &
Development Fund

Lisa Woods

Senior Director of Global Benefits Design,
Wal-Mart Benefits Administration

Get the Greatest Possible Return on Your Drug Benefit Investment

Health care payers of all sizes and types – including employers, managed care organizations, union groups and third-party administrators – are evaluating strategies to realize the greatest possible return on their investment in prescription drugs. PBMI's 2009 Drug Benefit Conference will show you which strategies have proven effective, how to overcome implementation challenges, and what metrics are important to measure success. Now in its 14th year, PBMI's annual conference has a long-standing reputation for educating the industry on the best approaches for managing the drug benefit.



Whether you spend 25 percent of your time on the drug benefit or 100 percent, you'll find value in PBMI's conference.

Focus on Market Forces Impacting the Drug Benefit

Epidemic Obesity... Growth of Biologics... Wellness Initiatives... Value-based Benefit Design... Retail Medical Clinics... Technology... New HIPAA Pharmacy Standards. Conference and workshop sessions will explore effective responses to these market forces.

Learning Objectives

After participating in the conference, attendees should be able to:

- Analyze market forces impacting the drug benefit.
- Describe successful plan design and utilization management strategies to increase use of lowest net cost drug.
- Differentiate factors that influence medication compliance and strategies that result in improved compliance.
- Analyze legal considerations, implementation challenges and return on investment for wellness and value-based design initiatives.
- Identify the best partner for managing your drug benefit.
- Evaluate your approach to specialty pharmacy and identify ways to better manage the economic and clinical management challenges of high-cost biologics.
- Propose changes to your organization's drug benefit program that will lower costs and increase the return on investment.

"I learned at this conference. I rarely go to conferences where there is much I haven't heard before, but this was different. I'm glad I decided to attend."

Michael Tocco, RPh, MEd, President, Integrated Pharmacy Solutions,
Attendee, 2008 PBMI Conference

PBMI Pre-conference Workshop and Drug Benefit Conference Programs

Pre-conference Golf and Workshops

Tuesday, March 3, 2009

Noon – 5:00 pm

PBMI Golf Tournament – Pointe Golf Course (Includes lunch for golfers)

5:00 pm – 7:00 pm

Pre-conference Workshop Registration – Ballroom Foyer
Cocktail Reception – Pointe in Tyme South Dining Room

Wednesday, March 4, 2009

7:00 am – 8:00 am

Registration – Ballroom Foyer
Continental Breakfast – Salon GH

8:00 am – 11:30 am

Pre-conference Workshops

11:30 am – 1:00 pm

Buffet Lunch – West Courtyard

Drug Benefit Conference Program

Wednesday, March 4, 2009

7:00 am to 1:00 pm

Registration

11:30 am – 1:00 pm

Buffet Lunch – West Courtyard

1:00 pm – 1:15 pm

General Session Opening – Ballroom G-J

1:15 pm – 2:00 pm

Employer Strategies for Tackling Obesity

*Sean Sullivan, JD, Co-founder, President & CEO,
Institute for Health and Productivity Management*

2:00 pm – 2:45 pm

**The Disease Management Imperative:
Collaborating to Improve Patient Outcomes**

Brenda Motheral, MBA, PhD, President, CareScientific, LLC

2:45 pm – 3:15 pm

Break – Educational Forum Café

3:15 pm – 4:00 pm

The Importance of Legal Compliance for Wellness Incentive Plans

Amy M. Gordon, JD, Partner, McDermott Will & Emery LLP

4:00 pm – 4:45 pm

Hot Topics Discussion

*Samantha Brown, JD, The Phoenix Law Group
Laurel I. Wala, JD, The Phoenix Law Group*

4:45 pm – 5:00 pm

Hot Topics Discussion

5:00 pm – 7:00 pm

Reception – Educational Forum Café

Thursday, March 5, 2009

7:00 am – 8:00 am

Continental Breakfast – Educational Forum Café

8:00 am – 9:00 am

PBMI Rx Benefit Innovation Awards Ceremony – Ballroom G-J

9:00 am – 9:45 am

**Making the Case for Health Care Instead of Sick Care:
Hickory Springs Manufacturing**

Daniel G. Garrett, Executive Director,

American Health Care Educational Foundation

Rick Miller, Senior Vice President, Wells Fargo Insurance Services of Virginia

9:45 am – 10:30 am

Real-world Strategies to Improve Medication Compliance and Persistence

Richard J. Bruzek, PharmD, Vice President of Pharmacy Services, HealthPartners

10:30 am – 11:00 am

Break – Educational Forum Café

11:00 am – Noon

Roundtable Discussions

Participate in a group discussion with your peers about the issues and challenges your purchaser segment is tackling. Facilitated by industry experts, discussion groups will be led for Fully-insured, Medicare Part D, Self-insured, Public sector, Unions and Third-party administrators.

Noon – 1:15 pm

Rx Benefit Innovation Awards Luncheon – West Courtyard

12:45 pm – 1:15 pm

Exhibits Open – Educational Forum Café

1:15 pm – 5:10 pm Afternoon Breakout Sessions

There are three programming tracks. CPE credit is available for each *Managed Care Pharmacy Perspectives* session, as notated*. Learning objectives are included for this purpose.

1:15 pm – 2:15 pm Breakout Sessions

HR Perspectives – Courtroom OP

**Conquering the Landscape: Pharmacy Cost Containment Strategies
in a Mid-sized Mining Town**

*Robert C. Arnew, Project Coordinator for Health Care Initiatives,
Vale Inco – Ontario Division*

Lucio M. Fabris, B.Sc. Phm., CAE, President, Med-I-Well Services Ltd.

Industry Trends Track – Salon GI

Modeling Value-based Pharmacy Benefit Designs

*Iver A. Juster, MD, Senior Vice President, Health Informatics,
ActiveHealth Management*

Managed Care Pharmacy Perspectives* – Salon HJ

Consumerology: Applying Behavioral Economics to the Pharmacy Benefit

Robert Nease, PhD, Chief Scientist, Express Scripts, Inc.

ACPE UPN 221-999-09-004-L04-P 1.0 contact hours

Learning Objectives

- Assess the latest research on consumer behavior and decision making.
- Describe how proven principles from behavioral economics and related fields can be applied to health care communications to motivate people to make more cost-effective and clinically effective decisions.
- Explain how tailored messaging can lead to better outcomes in the pharmacy benefit through the use of evidence-based case studies.

2:15 pm – 2:25 pm

Break Outside Meeting Rooms

2:25 pm – 3:25 pm Breakout Sessions

HR Perspectives – Courtroom OP

The Value of Financial and Quality Auditing to Drug Benefit Plan Sponsors

Michael J. Tocco, RPh, MEd, President, Integrated Pharmacy Solutions

Industry Trends Track – Salon GI

**What Group Health Can Learn from Workers' Compensation:
Managing Drug Spend and Disability Without Copays and Formularies**

Joseph Paduda, Principal, Health Strategy Associates

Harvey J. Hanel, PharmD, Pharmacy Director,

Workforce Safety & Insurance of North Dakota

Managed Care Pharmacy Perspectives* – Salon HJ

Implementation of New HIPAA Standards for Pharmacy

Catherine Graeff, RPh, MBA, Senior Vice President,

Communications and Industry Relations,

National Council for Prescription Drug Programs

ACPE UPN 221-999-09-005-L03-P 1.0 contact hours (Law Session)

Learning Objectives

- Describe the potential impact of proposed new Health Insurance Portability and Accountability Act (HIPAA) rules and National Council for Prescription Drug Program standards on critical drug benefit management tools, including predetermination of benefits, eligibility verification, information reporting and prior authorization.
- Define new rules and standards and their specific impact on Medicaid, Medicare Part D and commercially insured groups.
- Identify how the industry is addressing the implementation of these rules and standards.
- Outline the impact of these new rules and standards on the plan sponsor, patient, pharmacy and pharmacy benefit manager.

3:25 pm – 3:45 pm

Break – Educational Forum Café

3:45 pm – 4:45 pm Breakout Sessions

HR Perspectives – Courtroom OP

Multiple Employer Welfare Association Case Study of Developing and Implementing a Value-based Benefit Program

Kathryn Harris, PharmD, Vice President, Aon

Mark Weinstein, CPA, Esq, LLM, MPH, Executive Director,

Independent Colleges and Universities Benefits Association (ICUBA)

Industry Trends Track – Salon GI

Assessing Drug Utilization Trends in Consumer-driven Health Plans

Steve Johnson, PharmD, BCPS, Senior Director, Clinical Consultative Services,

Prime Therapeutics

Matt Hermes, PharmD, Senior Director, Pharmacy Management,

Blue Cross and Blue Shield of Illinois

Managed Care Pharmacy Perspectives* – Salon HJ

Case Study Examples for Medicare Part D Compliance

Danny R. Moriarty, Director, Benefits Design & Effectiveness, Peabody Energy

Andrew J. Thomas, Director, Medicare Business Development, CVS Caremark

ACPE UPN 221-999-09-006-L03-P 1.0 contact hours (Law Session)

Learning Objectives

- Review the elements of the Medicare Modernization Act and Medicare Improvements for Patients and Providers Act (MIPPA) that impact employer strategies for retiree drug benefits.
- Discuss the pros and cons of employer options for Medicare Part D coverage.
- Present examples of effective strategies from employers who provide Medicare Part D benefits to their retirees.
- Describe the implications of MIPPA for increased communication and training among MAPDs, PDPs and downstream entities including pharmacy benefit managers, mail-order pharmacies, and retail pharmacies.

4:45 pm – 6:30 pm

Reception – Educational Forum Café

9:00 pm – 11:00 pm

Mardi Gras Evening Event – Highland Ballroom

Friday, March 6, 2009

7:45 am – 8:30 am

Continental Breakfast – Educational Forum Café

8:30 am – 8:45 am

General Session Opening Remarks – Ballroom G-J

8:45 am – 9:30 am

Intel's Strategy for Improving the Health Care Landscape

Tami L. Graham, JD, Global Benefits Design Manager, Intel Corporation

9:30 am – 10:15 am

Market Dynamics Impacting Growth of Biotech Drugs

Doug Long, MBA, Vice President, Industry Relations, IMS Health

10:15 am – 10:30 am

Break – Educational Forum Café

10:30 am – 11:15 am

Exploring the Role of Prescription Drugs in Health Benefit Management

Lisa Woods, Senior Director of Global Benefits Design,

Wal-Mart Benefits Administration

11:15 am – 11:30 am

Closing Remarks

11:30 am

Meeting Adjourns

“This is one of the most educational conferences I've attended.”

Patrick Gleason, PharmD, Director of Outcomes Assessment,
Prime Therapeutics,
Speaker, 2008 PBMI Conference

“I have always been able to take away information from the PBMI conferences that is of interest to our subscribers, particularly plan sponsor presentations on their own experiences.”

Human Resources and Benefits Trade Journal Writer,
Attendee at Multiple PBMI Conferences

PBMI Offers Continuing Education Credit

Pharmacists



848 West Bartlett Road, Suite 3E, Bartlett, IL 60103
Phone: 630-540-2848 Fax: 630-540-2849
www.ProCE.com

The continuing education programs for pharmacists have been developed through a co-sponsorship of ProCE and PBMI. Programs offering ACPE credit are designated in this program announcement with a UPN number and hours of credit. The release date for these programs is March 4, 2009.



ProCE, Inc. is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. Participants attending a pre-conference workshop and all three conference CPE activities may earn up to six contact hours of continuing education credit. Pre-conference workshop and conference registration fees cover the cost of CE credit. Statements of credit will be issued at www.ProCE.com upon successful completion of the on-line CE program evaluation(s). All evaluations must be completed no later than March 20, 2009. No partial credit will be given for any individual session.

Human Resource Professionals

PBMI's conference sessions are pending approval for continuing education credits from the Human Resource Certification Institute and WorldatWork Society of Certified Professionals.

Attorneys

Health care attorneys interested in obtaining MCLE credit should contact their state bar associations to request credit for attending the PBMI conference.

Rx Awards To Be Announced

PBMI sponsors an annual awards program to recognize innovative solutions to drug benefit challenges. The Rx Benefit Innovation Awards showcase creative, effective solutions for providing drug benefit programs. Award recipients for 2009 will be presented during the PBMI Drug Benefit Conference at a special ceremony on **Thursday, March 5**.

The deadline for submitting 2009 nominees is December 15, 2008. Visit www.pbmi.com/awards.asp for details on the submission process.

Educational Forum Café

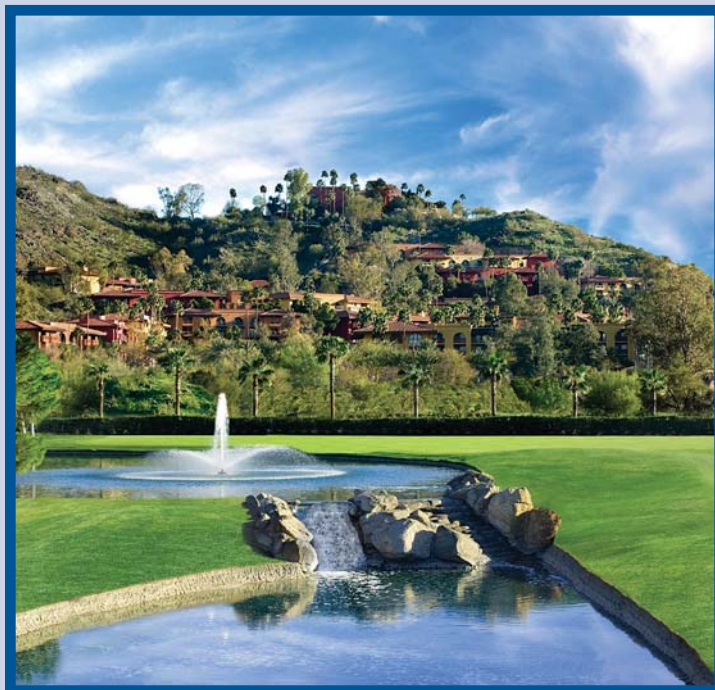
PBMI again will host an Educational Forum Café where conference attendees can network and collect reference materials on drug benefit topics. The Café offers an opportunity for a limited number of exhibitors to distribute research reports, monographs and other educational materials.

Sponsorship Opportunities

PBMI has developed sponsorship packages to give PBMs, consultants and suppliers the opportunity to improve drug benefit delivery and support continuing education for benefits professionals and clinicians. For information, contact Linda DeChant at ldechant@pbmi.com or 480-730-0814.

Hotel Reservations *Room Rate Lowered!*

PBMI has negotiated a lower room rate than was published in the advance conference brochure. The conference rate for PBMI's block of rooms is now \$225 per night plus taxes. This block of rooms is reserved until January 30, 2009. Visit www.pbmi.com/Conference-resort-info.asp to make your room reservation online. Space is limited so reserve early. A government rate is available for eligible guests. Call 1-800-876-4683 for details.



The Pointe Hilton Tapatio Cliffs Resort features acres of pools and terraced waterfalls, creating a relaxing, rejuvenating environment.

Registration Policies

PBMI limits registration to five (5) attendees per organization. Cancellations received before February 6, 2009 will receive a refund less a \$100 administrative fee. Registration fees paid after February 6, 2009 are nonrefundable. If necessary, substitutions are acceptable. To transfer your registration to a colleague, call PBMI at 480-730-0814 on or before Thursday, February 26, 2009.

Ground Transportation

The Pointe Hilton Tapatio Cliffs Resort is just 20 minutes from Sky Harbor International Airport. One-way transportation between the airport and hotel on Super Shuttle is \$29 for the first person and \$6 for an additional person. One-way taxi fare is \$45.

Attire

Conference attire is business casual. The Phoenix temperature in late February is typically in the low 70s during the day and sunny 80 percent of the time. Desert nights are cool, with the temperature dipping to the mid 40s or low 50s.

2009 PBMI Drug Benefit Conference

March 4-6, 2009 • Pointe Hilton Tapatio Cliffs Resort • Phoenix, Arizona

Register online at www.pbmi.com/Conferenceregistration.asp or complete and return this form.

Fax form to 480-222-4229, or mail to: 8679 E. San Alberto Dr., Suite 101, Scottsdale, AZ 85258-4368.



Mr./Mrs./Ms. _____
 Organization _____
 Title _____ Email _____
 Address _____
 City/State/Zip _____
 Phone _____ Fax _____

Please check your registration choice:	PBMI Members: Plan Sponsors		Best Value: Join & Go* For Non-member Plan Sponsors		PBMI Members: PBMs and Industry Partners		Non-members: PBMs, Industry Partners and Plan Sponsors	
	Before 1/16/09	After 1/16/09	Before 1/16/09	After 1/16/09	Before 1/16/09	After 1/16/09	Before 1/16/09	After 1/16/09
Pre-conference Workshop Choose ONE: <input type="checkbox"/> Specialty Pharmacy <input type="checkbox"/> Technology Tools <input type="checkbox"/> Drug Benefit Mgmt.	<input type="checkbox"/> \$375	<input type="checkbox"/> \$475	<input type="checkbox"/> \$525	<input type="checkbox"/> \$625	<input type="checkbox"/> \$550	<input type="checkbox"/> \$650	<input type="checkbox"/> \$650	<input type="checkbox"/> \$700
Drug Benefit Conference	<input type="checkbox"/> \$700	<input type="checkbox"/> \$800	<input type="checkbox"/> \$850	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,145	<input type="checkbox"/> \$1,245	<input type="checkbox"/> \$1,195	<input type="checkbox"/> \$1,295
Pre-conference Workshop & Conference Combo	<input type="checkbox"/> \$975	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$1,425	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,895	<input type="checkbox"/> \$1,645	<input type="checkbox"/> \$1,945

Note: Plan sponsors include employers, MCOs, union groups and TPAs.

* Join & Go includes one-year PBMI Individual Plan Sponsor Membership with the member registration rate for the conference and pre-conference workshop.

Golf Tournament Registration

Pre-conference Tournament at noon on March 3, 2009 \$149 Golf Fee
 \$40 Golf Club Rental (optional) Women's Clubs: Left-handed Right-handed Men's Clubs: Left-handed Right-handed
 Golfer Name _____ Golf Handicap _____

Payment Information

Charge my credit card Bill me My check/money order for \$ _____ is enclosed
 Name on credit card _____ Signature _____
 Card# _____ Exp: _____ / _____

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**PHARMACY BENEFIT
MANAGEMENT INSTITUTE, LP**

8679 East San Alberto Drive, Suite 101
 Scottsdale, Arizona 85258-4368
 Phone: 480-730-0814 Fax: 480-222-4229
www.pbmi.com

14th Annual
**PBMI Drug Benefit
Conference**

March 4-6, 2009
Pointe Hilton Tapatio Cliffs Resort
Phoenix, Arizona

- Determine what you must do to
realize the greatest possible return
on your drug benefit investment.
- What are they?
 - How should your organization
respond?

Market Forces Impacting the Drug Benefit



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MANAGEMENT INSTITUTE, LP**

8679 East San Alberto Drive, Suite 101
Scottsdale, Arizona 85258-4368

***Register Now for
March 4-6, 2009
Drug Benefit Conference in
Phoenix, Arizona
www.pbmi.com/conference.asp***