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FORUMS



Managing Total Cost of Care Through Medical and Pharmacy Data Integration



SEPTEMBER 25-26, 2018 | BALTIMORE MARRIOTT INNER HARBOR
AT CAMDEN YARDS | BALTIMORE, MD

HOSTED BY THE ACADEMY OF MANAGED CARE PHARMACY IN PARTNERSHIP WITH

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Managing Total Cost of Care Through Medical and Pharmacy Data Integration

Welcome to our AMCP Partnership Forum, **Managing Total Cost of Care Through Medical and Pharmacy Data Integration**.

I commend you for your decision to tackle one of today's most complicated health care challenges, and find ways to best utilize the vast amounts of data we collect every day to improve health outcomes and lower costs.

In recent years, much attention has been paid to these goals. One promising trend has been the effort to eliminate health system silos that segment care — and data — and instead view the patient through a holistic continuum of care. Stoking this trend is managed care's movement away from fee-for-service models and toward value-based models that reward overall health improvements, whether they come from the medical or pharmaceutical benefits.

These new value models require effective coordinated care management programs, which in turn, require the ability to integrate medical and pharmacy data. Laying out a roadmap to integrate that data, and address the total cost of care, is the task before us. This roadmap will support efforts to:

- Identify organizational best practices that support managing the total cost of care.
- Manage medications across the spectrum of health care, regardless of whether the medications are covered by a medical or pharmacy benefit.
- Use health IT and other innovations to streamline access to information and data.
- Drive performance improvements in clinical quality with integrated datasets.

This roadmap will also identify ways to improve alignment of an organization's medical and pharmacy leadership, as well as quality initiatives and budgeting processes. During the Forum we will discuss examples of how data integration improves medication use, helps to achieve quality measures, and lowers the total cost of care.

Thank you again for your participation and input on these important goals. I would like to thank our sponsors who have made this event possible: **AbbVie, Alkermes, Amgen, Bayer, Boehringer Ingelheim, Genentech, Merck, National Pharmaceutical Council, Pharmaceutical Research and Manufacturers of America, Takeda and Xcenda**.

Sincerely,

Susan A. Cantrell, RPh, CAE
AMCP CEO

**Clifford Goodman, PhD**

Senior Vice President & Director,
The Lewin Group
Center for Comparative Effectiveness Research

Clifford Goodman is a senior vice president at The Lewin Group and has 30 years of experience in a wide range of health care areas, including health technology assessment; evidence-based health care; comparative effectiveness research; and studies pertaining to health care innovation. His recent work has also been wide ranging and includes such areas as oncology, cardiovascular disease, diabetes, blood disorders, HIV/AIDS, biosimilars, pharmacogenomics, personalized medicine, value frameworks, and value-based contracting. Clifford is an internationally recognized health policy issues moderator and facilitator of expert panels, health industry advisory boards, and workshops. He served as Chair of the Medicare Evidence Development & Coverage Advisory Committee (MEDCAC, 2009-12) for the US Centers for Medicare and Medicaid Services (CMS), as well as President of the professional society Health Technology Assessment international (HTAi, 2011- 13). He is a Fellow of the American Institute for Medical and Biological Engineering (AIMBE).



A G E N D A

T U E S , S E P T 2 5

2:00 pm – 2:30 pm

Welcome and Introductions

2:30 pm – 3:00 pm

Presentation

Overview of Pharmacy and Medical Data Integration and Market Place Drivers

Objective: The presentation will explore the current market drivers for and challenges to managing the total cost of care.

3:00 pm – 3:30 pm

Panel Discussion

Pre-Forum Survey Results

Objective: Panelists will discuss results from the pre-Forum survey of current practices and organizational factors that support managing the total cost of care using data integration.

3:30 pm – 3:45 pm

Break

3:45 pm – 4:45 pm

Panel

Foundation of Integration and Real World Approaches to Pharmacy and Medical Data Integration

Objective: Panelists will share their unique perspectives on how managed care organizations are managing total cost of care. They will discuss core organizational challenges and successes.

4:45 pm – 5:45 pm

Breakout Session #1

Integrating Medical and Pharmacy Data: Roadmap Functional Areas and Goals

Objective: Participants will review the goals of the roadmap and identify key functional areas necessary for achieving stated goals.

5:45 pm – 6:00 pm

Recap Day 1 with Reception Immediately Following



W E D , S E P T 2 6

Welcome and Day 1 Debrief

Panel

Managing Total Cost of Care Through Better Integration

Objective: Panelists will review organizational processes, contracts and best practices that may be applied to any managed care setting. Panelists will identify ways to overcome challenges in accessing data, organizational silos and information gaps. Panelists will discuss examples of successful data integration across different managed care organizational structures.

Breakout Session #2

Key Tactics to Achieve Roadmap Objectives

Objective: Participants will identify the key tactics, timing and linkages for each functional area.

Break

Breakout Session #3

Best Practices to Manage Total Cost of Care

Objective: Participants will identify challenges and best practices to manage total cost of care for various managed care settings. This is an activity to identify successful practices that different managed care organizations may follow to apply the road map within their organizations.

Networking Lunch

Full Room Activity & Discussion

A Roadmap to Better Data Integration

Objective: The draft roadmap will be reviewed and refined. Participants will discuss and add additional required competencies, key decision makers, critical milestones and value propositions.

Forum Summary and Conclusions

8:00 am – 8:15 am

8:15 am – 9:15 am

9:15 am – 10:45 am

10:45 am – 11:00 am

11:00 am – 12:15 pm

12:15 pm – 1:00 pm

1:00 pm – 2:15 pm

2:15 pm – 2:30 pm



PARTICIPANTS



Ibrahim Abbass, RPh, PhD

Research Lead
Genentech

Ibrahim Abbass is a licensed pharmacist with a PhD in health economics from the University of Texas Health Sciences Center at Houston. He has over 10 years of experience conducting health outcomes studies. Ibrahim has a diverse background with working experiences in health care consultancy/payer, hospitals, academic institutions, and the pharmaceutical industry. Ibrahim currently leads health economics and outcomes research studies using real-world data at the Technical Institute - Genentech. Ibrahim's research has focused on comparative effectiveness research, quality of life, payment system, quality improvement and health informatics.



Kristen A. Binaso, RPh, FASCP

Director, Patient Advocacy and Professional Relations-Primary Care
Boehringer Ingelheim Pharmaceuticals, Inc.

Kristen A. Binaso is the Director of Patient Advocacy and Professional Relations-Primary Care at Boehringer Ingelheim Pharmaceuticals, Inc., based in Ridgefield, CT. In her role, she, along with her team, is responsible for building and maintaining collaborative partnerships with key patient advocacy groups and professional medical associations. Her background includes a span of experience with the American Pharmacists Association, CVS/Pharmacy, Rite Aid and Target. She holds a Bachelor of Science in Pharmacy from Rutgers, The State University of New Jersey and is a Registered Pharmacist with specialty focuses in immunizations and geriatric care.



Kevin Boesen, PharmD

Founder and Chief Executive Officer
SinfoniaRx

Prior to joining SinfoniaRx, Kevin Boesen founded the Medication Management Center (the predecessor of SinfoniaRx) while serving as a faculty member at the University of Arizona College of Pharmacy. He is a leader in the field of pharmacy and medication therapy management and has served as the President of the Arizona Pharmacy Association. He has received numerous awards, including the 2013 American Pharmacists Association Foundation Pinnacle Award, the 2009 and 2006 Arizona Pharmacy Association Innovative Practice Awards, and the 2009 Tucson's 40 under 40 award.



PARTICIPANTS

**Joel V. Brill, MD, FACP**

Chief Medical Officer
Predictive Health

Joel V. Brill is the Chief Medical Officer of Predictive Health. Board certified in Internal Medicine and Gastroenterology, he is an executive clinician with over 30 years of experience providing strategic leadership and medical oversight to large data-driven health organizations. He is skilled in strategy, development and implementation of innovative health programs, products and payment systems, with extensive experience in clinical practice, research, coverage, reimbursement, quality improvement, data analysis, bundled and episode payments and accountable care.

**Joy T. Brown, MBB, MBA**

Innovation and Technology
Transformation Leader
Optum

Joy T. Brown has 20 years of experience leading large-scale technology organizations. She is spearheading the build of a new health care data analytic platform and application-based Software as a Service product line offered externally and enabling internal teams across Optum and United Health Group. Her team has responsibility for the product development process, from innovation, through technology build and into launch and commercialization. They have been recognized across Optum and the industry for their ability to provide advanced insights, derived from health care data, that embody Optum's health care industry expertise, curated data and advanced analytics, built with leading edge technologies.

**Amanda Brummel, PharmD**

Director, Clinical Ambulatory Pharmacy
Fairview Pharmacy Services

Amanda Brummel has been employed by Fairview Pharmacy Services since 1999. While at Fairview, she has built and practiced Medication Therapy Management (MTM) in multiple clinic locations, and has served as the clinical supervisor for the MTM department and the MTM Operations & Program Manager. Currently, she has responsibility for the MTM program, the clinical development and integration of ambulatory pharmacy services in the Fairview Health Network including transitions of care and quality outcome measurement. She works closely with the Fairview Medical Group and the Fairview Network in population health approach and new payer product development. She is also an Adjunct Associate Professor at the University of Minnesota.



PARTICIPANTS



John Cai, MD

Executive Director,
Real-World Data Analytics and Innovation
Merck

John Cai is an executive director in the Merck Center for Observational and Real-World Evidence (CORE). He is leading a team of data scientists and outcomes researchers to generate real-world evidence and insights through innovative and advanced analytics. He has 20 years of biomedical experience across academic, biotech, and pharmaceutical settings. He received his medical training from China Medical University and his Medical Informatics training from the Children's Hospital Informatics Program in Harvard Medical School. He also serves on the American Medical Informatics Association (AMIA) Industry Advisory Council.



Hae Mi Choe, PharmD

Chief Quality Officer
University of Michigan Medical Group

Hae Mi Choe is Associate Dean and Chief Quality Officer for the University of Michigan College of Pharmacy and University of Michigan Medical Group, respectively. She created a group practice model for ambulatory clinical pharmacists at Michigan Medicine and is recognized as a national leader for developing innovative clinical programs for pharmacists. She also leads a statewide initiative involving more than 20 physician organizations to improve quality and patient outcomes through embedding pharmacists in direct patient care. She earned her PharmD from the University of California, San Francisco, and completed her pharmacy practice residency with Kaiser Permanente.



Eric Estes, RPh

Senior Director of Pharmacy
Independence Blue Cross

Eric M. Estes, RPh, is senior director of pharmacy at Independence Blue Cross and Chief Pharmacy Officer. In this capacity, he is responsible for overall pharmacy operations at Independence, which includes managing the pharmacy benefit manager (PBM) FutureScripts, managing all specialty medications regardless of benefit coverage and providing leadership for the company's internal Pharmacy and Therapeutics committee. He holds a bachelor of science degree in pharmacy from Philadelphia University.

**Alysha Fluno, PharmD, MBA**

Chief Pharmacy Officer
Truveris

A clinical professional with a diverse background in the pharmacy industry, Alysha Fluno brings experience ranging from retail pharmacy, hospital clinical management, and strategizing with Fortune 500 companies to identify and achieve the goals of their pharmacy benefit plans. As the Chief Pharmacy Officer at Truveris, she is responsible for account management, product innovation, and thought leadership. Before joining Truveris, she worked in Aon Hewitt's National Pharmacy Practice.

**Lisa Ghotbi, PharmD**

Director of Pharmacy Services
San Francisco Health Plan

In her current role as the Pharmacy Director for an urban Medicaid plan, Lisa Ghotbi's interest is addressing the barriers to effective medication therapy seen in vulnerable and underserved San Francisco citizens through the Safety Net Care System. With over 23 years of experience in managed care, she has worked for many of the large health plans in all aspects of pharmacy management and informatics at the national and local level. Prior to her current role, she worked on the employer side of health care as the COO of City's Health Service System responsible for all employee and retiree benefits for the city of San Francisco.

**Jennifer Graff, PharmD**

Vice President,
Comparative Effectiveness Research
National Pharmaceutical Council

Jennifer Graff leads research and policy initiatives at NPC to advance the use of evidence to inform health care decision making. Her areas of focus include research and education to support increased access to and use of high-quality data, development and adoption of good research methods, and policies to enable the exchange of truthful and non-misleading information to support stakeholder decision making. Prior to joining NPC in 2009, she led strategic health economic and outcomes research activities at MedImmune and Pfizer Pharmaceuticals. She has authored over 20 peer-reviewed articles and presents frequently on policy issues affecting the biopharmaceutical industry.



PARTICIPANTS



Carolyn Ha, PharmD

Director, Policy and Research
Pharmaceutical Research and
Manufacturers of America (PhRMA)

Carolyn Ha is a Director in the Policy and Research Department at PhRMA, where she provides clinical expertise to shape policy development and advocacy related to population health and chronic disease management, improvement of medication use and clinical and quality management strategies. As a clinician, she is passionate about patient care and translating research into actionable policies that will ensure patients get the most out of their medications and creating a sustainable health care delivery system that incentivizes innovation. Prior to joining PhRMA, she spent time as a practitioner in a community pharmacy and advocated on behalf of independent pharmacy owners.



Rob Jacobson

Executive Director, Value and Access
Amgen

Rob Jacobson is the Executive Director, U.S. Value and Access for Oncology Biosimilars and Portfolio Strategy. Over the course of his 17+ years at Amgen, Rob has held a variety of leadership roles in value and access, marketing, and sales in multiple therapeutic areas including oncology, nephrology, inflammation, bone health and cardiology. Prior to Amgen, Rob worked in various sales and marketing leadership positions at Schering-Plough, Johnson & Johnson, Cardinal Health, NDC Health Information Services, and was a Consulting Group Director at CHS. Rob received his B.S. degree in Economics from Arizona State University.



Katherine Wolf Khachatourian, PharmD, MBA

Vice President
Strategic Care Transformation
Qualchoice Health Plan Services

Katherine Wolf Khachatourian is the Vice President of Strategic Care Transformation at Qualchoice Health Plan Services. In this role, she oversees clinical program and policy development for pharmacy and medical management, data consumption and integration, as well as regulatory reporting reflective of internal and externally delegated processes. Through these accountabilities, she works with a team of 21 direct and indirect reports to coordinate the clinical and nonclinical aspects of these functions.



PARTICIPANTS

**Jason P. Lott, MD, MHS, MHSP, FAAD**

Director of US Medical Affairs -
Market Access
Bayer US, LLC

Jason P. Lott, is currently Director of US Medical Affairs – Market Access at Bayer US, LLC. He is a board-certified dermatologist and health services researcher.

**Kristina Lunner**

Principal
Leavitt Partners, LLC

Kristina Lunner manages the Chicago office and oversees all Midwest client engagements of Leavitt Partners. She specializes in medical products and services and has over 20 years of experience at the state and federal levels in government relations and coalition work. Her health policy expertise includes pharmacy policy (e.g., the Medicare Part D prescription drug benefit, medication therapy management, and approaches to medication use in a value-based environment) and health care reform. She has served as vice president of government affairs for the American Pharmacists Association, and director of state legislative and regulatory affairs for the American Society of Health-System Pharmacists.

**Tom Martin**

Senior Director
Xcenda

As Senior Director, Commercial Consulting, Tom Martin has over 25 years of diverse health care experience with expertise in managed markets, market access, and payer and provider insights and trends. Prior to joining Xcenda, he was a senior director in a smaller market access consulting firm where he led the brand access, brand value proposition, and patient access journey syndicated research, providing insights to biopharmaceutical clients focused on brand/stakeholder access trends. Prior to market access consulting, he spent 15 years with Johnson & Johnson in roles including sales, sales management, account management, sales training, and forecasting and planning.



PARTICIPANTS



Quynh-Anh Nguyen, PharmD

Manager, Business Intelligence –
Pharmacy Analytics
Kaiser Permanente Washington

Quynh-Anh Nguyen has been a licensed pharmacist for over 12 years, and leads the pharmacy analytics team at Kaiser Permanente of Washington. In her current role, she works closely with the enterprise data warehouse team to build a clinic-administered drugs and pharmacy claims datamart. She also develops Tableau data visualization tools to identify cost savings in drugs dispensed and administered at Kaiser pharmacies and clinics. She manages a team of 5 analysts which supports the monitoring and reporting of pharmacy financial performance, the medication adherence program, pharmacy quality, clinical pharmacy programs, pharmacist and technician productivity, and medication therapy management (MTM).



Anju Parthan, PhD

Director, Health Economics and
Outcomes Research
Alkermes

Anju Parthan has been responsible for providing strategic insight, planning, and overseeing cross-functional research teams across geographic boundaries for generating health economic and real-world evidence using cost-effectiveness models, budget impact models, benefit-risk analyses, and cost-of-illness studies. She is actively engaged in conducting workshops on methodologically sound pharmacoeconomic practices. She has been involved in designing novel approaches to explore feasibility around innovative outcome-based contracting strategies to engage across payer archetypes.



Vanita K. Pindolia, PharmD, MBA

Vice President, Ambulatory Clinical
Pharmacy Programs
Henry Ford Health System/Health
Alliance Plan

Vanita K. Pindolia's responsibilities include identifying, developing, implementing and managing collaborative ambulatory clinical programs for multiple business units to foster their growth in alignment with System strategies. With more than 25 years of accumulated inpatient, ambulatory, managed care, academia, and administrative health care experience, she has designed and implemented unique practices that cut across hospitals, physician groups, and payer boundaries resulting in cost optimization, improvement in quality outcomes, and improvement in patient experience.



PARTICIPANTS

**Francis Rienzo**

Vice President
Medicaid Health Plans of America (MHPA)

In 2017, Francis Rienzo joined the Medicaid Health Plans of America (MHPA) leadership team as Vice President for Government Relations and Advocacy, bringing MHPA a depth of experience in advocacy and organizational development. His team focuses on protecting and improving the Medicaid program, identifying and managing environmental risks and pursuing opportunities for the Medicaid managed care industry. In addition to experience as a federal lobbyist for Sanofi and Upjohn, he served as leader of Sanofi's Partners and Patient Health team where he developed an industry-leading alliance development advocacy function. He also drove the non-profit Fabretto Children's Foundation through a period of hyper-growth and transition.

**Anthony Schueth, MS**

Chief Executive Officer &
Managing Partner
Point-of-Care Partners

Anthony Schueth is the CEO and Managing Partner of Point-of-Care Partners (POCP), a health information technology (HIT) strategy and management consulting firm specializing in the evolving world of electronic health records. A 25-year health care veteran, he is an expert in HIT and one of the nation's foremost experts in ePrescribing and eMedication Management. He has led numerous transformative industry initiatives and currently leads the eHealth Initiative's Electronic Medication Adherence Collaborative (eMAC) workgroup. He previously led the National Council for Prescription Drug Programs (NCPDP) electronic prior authorization task group and co-led the specialty pharmacy ePrescribing, RxNorm and specialty task groups.

**Bonnie Shaul, MBA**

Director, Payer Strategy
AbbVie

Bonnie Shaul has responsibilities for identifying opportunities and risks to AbbVie's current and future therapeutic areas across all US payer types. She leads the development of brand-agnostic payer strategies to inform business development decisions, product strategic plans and long-range planning. Bonnie joined Abbott/AbbVie in 1992 and has held sales, marketing and general manager positions of increasing responsibility. She held the position of Country General Manager for five years, three years in Europe and two in Latin America. Bonnie holds a BA in Life Sciences from Pennsylvania State University and an MBA from the University of Michigan.



PARTICIPANTS



Catherine Starnier, PharmD, BCPS

Sr. Principal Health Outcomes Consultant
Prime Therapeutics, LLC

As a Senior Principal Health Outcomes Consultant and researcher in the Health Outcomes group, Catherine Starnier integrates Prime Therapeutics' medical and pharmacy claims data to develop and improve clinical programs. She plays a key role in assessing clinical opportunity and measurement of pharmacy benefit products through integrated medical and pharmacy analyses. She has presented these managed care outcome research findings at national Pharmacy Benefit Management Institute (PBMI) and Academy of Managed Care Pharmacy (AMCP) meetings and published her research in medical and health policy journals such as *Health Affairs* and the *Journal of Managed Care & Specialty Pharmacy*.



Debbie Stern, RPh

Senior Vice President, Strategy and
Business Development
eviCore Healthcare

Debbie Stern is responsible for developing and executing new business and program strategies that focus on the incorporation of evidence-based guidelines in oncology and specialty pharmaceutical management with payers. She is a nationally recognized expert on the integration of biotechnology and specialty pharmaceuticals into the payer marketplace. Previously, she served as Vice President and President of Rxpertis, a managed care consulting firm dedicated to helping clients better understand the dynamics and market forces affecting managed pharmaceutical benefits. Prior to Rxpertis, she was a senior-level director at two national PBMs, spent five years in the pharmaceutical industry and ten years in retail pharmacy.



Scott Streater

Managing Principal
MedImpact Healthcare Systems

Scott Streater is a Managing Principal with MedImpact Healthcare Systems, focusing on advancing pharmacy benefit solutions for government and commercial health plans. Scott has over 25 years of leadership experience across commercial, government and provider-led health plans. Before joining MedImpact, he was senior vice president of Markets and Products with CareSource during their rapid expansion to two million members across five states in Medicaid, Medicare and Marketplace plans. He began his career at Johns Hopkins University after graduating from the University of Maryland College of Pharmacy. He has spent the last 15 years leading and managing corporate strategy, product innovation and multi-market P&L management.



PARTICIPANTS

**Robin Turpin, PhD**

Value Evidence and Health Outcomes
Scientific Lead
Takeda Pharmaceuticals, USA

Robin Turpin spent the first half of her career in health services and outcomes research for hospital and health care systems, including a period with the Joint Commission on the Accreditation of Healthcare Organizations (JCAHO) to lead the reliability and validity testing of performance metrics. Her industry experience includes HEOR positions with Merck, Baxter, and Takeda. With 30 years of experience in health care evaluation and outcomes research, she has coauthored more than 100 books, book chapters, and journal articles on health economics, health behavior, and population health management.

**Keith Willard, MD, MSEE**

Vice President Chief Architect
Surescripts

Keith Willard is responsible for architecture of core high-volume processing switch and the development of future technology platforms at Surescripts. He works closely with product development teams with regard to technology and architecture support in product ideation and early implementation phases. Early in his career, he focused on Monte Carlo simulation for both medical decision making and epidemic transmission modeling. Later work focused on the application of semantic models, particularly for normalization of clinical information. He is a cofounder of the first web-based EHR, and his career has included stints as an Informatics faculty member at the University of Minnesota, and vice president of Clinical Architecture at McKesson.



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Director, Pharmacy Affairs

THANK YOU

To our distinguished participants and guests.

The Academy of Managed Care Pharmacy

looks forward to holding more partnership forums

focused on issues of greatest importance to our 8,000 members,
the more than 270 million Americans covered by the pharmacy benefit,
and other health care stakeholders.

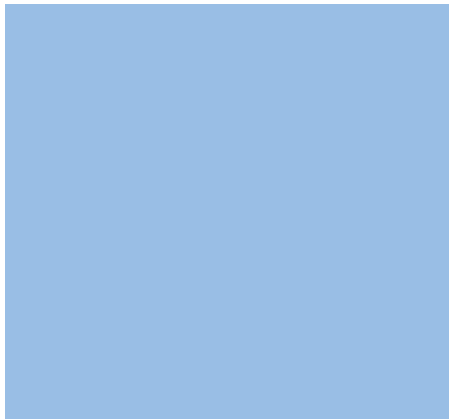
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