



Pharmacy Benefits Academy West

Portland, OR | April 20-21, 2015

An in-depth program designed for those managing pharmacy benefits



Academy Brochure

Today, Tomorrow and the Future of Prescription Drugs

April 20-21, 2015 | Sentinel Hotel | Portland, Oregon

About PBA West

Pharmacy Benefits Academy West is a highly focused event providing a perspective on how to effectively manage pharmacy benefits. **PBA West** is co-produced by the **Oregon Association of Health Underwriters (OAHU)** and **Pharmacy Outcomes Specialists (POS)** with an emphasis on supporting the pharmacy benefit management needs of health plans and employers. Now in its third year, **PBA West** will champion the same objectives, similar dynamic speakers and powerful, thought provoking agenda as attendees experienced previously.



Leading public and private employer representatives will present **how to apply** practical applications of great pharmacy benefit strategies of innovative programs including plan design alternatives, regional network development, contract/auditing of the pharmacy benefit program and specialty drug management.

PBA West is a **must-attend** conference, providing innovative ideas which will immediately result in greater value for your organization's pharmacy spend. And, we will discuss the tools needed to get you there! Employers, coalitions, HR/Benefits professionals, health plan leaders, brokers/agents and PBMs are expected to attend. Plan to join us to learn valuable tools from the experts, while networking with your peers.



PBA West is proud to announce our distinguished Keynote Speaker, **Clark A. Marcus, Esq.** Mr. Marcus serves as Chairman of the Board and Chief Executive Officer of both Advanzeon Solutions, Inc. and its wholly-owned subsidiary, Pharmacy Value Management Solutions, Inc. In this position, Mr. Marcus has been instrumental in positioning, among other things, its pharmacy management program for various government healthcare pilot programs as well as Taft-Hartley health and welfare funds and managed care companies throughout the U.S. Mr. Marcus also sits on the Board of America's Agenda: Health Care For All. Additionally, Mr. Marcus currently serves on the Corporate Leadership Advisory Council to the U.S. Chamber of Commerce.

Mr. Marcus previously served as Chairman of the Board and Chief Executive Officer of The Amcore Group, Inc. (f/k/a Eye Care International, Inc.) from its formation in September, 1993 until October, 2008. He also served as a member of the American Academy of Ophthalmology's Corporate Advisory Council; participated as guest lecturer at various national health care conferences and has authored numerous health care related articles published in various national health care publications such as "Managed Care Weekly" and "Managing Employee Health Benefits." Mr. Marcus has been a practicing attorney since 1968 and was Senior Partner in the New York law firm of Victor & Marcus and Marcus & Marcus.

As our Keynote, Mr. Marcus will address important strategic issues for Human Resource Senior Management as they address the role of prescription drug programs in maintaining and increasing employee health and wellness. Don't miss your chance to gain insight, advice and guidance as Mr. Marcus discusses strategies that HR professionals can employ **TODAY, TOMORROW** and well into the **FUTURE**.



For additional information and to registration, visit [PBA West](http://PBAWest.com) or call: 847.540.9590 x105



OAHU
OREGON ASSOCIATION
OF HEALTH UNDERWRITERS



PBA West 2015 | Preliminary Agenda

Monday | April 20, 2015 | Pre-Conference

- 3:30 pm - 8:00 pm **Registration**
- 4:00 pm - 6:00 pm **Boot Camp**
Speakers: Susan Hayes, AHFI, CPhT, Principal, Pharmacy Outcomes Specialists
 Larry Behrman, Regional Sales Director, Midwest Labor Market, OptumRx
 Chris Brown, Regional Sales Manager, Truervis
This year's Boot Camp will focus on two critical areas of understanding for insured, mid-sized employers and self-insured large employers. First, we will follow a drug through the drug supply chain from invention and Manufacture through distribution to the ultimate payment by the plan sponsor. Second, we will present key elements of a "toolkit" designed for brokers and employers as a guide to ask the right questions of their carriers and PBMs. Learn how to thoughtfully challenge your or your carrier's choice in PBM selection and administration.
- 6:00 pm - 9:00 pm **Exhibitor Setup**
- 6:00 pm - 7:30 pm **Welcome Reception**
All pre-conference session participants and all PBA West registrants are invited.

Tuesday | April 21, 2015 | General Session

- 7:30 am - 3:00 pm **Registration**
- 7:30 am - 8:30 am **Breakfast & Networking with Exhibitors**
- 8:15 am - 8:20 am **Welcome and Opening Remarks**
Speakers: Susan Hayes, AHFI, CPhT, Principal, Pharmacy Outcomes Specialists
 Dawn Miller, OAHU Chairperson, Hagan Hamilton
 Shelly Solorzano, OAHU Conference Chair, Humana
 Chris Brown, Regional Sales Manager, Truervis
- 8:20 am - 9:30 am **Keynote Address: Today, Tomorrow and the Future of Specialty Drugs**
Moderator: Jeff Hawes, PharmD., Senior Director Managed Markets, Diplomat
Speaker: Clark A. Marcus, Chairman and CEO, Advantheon Solutions, Inc. and Pharmacy Value Management Solutions, Inc.
*Mr. Clark Marcus will address important strategic issues for Human Resource Senior Management as they address the role of prescription drug programs in maintaining and increasing employee health and wellness. Gain insight, guidance and advice as Mr. Marcus discusses strategies that HR professionals can employ **TODAY, TOMORROW** and well into the **FUTURE**.*
Following the Keynote Address, Jeff Hawes will provide a more in-depth perspective on specialty drugs.
- 9:30 am - 10:00 am **Using Effective Community Pharmacy Models**
Speaker: Crystal Bryan, Pharm D, Fred Meyer Pharmacy
Through pharmacy driven health care services, including immunizations, biometric screenings and medication therapy management services, community based pharmacists can identify and improve the health of your high risk and high cost patients. Utilization of these services can reduce your healthcare expenditures through reinforcement of cost-effective and preventative care. Hear more about the various services available alongside the proven cost-saving benefits of utilizing new community pharmacy models.
- 10:00 am - 10:30 am **Networking Break with Exhibitors**

Tuesday | April 21, 2015 | General Session (continued)

- 10:30 am - 11:30 am **Three PBM CEO's Answer Your Questions**
Speakers: OptumRx (*Speaker TBA*)
 John Q. Ward, CEO, Maxor National Pharmacy Services
 Bob Taketomo, PharmD, President and CEO, Ventegra, Inc.
Three CEO's representing the viewpoint of large traditional PBMs, medium sized transparent PBMs and smaller innovative Pharmacy Claims Management Organizations field your questions about the future of the PBM industry.
- 11:30 am - 12:00 pm **Pharmacy Drives an Employer Integrated Model**
Speaker: Christi Sharp, President, Montana School Services Foundation
Learn how effective a benefit program can work when an employer brings its health care vendors together to collaborate on a single goal of employee and dependent health and how prescription drugs drove the process.
- 12:00 pm - 1:00 pm **Lunch Session: International Pharmacy Practices: When East Meets West**
Speakers: Scott McKibbin, Chief Disruption Officer, The McKibbin Group
 Zach McKibbin, Vice President, The McKibbin Group
Can western medicine benefit from eastern practices and should benefit managers consider covering 'eastern' medicine such as herbs and over the counter medicines? How do eastern medicinal practices differ and can we learn from global counterparts?
- 1:00 pm - 1:45 pm **How Pharmacy Fraud Effects Your Members' Health and the Health of Your Bottom Line**
Speakers: Susan Hayes, AHFI, CPhT, Principal, Pharmacy Outcomes Specialists
 Kimberly New, RN, JD
 Errol Ogman, Fund Administrator, Sergeants Benevolent Association; Founder and President, True Health Benefits
Our panel will discuss topics such as defining pharmacy fraud and the applicable laws, the risk of impaired health care staff to benefit costs and efforts to detect and prosecute pharmacy fraud locally.
- 1:45 pm - 2:15 pm **The Role of the Broker and Other Ancillary Products**
Speakers: Crystal Williams, President, Rx Reins
 Zach Fritz, Benefits Consultant, The Partners Group
- 2:15 pm - 2:30 pm **Networking Break with Exhibitors**
- 2:30 pm - 3:30 pm **Clinical Pharmacy Services (CPS) and Pharmacist Provider Status in Oregon**
Speakers: Josh Bishop, PharmD, Corporate Director, Pacific Source Health Plans
 Stacy Ramirez, Pharm.D, Clinical Assistant Professor, OSU/OHSU College of Pharmacy; Dir. of Pharmacy, Community Health Centers of Benton & Linn Counties
Josh will define CPS and how it relates to helping health care providers and patients achieve better health outcomes. In addition, he will address the current Legislation (LC 1489) that is being introduced and the relevant concepts in the bill.
- 3:30 pm - 4:00 pm **Carrier Choices of PBMs**
Moderator: Chris Brown, Regional Sales Manager, Truervis
Speakers: Robert Judge, Director, Pharmacy Services, Moda Health
 Richard Adams, VP of Business Development, Regence BlueCross BlueShield of Oregon
 Josh Bishop, PharmD, Corporate Director, Pacific Source Health Plans
Our panel will discuss how each company made its decision on the retention of its PBM, how each company monitors the performance of the PBM and what assurances carrier clients have that the pharmacy benefit is properly managed.
- 4:00 pm - 4:10 pm **Closing Remarks**



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General Attendee Information

Oregon Association of Health Underwriters (OAHU)

OAHU is a non-profit organization of insurance professionals dedicated to serving the public through strengthening the insurance marketplace, advocating for effective legislation, ethical leadership and professional standards, and by educating members and the consumers they serve.

OAHU is Oregon's largest association for health insurance agents, brokers and other professionals. It's members help millions of Oregonians find, purchase and use their health care coverage, resulting in greater health and financial security. Through education and training programs, OAHU enhances each members' ability to provide better and more complete service. Through it's members' community and political involvement, OAHU seeks to improve communities throughout Oregon.

About Pharmacy Outcomes Specialists (POS)

Pharmacy Outcomes Specialists is the premier consulting firm in the pharmacy benefits industry, offering corporate clients, government agencies, unions and managed care organizations leading edge services. Founded in 1996, Pharmacy Outcomes Specialists is one of the most experienced consulting firms performing over 600 audits and reviewing over 500 million pharmacy claims.

Academy Location & Housing Information

Sentinel Hotel | 614 SW 11th Avenue | Portland, Oregon 97205

Sentinel Hotel is the new name of the **newly renovated** and former Governor Hotel. PBA West's discounted group rate is **\$179.00** per night, single/double occupancy. There are a limited number of discounted rooms available. Make your reservation prior to **March 19th** to obtain this special rate.

Reservation Methods

- Reservation Link [Click Here](#)
- Phone Reservations 503.419.1618 | Mention PBA West
- Email [Johnny Pearson](#) | Mention PBA West

Parking

Hotel Valet Parking

- Event Day Parking: \$15.00
- Overnight Parking: \$37.00

Nearest Parking Garage

- **Smart Park:** \$11.00 | Corner of 10th and Yamhill

Pre-Conference Boot Camp | April 20 | 4:00 pm-6:00 pm

Boot Camp will focus on two critical areas of understanding for insured, mid-sized employers and self-insured large employers. First, we will follow a drug through the drug supply chain from invention and manufacture through distribution to the ultimate payment by the plan sponsor. Second, we will present key elements of a 'toolkit' designed for brokers and employers as a guide to ask the right questions of their carriers and PBMs. Learn how to challenge your and your carrier's choice in PBM selection and administration.

Who Should Attend

Individuals responsible for the design, procurement, management and oversight of pharmacy benefits and services, as well as those serving the payer communities, including:

- Private Employer and public HR/Benefit professionals
- Brokers/Agents and their clients
- Health Plan and COO Leaders
- Multi-employer Union Administrators and Trustees
- Medicare Part D Compliance Officers
- Business Coalition Executives
- Health Plan Representatives
- Pharmaceutical Manufacturers
- Pharmacy Benefit Managers
- Consultants
- Pharmacists

Why You Should Attend

1. For those newly responsible for pharmacy benefits, the Academy provides a broad foundation for the key elements and decisions you will face.
2. If you are a seasoned professional or expert, the Academy provides information about new and complex issues.
3. Network with professionals facing similar challenges and responsibilities, and develop contacts you can use now and in the future.
4. Visit with industry experts, providers and sponsors to collect information and learn about new products and services - saving hours of research and meeting time.
5. Portland and the surrounding area offer scenic wonders, incredible food and delectable wines and beers.

PBA West Registration and Contact Information

- Registration: [PBA West](#)
- Questions: [Adele Larsen](#) | 847.540.9590 x105

Registration Fees

OAHU Members POS Clients	\$ 50.00
SHRM Registrants OAHU Registrant Guests *	\$ 99.00
All Others	\$ 198.00

Your credit card statement will reflect Pharmacy Outcomes Specialists as the merchant for PBA West registration charges. Registration cancellations must be requested in writing. Cancellations received on or before March 23, 2015 will receive a refund less a \$25.00 administrative fee. Registration fees paid after March 23, 2015 are nonrefundable. Substitutions are acceptable. To transfer your registration, contact [Adele Larsen](#) on or before April 15, 2015. Approved refunds will be issued within 30 days. Hotel cancellations/changes must be made directly with the hotel (unless you are an approved speaker) and must comply with the hotel's cancellation policy. Speakers must contact Adele Larsen with any housing changes.

* If registering as an **OAHU Registrant Guest**, you must type the following in the memo area of the online registration form: **Guest of "Name"** (name of the OAHU registered member that invited you).

