

# Engaging Your Customers in a Value-Based Health Care Market

For Managed Care and  
Integrated Delivery System  
Customer Teams



**Monday, April 23**  
12:00 pm – 5:00 pm

**Tuesday, April 24**  
8:00 am – 12:15 pm

**Boston Convention and  
Exhibit Center**  
Boston, MA

The training program will be conducted as a pre-conference event before the [2018 AMCP Managed Care & Specialty Pharmacy Annual Meeting](#)

The program is designed to enable participants to interact with leading managed care and integrated care experts.

- Gain insights into recent changes, current trends, and how this creates opportunities to deliver value.
- Acquire knowledge and actionable insights that you can share throughout your organization to enhance relationships with your customers.

## How Can You Add Value AND TRANSFORM THE HEALTH CARE SYSTEM?

"Innovations in medical therapy have the potential to improve lives in ways that were only dreamed of in the past. The overriding challenge today, however, is how to afford these treatments and provide our patient populations access to the very best therapies available.



Value-based care is one promising solution. More than a buzz phrase, value-based care is a model that focuses on value over volume as a way to improve patient care while better managing costs. AMCP is proud to offer this opportunity to our pharmaceutical partners to learn how health plans and integrated systems are developing best practices in value-based care, and how real-world evidence is being used not only in contracting arrangements but in several critical areas. Join us in learning about these efforts and in creating your own road map to success."

**Susan A. Cantrell, RPh, CAE**  
Chief Executive Officer of AMCP

Customer-facing teams are challenged by unprecedented complexity. This program will help you guide your customers through this complex system. The program gives you knowledge and information so you have the right expertise at the right time to deliver the best possible value to your customers.

### WHAT CAN YOU EXPECT?

- 1 This program is a diverse mix of online learning materials, expert faculty lectures and panel discussions, interactive case scenarios, as well as group discussions and networking opportunities with key opinion leaders from across the industry.
- 2 You can expect an in-depth overview of today's key trends and concerns, evidence-based insights, and actionable tools that will help you implement improved strategies for the future.

Charles River in Boston, MA



## AMCP Annual Meeting 2018 | Health Care: What's Next?

### WHO SHOULD ATTEND?

- Commercial Team Members: Strategy Leads, Account Managers, National Account Directors and Managers, Marketing, Training, Sales Operations
- Medical Affairs Team Members: Medical Affairs Leadership, Medical Science Liaisons and HEOR

### PRE-COURSE LEARNING

#### Prepare for the live workshop with 6 e-Learning modules:

- U.S. Health Care Landscape Today (ACA, market trends, risk shifting, pharma costs, and specialty medications)
- Health Care Insurance Environment (perspectives on payers, providers, consumers, and manufacturers)
- Exploring the Pharmacy Benefit (cost-sharing, utilization management strategies, and specialty drug coverage)
- The Demand for Quality and Accountability (overview, a closer look at quality initiatives, and pharma's quality cost role)
- Pricing and Contracting (drug pricing in 2017, the basics of contracting, and learning about risk-based contracts)
- Account Management (gaining customer access, the importance of knowing your customer, and how to earn their business)

### ENGAGE WITH CORE FACULTY AND AMCP PANELISTS DURING THE LIVE WORKSHOP ON TRENDS THAT WILL DRIVE THE HEALTH VALUE EQUATION FOR YEARS TO COME:

**Understand how your customers are responding to the unpredictable health care landscape and value imperative**—Dynamics are changing rapidly on the federal and state levels that could affect everything from CHIP funding, Medicaid coverage, and what changes may be in store for CMS value-based initiatives. On the private level, what value might the Aetna-CVS deal bring for health care delivery, and what does this mean for pharma?

**An update on alternative payment models**—An overview of which health reform models are successful, not working well, or it's too soon to call

**Tales of innovation from your customers' front lines**—Reports of real-world efforts and partnerships to improve care from executives responsible for them within integrated systems, PBMs, and payers

**Value-based contracting**—Explore the relationship between value-based health care and MCO as well as IDS stakeholders, how the models work, and outcomes metrics

**Putting it all together**—Use interactive case-based learning to improve customer interactions to build relationships and create partnerships that deliver results. Faculty will share best practices on how to profile your customer, determine ways to identify champions, navigate barriers, and accelerate the implementation process

## FACULTY

### Representing Organizations:

Entrée Health

Fairview Health Services

Geisinger Health System

Harvard Pilgrim Health Care

Inova Health System

The Kinetix Group

Magellan Rx Management

Partners HealthCare

Priority Health

RxAnte

Sharp HealthCare

Steward Health Care Network

PROGRAM MANAGEMENT:

**Noreen Matthews, BSN, MBA**

*General Manager*

American Medical Communications

**“We have partnered with pharma to help us identify opportunities to improve our quality goals.”**

*—Amanda Brummel, PharmD  
BCACP Director, Clinical Ambulatory  
Pharmacy Services*

# PROGRAM OVERVIEW

## Re-setting the Stage: The Current Health Care Landscape—What’s Ahead for Your Customers

- “Repeal and replace” has failed, but the Trump Administration has created market uncertainty and defanged the individual mandate. What are the potential implications of these, and reborn initiatives like association health plans, on the payer–pharmaceutical relationship?
- Understand the economic and political forces, including recent merger and acquisitions, that are shaping how we view the value of care in the United States
- Gain new perspectives on highly popular programs like the Children’s Health Insurance Program and Medicaid expansion, which hang in the balance
- Discuss how disruptive forces (e.g., CAR-T and other gene therapy) are forcing us to take a new look at the medical–pharmacy benefit interface

## Alternative Payment Models: Successes, Outcomes, and What It Means for Your Organization

- Hear the payer perspective on how alternative payment models like accountable care organizations have performed
- Understand the strengths, weaknesses, opportunities, and threats of these alternative models, learned from those who have taken the journey
- Gain insight as to the implications of recent CMS moves on mandatory and voluntary bundled contracts
- Determine how the uptake of value-based care purchasing approaches affects your organization now and in the future; will your customers change their views on taking financial risk?

## Rapid-Fire Sessions: Real-World Initiatives from Inside the Health Care System

- Hear from your customers— plans, PBMs, health systems, and integrated groups—who have taken the initiative to form partnerships and create programs to improve care and value
- Listen to the results of these innovative projects, as well as formulate ideas on how these can be implemented elsewhere
- Learn the extent to which care transformation is possible and the resources required to ensure its success
- Understand the need for industry collaboration, and how partnership helped payers and providers advance their goals

## The Movement to Real-World Evidence

- The demand for real-world evidence is shaping coverage decisions now and in the future. Discern where this information is needed most and who is leading the way in providing it
- Learn how the various forms of real-world evidence address current gaps in our knowledge base
- Understand the sources of data, and how its integration can form the foundation for better care pathways and patient journeys

## Value-Based Contracting: The How To’s of Creating the Right Partnerships

- Learn why value-based contracting is one of the hottest areas of activity today
- Hear the results of AMCP’s value-based contracting survey of its members, relating their practical experiences
- Understand the operational challenges, including administrative resources, the need for integrated medical and claims data, and the overall risk–benefit to plans and pharma
- Examine the potential compliance issues that may arise with value-based contracts

## Workshop—Case Studies in Driving Change: How to Start the Process and Innovate

- Through interactive discussions, work through 2 case study exercises on bringing value-based innovation to the plan or provider
- What makes a difference to stakeholders? In this hands-on session, discuss ideas, implementation, resource needs, and monitoring
- Is there a common roadmap to success? Hear the thoughts of the head of innovation at a large health system
- Be ready to address stakeholders’ questions about your organizations and how they should be full partners in the innovation process



# REGISTRATION

## MANAGED CARE AND INTEGRATED DELIVERY SYSTEMS... WHAT'S NEXT?

**Health Care: What's Next?** is a comprehensive forum that provides you with the breadth and depth of knowledge you need to understand and navigate the complexities of managed care today. This diverse training program will give you the acumen and confidence you need to find sustainable, forward-looking solutions for your organization and customers.

Your registration fee of \$2,450 includes:

- Access to six pre-training **Health Care: What's Next? E-learning Modules**
- Two half-day sessions on the emerging market trends that impact "the business of health care."
- Discussion and networking opportunities in an intimate setting with managed care experts from leading organizations. Gain the insights most relevant to you and your customers.
- Complimentary registration to the 2018 Annual Meeting where you will have the opportunity to continue to advance your professional development via AMCP sessions, educational programs, and networking with AMCP members.
- A 1-year subscription to the *Journal of Managed Care & Specialty Pharmacy*.

# REGISTRATION LINK

[www.amcpmeetings.org/register.php](http://www.amcpmeetings.org/register.php)

**"I was able to immediately use one of the account management strategies to advance the conversations with my customer!"**

—*Daichi Sankyo Participant*

# LOCATION



Boston Convention Center

**Boston Convention and Exhibition Center**  
1415 Summer Street | Boston, MA  
(617) 954-2000

Located minutes from downtown Boston and from Logan Airport, the Boston Convention and Exhibition Center is in the heart of the city. Boston is an internationally known historic destination, a birthplace of the American Revolution, as well as a world-class metropolis with the finest dining and accommodation choices. Getting around is fast and easy. Boston has a convenient public transportation system and is also known as "America's Walking City." Whether catching a ballgame at Fenway Park; dining on locally caught lobsters, succulent bivalves, or the freshest fish; or walking along the scenic Charles River, Boston offers a world of opportunity.

# ABOUT AMCP

The Academy of Managed Care Pharmacy (AMCP) is the nation's leading professional association dedicated to increasing patient access to affordable medicines, improving health outcomes and ensuring the wise use of health care dollars. Through evidence- and value-based strategies and practices, the Academy's 8,000 pharmacists, physicians, nurses and other practitioners manage medication therapies for the 270 million Americans served by health plans, pharmacy benefit management firms, emerging care models and government.

Find out more at [www.amcp.org](http://www.amcp.org)