The training program will be conducted as a pre-conference event before the AMCP 2018 Nexus Meeting.

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

- Gain insights into recent changes and 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.
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.

**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

**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.
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 six 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

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

—Amanda Brummel, PharmD BCACP Director, Clinical Ambulatory Pharmacy Services
Day One

11:00 - 12:00  Networking Lunch

12:15 - 2:15  The Health care landscape

What’s ahead for your customers

Presenters: Fred Goldstein, President, Accountable Health and Amanda Brummel, PharmD, BCACP, Director, Clinical Ambulatory Pharmacy Services, Fairview

- Recent M&A activity
- Amazon/Berkshire Hathaway/JP Morgan
- Rebates/drug importation and other initiatives to reduce drug costs
- ACA/skinny plans and other changes that will impact exchanges
- Medicare step edit regulations

Panel Discussion: Moderator Amanda Brummel

2:30 - 4:45  The evolving value-based contracting market: What are the opportunities and barriers and what this means to your customer

Presenters:
- Terry Richardson, PharmD, Director of Product Development, AMCP
- Jeff Dunn, PharmD, MBA, Vice President, Clinical Strategy and Programs and Industry Relations, MagellanRx
- Josh Benner, PharmD, ScD, President and CEO, RxAnte
- Jim Kenney, RPh, MBA, Manager, Specialty and Pharmacy Contracts, Harvard Pilgrim Health Plan

Panel Discussion: Moderator Amanda Brummel

Day Two

8:00 - 11:45  Workshop—Case studies in driving change: How to start the process and innovate

Presenter: Lori Wood, MHA, Senior Vice President of Payer Strategy, Entrée Health

Workshop Panelists:
- Amanda Brummel, PharmD, BCACP, Director, Clinical Ambulatory Pharmacy Services, Fairview
- Debi Reissman, PharmD, System Senior Rx Specialist, Sharp
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 $1,995 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 Nexus 2018 Meeting where you will have the opportunity to continue to advance your professional development via AMCP sessions, educational programs, and networking with AMCP members.

REGISTRATION LINK

www.amcpmeetings.org/register-now/

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

—Sankyo, Participant

LOCATION

Orlando World Center Marriott
701 World Center | Orlando, FL
(407) 239-4200

With a world of possibilities under one roof, you can enjoy the experience, amenities, location, and features of the Orlando World Center Marriott. A destination in and of itself, the world class resort offers unparalleled amenities including ten restaurants and lounges, on-site championship golf, a full-service spa and a well-equipped fitness center. Outdoor spaces provide stunning vistas in every direction. Orlando World Center Marriott offers convenient access to the Orlando International airport and all of the area's major attractions.

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