



**2012 National Pharmacy Forum
 Hyatt Regency Tampa
 February 8 – 10, 2012**

Preliminary Program/Schedule of Events (January 3rd, 2012)

Wednesday, February 8, 2012

HSCA Pharmacy Committee Meeting/Working Lunch (Closed Session)	11:30 am – 1:00 pm
Welcome Remarks Curtis Rooney, HSCA President	1:15 pm – 1:30 pm
Opening Keynote: Healthcare 2020: The Transformative Trends That Will REALLY Define Our Future	1:30 pm – 2:30 pm

Jim Carroll will take attendees on a voyage to the world of healthcare in the year of 2020, and provide insight that attendees really need to deal with the challenges and opportunity of the future.

Everyone in a leadership position in the US health care system knows that even with health care reform, the challenges facing the US health care system are substantial and immense. That's why innovation has quickly come to be one of the top issues that senior healthcare executives and medical professionals are thinking about. There is a realization that there is an urgent need to challenge the very philosophies upon which the system is built. They're seeking insight into the major scientific, technological, consumer and social trends that will, by the year 2020, allow for some very dramatic change in the concept of health care delivery.

Where will we be by the year 2020? We will have successfully transitioned the system from one which "fixes people after they're sick" to one of preventative, diagnostic genomic-based medicine. Treating patients for the conditions we know they are likely to develop, and re-architecting the system around that reality. A system which will provide for virtual care through bio-connectivity, and extension of the hospital into a community-care oriented structure. A consumer driven, retail oriented health care environment for non-critical care treatment that provides significant opportunities for cost reduction. Real time analytics and location-intelligence capabilities which provide for community-wide monitoring of emerging health care challenges. "Just-in-time" knowledge concepts which will help to deal with a profession in which the volume of knowledge doubles every six years. That and much, much more.

Confirmed Speaker:
Jim Carroll, Futurist, Trends & Innovation Expert

Coffee Break **2:30 pm – 2:45 pm**

Combating the Drug Shortage Crisis **2:45 pm – 3:45 pm**

A major issue in health care today, drug shortages are having significant effects on patient safety, staff efficiency and the hospital bottom line. This discussion will explore the national and international drug shortage crisis and present information to help hospitals maintain quality standards. The presenter will discuss why an unprecedented level of drug shortages is occurring, the ramifications of shortages within hospitals, how clinicians and organizations are reacting, and what is being done to help address the situation—including the federal legislative efforts to reduce shortages and shore up the supply chain.

Confirmed Speaker:

Michael Cohen, RPh, MS, ScD, FASHP, President, Institute for Safe Medication Practices

Coffee Break

3:45 pm – 4:00 pm

Specialty Pharmacy: Opportunities in the Hospital Setting

4:00 pm – 5:00 pm

Specialty pharmaceuticals represent the fastest growing segment of the prescription drug market in the US. Industry projections have the growth rate at 20% per year. Dean Erhardt and Dan Steiber will discuss a market/situational analysis to understand the complexity of the biopharmaceutical marketplace and the positions of stakeholders. This session will also review solutions for hospital pharmacy, discuss alliances with specialty manufacturers and managed care organizations, and an appraisal of various stakeholders about the role of hospital pharmacy. The discussion will further address differences between a traditional drug and a specialty drug, as well as services provided through a traditional pharmacy and a specialty pharmacy.

Confirmed Speakers:

Dan Steiber RPh, Principal, D2 Pharma Consulting, LLC

Dean Erhardt, MBA, Principal, D2 Pharma Consulting, LLC

Welcome Reception

5:00 pm – 6:30 pm

Thursday, February 9, 2012

Breakfast

8:30 am – 9:30 am

U.S. Drug Pedigree Laws and Serialization, Current Requirements and Future Benefits

9:30 am – 10:30 am

What are drug pedigree laws trying to accomplish? Do we need to mandate drug pedigree? Why are pedigree laws on the rise here and around the world? What other potential benefits can be realized with serialization and pedigree in place? Can the ultimate customer (the patient) benefit directly from serialization? When we get beyond the simple regulatory compliance what else might the industry do with these serialized containers? This session will answer all of these questions and more. It will include a brief history lesson, including a few case studies of pharmaceutical crimes within the supply chain.

Confirmed Speaker:

Walter Berghahn, President, SmartRmeds for Life

Coffee Break

10:30 am – 10:45 am

Comparative Effectiveness Research

10:45 am – 11:45 am

Hear from an experience expert at the Agency for Healthcare Research Quality give a comprehensive overview of comparative effectiveness research (CER) and patient centered outcomes research (PCOR). Hear a detailed explanation of why CER and PCOR are important in health care decision making as well as learn about mechanisms for translating and disseminating CER/PCOR findings.

Confirmed Speaker:

Jean Slutsky, PA, MSPH, Director, Centers for Outcome and Evidence, Agency for Healthcare Research Quality (AHRQ)

Lunch

11:45 am – 1:15 pm

Battle Ground 2012: An Update on the Political Landscape

1:15 pm – 2:15 pm

This session will share the latest public opinion research related to healthcare reform, the economy and the country's political future. Hear from one of the nation's most experienced political professionals in Washington. Combining his broad experiences as a former elected official, editor, commentator, Congressional Chief of Staff, scholar, analyst and media commentator Dr. Faucheux will provide his unique insights into what is likely to happen in the battle for control of Congress in 2012 and the White House. He will connect the dots regarding how these political trends directly intersect with the nation's health care policy process and the

potential results these changes will impact the health care supply chain. Clarus Research Group is a full-service firm that provides insights based on qualitative and quantitative research studies in the business, technology, political, entertainment, education and public policy worlds.

Confirmed Speaker:

Ronald Faucheux, PhD, President, Clarus Research Group

Coffee Break **2:15 pm – 2:30 pm**

Keynote Presentation: Kevin B. Sneed, PharmD **2:30pm – 3:30 pm**

Founding Dean for the University of South Florida College of Pharmacy

Dr. Sneed is the founding Dean of the University of South Florida College of Pharmacy, and a tenured Associate Professor in the USF Department of Family Medicine. He was previously a tenured Associate Professor with the Florida A&M University College of Pharmacy and Pharmaceutical Sciences.

Dr. Sneed's research interests include the pharmacological treatment of patients with Cardio-Metabolic Disorders, and examining Health Care Disparities. He is a natural lecturer on both topics. Recent research interests include reviewing the causes of Statin-Induced Myalgias, and possible contributing pharmacogenomic factors. He is a Co-Director of the Community Outreach and Engagement Core (CEOC) in the Center for Equal Health, a Center of Excellence partnership between USF Health and the Moffitt Cancer Center. He is very active in community healthcare initiatives. He also directs a community initiative known as IN-SHAPE, which is addressing cardiovascular disparities in African-American and Hispanic communities in Tampa, FL. He has published numerous articles in peer-reviewed journals, and has participated in numerous grant projects and clinical trials.

Coffee Break **3:30 pm – 3:45 pm**

Medication Use and Cost Data Panel: Surveying the Future Impact on Hospitals **3:45 pm – 5:00 pm**

This panel presentation will provide an overview of the US pharmaceutical market and the ongoing changes within the pharmaceutical world, with a focus on the hospital market. Market trends, current hospital data, FDA challenges, drug shortages and cutting edge changes in the pharmaceutical industry will be presented during this session.

Confirmed Speakers:

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

James Hoffman, PharmD, MS, BCPS, Pharmaceutical Sciences, St. Jude Children's Research Hospital

Reception **5:00 pm – 6:30 pm**

Friday, February 10, 2012

Breakfast **8:00 am – 9:00 am**

A View from Wall Street: The Future of Pharmaceuticals **9:00 am – 10:00 am**

As many pharmaceutical companies approach patent expiration on major pharmaceuticals, many are wondering what is coming down the pipeline for big Pharma. This session will provide a market overview of the industry, compare and contrast differing patent cliffs, discuss the implementation of new drugs launches and the ongoing consolidation within the industry and what to expect for the future.

Coffee Break **10:00 am – 10:15 am**

Ask the Experts: HSCA Pharmacy Committee **10:15 am – 11:15 am**

This panel of GPO pharmacy leaders reports on committee actions including past accomplishments, current initiatives and future.

Closing Remarks **11:15 am - 11:30 am**

Meredith Young, HISC Executive Director

Pharmacy Forum Steering Committee Meeting/Working Lunch

11:30 am – 1:00 pm