

Register Today

# 2011 Prescription for Change

## National Pharmacy Forum

February 7-9, 2011 | Phoenix, Arizona  
[www.higpa.org/forum](http://www.higpa.org/forum) | [www.hisci-net.org](http://www.hisci-net.org)





## Create a *Prescription for Change*

The Health Industry Group Purchasing Association (HIGPA) and the Healthcare Industry Supply Chain Institute (HISCI) invite you to attend the 2011 National Pharmacy Forum, February 7-9, in Phoenix, Arizona.

Be at the forefront of today's leading pharmacy issues while enjoying the company of your colleagues. Gain key knowledge and the tools you need to differentiate yourself in today's competitive marketplace. Engage in lively discussion and hear about the latest issues and developments from people shaping the industry.

### **You'll Be in Good Company**

The National Pharmacy Forum brings together representatives from group purchasing organizations (GPOs), pharmaceutical companies, wholesalers, distributors, pharmaceutical benefits management firms, integrated delivery networks (IDNs), managed care organizations, hospitals, and other providers.

### **Relevant, Up-to-the-Minute Insight from Industry Leaders**

Explore the impact of recent healthcare reform at the 2011 National Pharmacy Forum.

- Make key connections with industry leaders and gain insight on the latest issues affecting GPOs, IDNs, and suppliers.
- Examine the emergence of accountable care organizations, including implementation and metrics of the new care model.
- Get a preview of the future of pharmaceuticals and how expiring patents and proprietary issues will affect the industry.
- Become an expert on the changes coming from Capitol Hill.
- Explore the shift from the hospital market to alternative off-site markets and the resulting effects.
- Learn about international pharmacy purchasing with an emphasis on purchasing in France and the United Kingdom.
- Earn CEs for attending select sessions (pending approval).

### **Featured Speakers**

- Jane Brock, MD, MSPH, Medical Officer, Quality Improvement Services, Colorado Foundation for Medical Care
- Adam J. Fein, PhD, Founder and President, Pembroke Consulting
- Mark Fendrick, MD, Professor, Internal Medicine and Health Management and Policy, and Co-Director, Center for Value-Based Insurance Design, University of Michigan
- Gary Freeman, RPh, MBA, Vice President, Pharmacy, Amerinet, Inc.
- Fred Halvachs, RPh, MA, Vice President, Pharmacy Contracting, MedAssets
- Diane Major and Melissa Schulman, Bockorny Group
- Roger Miles, BPharm, MRPharmS, Pharmaceutical Consultant
- David Munch, Executive Vice President, Chief Consulting and Clinical Officer, Healthcare Performance Partners (HPP)
- Randall Stanicky, Goldman Sachs

**Register on or before January 14, 2011 and save \$150 per person!  
Visit [www.higpa.org/forum](http://www.higpa.org/forum) or [www.hisci-net.org](http://www.hisci-net.org) to get started.**

# Preliminary Program Content, speakers, and panelists are subject to change.

## Monday, February 7

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1:15 p.m. – 1:30 p.m.

### Welcome Remarks

*Curtis Rooney, HIGPA President  
Mayur Shah and John VanEeckhout, PharmD,  
HIGPA Pharmacy Forum Steering Committee  
Co-Chairs*

1:30 p.m. – 2:30 p.m.

### Opening Keynote Speaker:

#### The Battle for Control Over Specialty Drugs

*Adam J. Fein, PhD, Founder and President,  
Pembroke Consulting*

Adam J. Fein, PhD, Founder and President of Pembroke Consulting, is one of the country's foremost experts on pharmaceutical economics and the drug distribution system. Join this lively discussion as he examines the battle for control over specialty drug spending in hospitals and community alternative care sites and the key forces of change affecting GPOs, wholesalers, payers, and patients. Learn how to position your organization for success in this dynamic part of the marketplace.

2:30 p.m. – 3:00 p.m.

### Coffee Break

3:00 p.m. – 4:00 p.m.

### Personalized Medicine: Prospects for Innovation

*Steven Leeder, PharmD, PhD, University of  
Kansas Medical Center*

Personalized medicine is a growing trend as more drug companies are enlarging their pipelines in this area. This presentation explores the spectrum of personalized medicine—from genetic testing to patient vaccine development for cancers or testing of cancer drugs against tumors for effectiveness. This session also includes an update on the current status of personalized medicine, and explores new therapeutic tools that will make drug therapy accurate and efficacious.

4:00 p.m. – 4:30 p.m.

### Coffee Break

4:30 p.m. – 5:30 p.m.

### Wall Street's View of PhRMA's Future

As more pharmaceutical companies approach patent expiration on major pharmaceuticals, many are wondering what is coming down the pipeline for big Pharma. This panel provides a market overview of the industry, and then compares and contrasts differing patent cliffs.

In addition, they discuss the implementation of new drug launches, the ongoing consolidation within the industry, and what to expect for the future.

5:30 p.m. – 7:00 p.m.

### Welcome Reception

## Tuesday, February 8

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7:30 a.m. – 8:30 a.m.

### Breakfast

8:30 a.m. – 9:30 a.m.

### What Is the Likely Outcome of Outcomes Research?

*Jane Brock, MD, MSPH, Medical Officer,  
Quality Improvement Services,  
Colorado Foundation for Medical Care*

Ensuring that suppliers and providers can work collaboratively is a critical component of enhancing quality assurance and patient care. Dr. Jane Brock discusses several pertinent quality improvement issues, including standardization of core measures, reimbursement, measures outcomes, implications of Healthcare Reform, quality improvement best practices, and more.

9:30 a.m. – 10:00 a.m.

### Coffee Break

10:00 a.m. – 11:00 a.m.

### GPO Trends and Profiles

*Tom Lennox, Senior Consultant, Health  
Strategies Group*

This session includes a comprehensive review of the pharmacy issues and trends in the GPO industry. Based on extensive quantitative and qualitative research, this session also explores critical industry trends, key market events, contracting, and compliance management. Hear strategies for member retention in the pharmacy sector and a strategic market overview.

11:00 a.m. – 11:30 a.m.

### Coffee Break

11:30 a.m. – 12:30 p.m.

### Elephants, Donkeys, and the Tea Party: What's Washington Thinking Now?

*Diane Major, Bockorny Group  
Melissa Schulman, Bockorny Group*

Hear how the November 2010 elections and recent changes in Congress have transformed the face of healthcare. Washington insiders, Diane Major and Melissa Schulman, provide



a real-time update on the current state of the nation and what's the real story on Capitol Hill. Learn about the latest developments in Washington, including breaking news in the GPO and pharmaceutical industries.

12:30 p.m. – 1:45 p.m.

**Lunch**

1:45 p.m. – 2:45 p.m.

**Value-Based Insurance Design:  
Returning Health and Wellness to the  
Healthcare Cost Debate**

*A. Mark Fendrick, MD, Professor, Internal Medicine and Health Management and Policy, and Co-Director, Center for Value-Based Insurance Design, University of Michigan*

Cost sharing plays a critical role in defining the healthcare benefit. To balance the demands for access to medical interventions with pressures to constrain costs, levels of cost sharing must be set in a manner that achieves appropriate clinical and financial outcomes. Using the Value-Based Insurance Design, patient contributions are based on the potential for clinical benefit, taking into consideration the patients' clinical condition. During this session, Dr. Fendrick reviews current containment mechanisms, examines the relationship between cost sharing and patient adherence, and discusses the misalignment of incentives between investment in disease management initiatives and individual cost sharing. Dr. Fendrick also explores the potential of a cost-sharing program for which co-pays are based on an intervention's clinical benefit, not cost, to prioritize patients' out-of-pocket expenditures, and discusses real life examples of the implementation of Value-Based Insurance Design programs.

2:45 p.m. – 3:15 p.m.

**Coffee Break**

3:15 p.m. – 4:15 p.m.

**International Pharmacy**

*Roger Miles, BPharm, MRPharmS,  
Pharmaceutical Consultant*

This session focuses on the contracting process for procuring pharmaceuticals for NHS hospitals in England following the decision to buy on a national scale. Roger Miles identifies key factors for success as well as obstacles. He also discusses possible changes to procedure that reflect changes in clinical practice and increasing pressures on drug expenditure.

4:15 p.m. – 4:30 p.m.

**Coffee Break**

4:30 p.m. – 5:30 p.m.

**What You Need to Know About  
Accountable Care Organizations**

Accountable Care Organizations (ACOs) are on the rise in the healthcare industry. Now is the time for healthcare systems to learn the key components of adapting the ACO model. Hear about the evolution and implementation of the ACO model as well as best practices of successful ACOs. Panelists also discuss the expanding role of pharmacies in ACOs, and provide an update as to what initiatives GPOs are currently undertaking with respect to ACOs.

5:30 p.m. – 7:00 p.m.

**Chairmen's Reception**

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**Wednesday, February 9**

7:30 a.m. – 8:30 a.m.

**Breakfast**

8:30 a.m. – 9:30 a.m.

**Comparative Effectiveness Research**

*Josh Feldstein, President and Medical Editor-in-Chief, MarCom Group International, Inc.*

Josh Feldstein, President and Medical Editor-in-Chief, MarCom Group International Inc., will discuss health economics, value analytics, comparative effectiveness, and the current marketing and regulatory issues impacting the industry. This knowledge should lead to the development and delivery of powerful, gold-standard, and innovative product-specific value analytic models by GPOs that will better define and articulate the value proposition of the pharmaceutical, medical-surgical devices, and commodity products being purchased by medical facility acquisition teams, and point to the dawning of a new era in value-based comparative effectiveness services to be provided by GPOs.

9:30 a.m. – 10:00 a.m.

**Coffee Break**

10:00 a.m. – 11:00 a.m.

**Ask the Experts: HIGPA Pharmacy Committee**

*Gary Freeman, RPh, MBA, Vice President,  
Pharmacy, Amerinet, Inc.*

*Fred Halvachs, RPh, MA, Vice President,  
Pharmacy Contracting, MedAssets*

*Moderator: Fred Pane, RPh, BS Pharmacy,  
FASHP, Senior Director, The Medicines  
Company*

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

# Registration and Travel Information

## Register Online at [www.higpa.org/forum](http://www.higpa.org/forum) or [www.hisci-net.org](http://www.hisci-net.org)

The 2011 National Pharmacy Forum registration fee includes tuition, course materials, selected meals, and receptions. Payment may be made by VISA, MasterCard, American Express, or bank check. Payment in full must be received before attendance at the conference. Participants who register after January 14, 2011 will incur a \$150 late registration fee, so be sure to secure your spot today.

## Early Bird Registration Rates (on or before January 14, 2011)

HIGPA or HISC Member	\$1,595
Non-Member	\$2,295

## Housing Rates and Reservations

Rooms have been set aside for Forum participants at the Ritz-Carlton Phoenix. Reservations made after January 18, 2011 are not guaranteed to receive HIGPA's discounted rate and are subject to hotel availability.

*Please note: The hotel cancellation policy requires you to cancel your reservation 72 hours in advance of arrival to avoid paying a one-night room and tax cancellation penalty.*

Ritz-Carlton Phoenix  
2401 East Camelback Road  
Phoenix, Arizona 85016  
(602) 468-0700

The room rate is \$249 per night plus tax for single/double occupancy. You can make room reservations online at [www.higpa.org/forum](http://www.higpa.org/forum). Remember to provide the code "HIGHIGA" during the reservation process. You may also make your reservation by calling (800) 542-8680. To ensure the group rate is applied to your reservation, reference the HIGPA conference rate.

## Air Travel/Car Rental Information

HIGPA has chosen Tower Travel as the preferred travel agency for the Forum. To book discounted travel, contact Tower Travel at (800) 542-9700 or visit <https://higpa-towertravel.reardencommerce.com>.

## Ground Transportation Information

The hotel is 15 minutes from the Phoenix Sky Harbor International Airport (PHX). Taxis are available to the hotel for approximately \$27 each way. To arrange taxi transportation, contact AAA Cab at (602) 437-4000; Allstate at (602) 275-8888; or Discount at (602) 266-1110. SuperShuttle operates 24 hours a day and offers airport-to-door service. To schedule a pick-up, call (602) 244-9000 or visit [www.supershuttle.com](http://www.supershuttle.com). For complete ground transportation information, visit [www.higpa.org/forum](http://www.higpa.org/forum).

## Attire

Business/casual attire is recommended for all sessions and receptions.

## Important Information

### Cancellation Policy

Registration refunds will be issued for cancellations received in writing on or before January 14, 2011. A \$250 processing fee applies to all individual registration cancellations. No refunds will be issued after January 14, 2011. If you are unable to attend the Forum, registrations may be transferred to another individual within the same organization. Name changes must be submitted in writing. Cancellations not received by the date required will not be eligible for a refund. No-shows will be billed. In addition, credits to attend future events will not be given. Individuals are responsible for changing their own housing reservations and will be subject to the hotel's own cancellation policy. We assume no liability for non-refundable transportation costs, hotel accommodations, or additional costs incurred by registrants. We reserve the right to substitute presenters and reschedule programs due to unforeseen circumstances.

### Disability Needs

In compliance with the Americans with Disabilities Act (ADA), we will endeavor to accommodate participants with a disability that require any special needs, accommodations, or requirements during the 2011 National Pharmacy Forum. Contact HIGPA Headquarters at [info@higpa.org](mailto:info@higpa.org) by January 14, 2011 with your request and we will assist you.

# Registration Form

## Contact Information

Mr.  Ms.  Dr. \_\_\_\_\_

Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**I am a(n):**  GPO  Supplier  IDN  First-Time Attendee  Distributor  Other \_\_\_\_\_

## Registration Fees

On or Before January 14:  Member \$1,595  Non-Member \$2,295

After January 14:  Member \$1,745  Non-Member \$2,445

## Payment Information

Total \$ \_\_\_\_\_ Number of Registrants \_\_\_\_\_

Check  VISA  MasterCard  American Express

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Cardholder's Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Fax completed form to (202) 367-2162 or mail form with check to  
HIGPA Department 3122, Washington, DC 20042-3122  
Please make checks payable to HIGPA.

For more information visit [www.higpa.org/forum](http://www.higpa.org/forum),  
[www.hisci-net.org](http://www.hisci-net.org), or call (202) 367-1162.

# Forum Sponsors

## Gold Level



## Bronze Level



## Internet Café



## About HIGPA

HIGPA is a broad-based trade association that represents 16 group purchasing organizations, including for-profit and not-for-profit corporations, purchasing groups, associations, multi-hospital systems, and healthcare provider alliances. HIGPA's mission is to advocate on behalf of healthcare group purchasing organizations, to provide educational opportunities designed to improve efficiencies in the purchase, sale, and utilization of all goods and services within the health industry, and to promote meaningful dialogue among GPOs. For more information, visit [www.higpa.org](http://www.higpa.org).



## About HISCI

HISCI is a collaborative association that represents the entire healthcare supply chain, including suppliers, manufacturers, and group purchasing organizations. HISCI's mission is to be a performance improvement organization dedicated to improving and increasing efficiencies within the healthcare supply chain through best practice sharing, education, and networking. It is the only organization that brings together all elements of the supply chain to help improve the healthcare industry. For more information, visit [www.hisci-net.org](http://www.hisci-net.org).

## 2011 National Pharmacy Forum Steering Committee

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Committee Co-Chair  
National Customer Marketing Manager  
Institutional and Federal Accounts  
sanofi-aventis

### John VanEckhout, PharmD

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**HEALTH INDUSTRY GROUP  
PURCHASING ASSOCIATION**

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[www.hisci-net.org](http://www.hisci-net.org).**

Join us for the National Pharmacy Forum in  
Phoenix and gain key knowledge and the tools  
you need to differentiate yourself in today's  
competitive marketplace.



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