



The Foundation for Managed Care Pharmacy Presents

Expanding the Scope of P&T Committees: The Impact of CER and Health Care Reform on Technology Assessment **A Symposium for the Pharmaceutical and Biotech Industries**

Tuesday, April 6, 2010 – 12:00 pm to 5:00 pm,
San Diego Convention Center
San Diego, California

Dear Colleague:

The Foundation for Managed Care Pharmacy is pleased to invite you to attend this symposium for the Pharmaceutical and Biotech Industries

Don't Wait, Register Now!! Register by Monday, March 15 to earn the Early Bird Discount. Group discounts are available. Online Registration Closes Monday, March 29, 2010. Onsite registration only after March 29.

Health care in America is at a turning point with the cost of care rising with no corresponding increase in the quality of care. New technologies, including prescription drugs and medical devices, are a major driver of these cost increases, which have grown by an estimated 71% since 2000. It is unknown whether the marketplace incentives, programmatic and organizational changes contained in health care reform legislation will lead either to clinical decisions that are in the patients' best interests or to public health enhancements. With the inclusion of funding for comparative effective research (CER) in recent federal stimulus legislation and inclusion in both House and Senate health care reform bills, many stakeholders think that CER can inform and promote significant changes in care and outcomes by having a direct effect on clinical decisions. However, there is a widespread lack of understanding about the impact of CER. Numerous Western countries have instituted CER in one form or another to prevent perverse incentives from inadvertently harming patients and to improve health care efficiency and quality. Also, both the Institute of Medicine (IOM) and Federal Coordinating Council on Comparative Effectiveness Research Priorities rankings give high priority to healthcare delivery, procedures and devices, not pharmaceuticals.

- Will the results of CER in these non-pharmaceutical areas expand the scope of P&T committees to include other technologies, service areas and treatment modalities?
- How will CER impact value-based benefit design?
- How can this information be best provided to physicians for patient-level treatment decisions and to managed care decision-makers and employers for coverage policy decisions?
- What types of CER studies will prove useful to P&T committees and other decision makers?
- What investments and incentives will be necessary to improve our capacity to develop evidence?
- What types of studies should industry sponsor? How can they maximize credibility to payers?
- In light of the CER movement, what is the future of rebates?

These are just a few of the questions that the keynote presenters and reactor panelists will address. FMCP will assemble an expert faculty and group of panelists from the pharmaceutical industry and your customers in managed healthcare systems to join you in a lively discussion on these and similar issues that will impact technology assessment in the short and long term. Don't miss this opportunity!

The symposium will be held on Tuesday, April 6, 2010 at the San Diego Convention Center in San Diego, California

A separate fee and registration is required. Register by Monday, March 15 to earn the Early Bird Discount. Group discounts are available. Cancellation fees will apply.

[CLICK HERE](#) for complete program details and to Register Online or go to FMCP's website at www.fmcenet.org

WHO SHOULD ATTEND? This symposium is designed for representatives of pharmaceutical and biotech manufacturers and their consultants and other health care professionals who have an interest in advancing the evidence base for healthcare technology assessment.

CANCELLATIONS: If you cancel before March 26, 2010, you will be charged a \$100.00 cancellation fee and refunded the balance of your registration fee. No refunds will be issued for cancellations received after March 26, 2010. No refunds for No Shows.

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**April 6, 2010
San Diego Convention Center
San Diego, California
- AGENDA -**

- 12:00pm - 1:00pm** **Check-In, On-Site Registration and Buffet Lunch**
➤ Lunch sponsored by the National Pharmaceutical Council (NPC)
- 1:00pm - 1:05pm** Welcome and Opening Remarks
Cynthia J. Pigg, RPh, MHA, Executive Director & CEO, Foundation for Managed Care Pharmacy, Alexandria, VA
- 1:05pm – 1:15pm** Introduction of Topic and Speakers
Sean D. Sullivan, PhD, Professor of Pharmacy, Public Health and Medicine and Director, Pharmaceutical Outcomes Research and Policy Program, University of Washington, Seattle, WA
- 1:15pm – 2:00pm** The IOM and FCC Comparative Effectiveness Research Priorities: Implications for Decision Makers
Joshua S. Benner, PharmD, ScD, Research Director, Engelberg Center for Health Care Reform, The Brookings Institution, Washington, DC
- 2:00pm – 2:45pm** CER Done Right: Implications for the Pharmaceutical and Biotech Industries
Michael del Aguila, PhD, Director, Biometrics, Health Outcomes and Payer Support, U.S. Medical Affairs, Genentech, South San Francisco, CA
- 2:45pm - 3:00pm** **Refreshment Break**
➤ Refreshment Break Sponsored by Xcenda, an AmerisourceBergen Specialty Group company
- 3:00pm - 4:15pm** **Reactor Panel – Expanding the Scope of P&T Committees**
Panelists:
➤ **Kristin Begley, PharmD, National Pharmacy Practice Leader, Health Management Consulting Practice, Hewitt Associates, Lincolnshire, IL**
➤ **Bryan R. Luce, PhD, MBA, Senior Vice President, Science Policy, United BioSource Corporation, Bethesda, Maryland**
➤ **Michael A. Nameth, RPh, Executive Vice President Specialty Pharmacy and PBM, Walgreens Specialty Pharmacy, Carnegie, PA**
➤ **T. Jeffrey White, PharmD, MS, Director, Drug Evaluation and Clinical Analytics, WellPoint, Thousand Oaks, CA**
○ **Panel Moderator: Sean D. Sullivan, PhD**
- 4:15 pm - 5:00pm** **Audience Q&A Session**
Q&A Session Moderator: Sean D. Sullivan, PhD
- 5:00 pm** **Adjourn**



PARTICIPANT REGISTRATION FORM
Expanding the Scope of P&T Committees: The Impact of CER and Health Care Reform on Technology Assessment

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 San Diego, California

Check in, Onsite Registration and Lunch – 12:00pm – 1:00pm

REGISTER AND PAY IN FULL BY MARCH 15, 2010 AND RECEIVE THE EARLY BIRD DISCOUNT

Please print or type clearly. * Required Information

*Full Name (as printed on credit card)	EARLY BIRD DISCOUNT: Cost per attendee: \$375.00 To take advantage of this discount registration and full payment must be received by March 15, 2010
*Credentials: (please <input checked="" type="checkbox"/> all that apply) <input type="checkbox"/> MS/MBA/MHA <input type="checkbox"/> PhD <input type="checkbox"/> MD / <input type="checkbox"/> DO <input type="checkbox"/> PharmD <input type="checkbox"/> RPh <input type="checkbox"/> Other	
*Job Title:	FULL REGISTRATION (From March 16 to March 29 and On-Site) Cost per attendee: \$450.00
*Employer:	
* <u>Billing Address for credit card:</u>	GROUP DISCOUNTS: 5 to 9 employees from the same company registering at the same time receive a 10% discount. 10 or more from the same company registering at the same time receive a 15% discount. (Each registrant must submit a copy of this form or register online at the same time)
*City, State, Zip Code:	
* Email:	
*Direct Telephone:	
Direct Fax:	METHOD OF PAYMENT Payment may be made by check (payable to Foundation for Managed Care Pharmacy or FMCP in U.S. funds drawn on a U.S. bank), Visa, MasterCard or American Express. A \$25 fee will be charged on all returned checks. Groups must supply registration and credit card information for each person.

CANCELLATIONS/REFUNDS Registration cancellations must be received in writing on or before March 26, 2010. A \$100 administrative fee will be assessed on all cancellations. No cancellation/refund requests will be accepted after March 26, 2010.

SUBSTITUTIONS: Registration substitutions will be accepted with written notification to FMCP no later than March 26, 2010 from the original registrant. A \$30 administrative fee will be assessed on all substitutions. Only one substitution per registrant is allowed. No registration transfers to other AMCP or FMCP programs.

PAYMENT OPTIONS: Check enclosed for \$ _____ (payable to FMCP in U.S. funds drawn on a U.S. bank)

Charge \$ _____ to my: Visa MasterCard American Express (credit card will be charged immediately)

Card Number _____ Exp: _____

Name on Card (print) _____

Signature _____ (required for credit card users)

5. Hotel, Travel and Meals: Program participants are responsible for their own hotel and travel costs in conjunction with this program and the AMCP Annual Meeting and Showcase. **Registration for the AMCP Annual Meeting is not required; however, Annual Meeting hotel rates are only available to Annual Meeting registrants.** Register for the Annual Meeting and Showcase online at www.amcp.org. A buffet lunch will be served for forum participants beginning at 12:00 Noon. Your registration for this seminar will be confirmed via e-mail. If you need additional information, contact FMCP staff members Ebony Clay or Richard Fry at (703) 683-8416.

6. If special assistance or dietary needs are required, please indicate them here:

Please FAX or mail your completed Registration Form and payment by March 29, 2010 to:
Ebony Clay, FMCP, 100 N. Pitt Street, Suite 400, Alexandria, VA 22314 • FAX: (703) 683-8417
Registration is not available by phone. After March 29, anyone wishing to attend must register on site.