



Copay Accumulator Summit

Stay on the Pulse of Emerging Trends in PBM Restrictions

December 13, 2018 • DoubleTree by Hilton Center City • Philadelphia, PA

Realign Access Strategies with Dynamic Discussions on Topics Including:

- Cost-shifting trends in drug plan benefit design and cost management
- Payment technology to manage the impact of copay accumulator programs
- Stakeholder insights on managing patient access and adherence challenges
- Cross-departmental perspectives and challenges for manufacturers
- Strategies to promote patient education and informed discussion
- The future of PBM restrictions, payer access and copay reform

Conference Chairman:



Matt Spiewakowski, Director, Payer Marketing, **EMD Serono**

Spark Discussions with Influential Industry Leaders:



Eric Grunnet, President, **Leap Forward Consulting Group**



Sheila Arquette, Executive Director, **NASP (National Association of Specialty Pharmacy)**



Steven Pitts, Senior Director, Payer Accounts, **Jazz Pharmaceuticals**



Gina Murdoch, President and CEO, **Multiple Sclerosis Association of America**



Robin Kahn, Associate Director, Employer Marketing, **AbbVie**



Alex Keeton, Director, Policy Research and Analytics, **BIO**



Chris Dowd, Executive Vice President, Market and Product Development, **ConnectiveRx**



Bob Raffo, President and CEO, **FirstView**



James Romano, MPA, MBA, Director, Government Relations, **PSI (Patient Services Incorporated)**



Madelaine Feldman, M.D., President, **CSRO (Coalition of State Rheumatology Organizations)**



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Why Attend?

As the adoption of copay accumulators and maximizers becomes widespread, so does the need for pharmaceutical manufacturers to ensure a comprehensive understanding of the impact to the commercially insured patient population. CBI's **Copay Accumulator Summit** convenes stakeholders from across the life sciences community to discuss the growing trend of cost-shifting pharmacy benefits and strategies to enhance patient access, adherence and financial support.

What's the Buzz?



“A survey by the National Business Group on Health (NBGH), which represents large corporate employers, showed that 17% of respondents said they were currently using a copay accumulator program. Another 18% of respondents are considering using one next year or in 2020.” — *Reuters.com*

“Advocates for people with HIV and AIDS say copay accumulators are cropping up in their patients' plans and beginning to cause patients trouble. Drugs to treat HIV typically don't have generic alternatives.”

— *npr.org*

“44% of commercial lives are enrolled in plans with copay accumulators. Almost two thirds (28% out of 44%) of these lives are in plans that have implemented accumulators for 2018.”

— *Zitter Health Insights*

“If the Zitter figures are accurate, the financial consequences for manufacturers will be severe. I wonder how many companies have budgeted for 100% utilization of their copay offset programs by an unexpectedly larger share of patients.” — *DrugChannels.com*

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THURSDAY, DECEMBER 13, 2018

7:30 *Conference Registration and Networking Breakfast*

8:30 *Conference Chairman's Welcome and Opening Remarks*



Matt Spiewakowski, Director, Payer Marketing, EMD Serono

8:40 **STATE OF THE INDUSTRY**
Evolution and Emergence of Accumulators Adjustment

- Review the rise in copay accumulator programs and forecast what is to come
- Evaluate stakeholder positions and opinions (PBMs, manufacturers, advocates, patients, doctors)
- Gauge the audience opinion on impacts and plan design
- Take a closer look at patient and HCP impressions



Chris Dowd, Executive Vice President, Market and Product Development, ConnectiveRx

9:20 **PANEL DISCUSSION**
Measure the Impact of Copay Accumulator Programs on Patients and Manufacturers

- Understand the nuances in these programs and their impact
- Assess PBM readiness to implement these programs
- Evaluate the increased cost of access to ensure patients are able to get on and stay on therapy

MODERATOR:



Eric Grunnet, President, Leap Forward Consulting Group

PANELISTS:



Robin Kahn, Associate Director, Employer Marketing, AbbVie



Alex Keeton, Director, Policy Research and Analytics, BIO



Melinda Haren, R.N. Senior Director, Access Strategies, Zitter Health Insights

10:05 *Networking and Refreshment Break Hosted by:* 

10:35 **Digging Deeper into the Data to Identify Trends within Copay Support Programs**

- Review the year of accumulator models through data
- Share therapeutic-specific differences
- Highlight the impact of support on accumulator patients
- Discover the patient voice through market research
- Provide key insights in terms of trends for 2019
- Identify Anomalous Activity
- Reinforce the importance of program design to help combat abuse



Arran Stranding, Senior Manager, Market Intelligence, RxCrossroads by McKesson

11:20 **POWER PANEL**

Stakeholder Insights — Manage Patient Access and Adherence Challenges

- Address and overcome challenges in being able to effectively support patient programs
- Develop strategies to understand and work symbiotically to ensure patients have access to medications
- Manage challenges of drug access and affordability

MODERATOR:



James Romano, MPA, MBA, Director, Government Relations, PSI (Patient Services Incorporated)

PANELISTS:



Sheila Arquette, Executive Director, NASP (National Association of Specialty Pharmacy)



Gina Murdoch, President and CEO, Multiple Sclerosis Association of America



Gerard Rivera, Chief Executive Officer, Pacific Pharmacy Group and Rx Experts



Kollet Koulianos, MBA, Senior Director, Payer Relations, National Hemophilia Foundation

12:30 *Networking Luncheon*

1:30 **Promoting Patient Education and Informed Discussion to Encourage Adherence**

- Discuss the need for viable solutions to ensure patients have continuous access to medication
- Evaluate the need for insurance companies and policy makers to notify patients when company accumulators are incorporated into benefits
- Address concerns that patients will forego treatments as a result of copay accumulators



Madelaine Feldman, M.D., President, CSRO (Coalition of State Rheumatology Organizations)

2:15 **LIVE POLLING**
Beyond the Debit Card — Payment Technologies for Copay Accumulator Programs

- Hear what PayTech is and how it integrates with affordability and access programs
- Evaluate the differences and pros/cons between payment options, including:
 - * debit cards
 - * push payout
 - * ACH
 - * private network
- Gain insight into how different payment options can be leveraged to address accumulators
- Discuss considerations in choosing a PayTech service provider



Bob Raffo, President and CEO, FirstView

3:00 *Networking and Refreshment Break*

3:30 **Copay Needs to Innovate — Get Ready to Face New Challenges**

- Discuss the evolving payer control landscape and new options for employer sponsored benefit designs
- Overcome challenges in the identification of patients and claims impacted by accumulator adjusters and copay optimizers
- Identify forecasting and budget implications of expanded program utilization
- What's next?



Luke Greenwalt, General Manager,
IQVIA's US Patient Access & Affordability Solutions

4:15 **CHOOSE BETWEEN TWO INTERACTIVE BREAKOUT DISCUSSIONS (A-B)**

BREAKOUT A
Cross-Departmental Perspectives and Challenges for Pharmaceutical Companies

This session offers an in-depth look at the various teams and how they are impacted by accumulators (through the lens of individual attendees). Participants will “dig deep” and examine the viewpoints of legal, compliance, operations, market access and finance to provide a more salient understanding of the issues each group faces.

- I. **Legal and Compliance**
 - What are the legal issues surrounding these programs?
- II. **Operations**
 - How do copay accumulators impact internal programs for marketing and operations?
 - What tracking mechanisms are in place to determine the impact of an accumulator on a patient support program?
 - Should the distribution model be adjusted to counter copay assistance programs?
 - Can a debit card be utilized instead of a copay card to minimize the ability to track?
- III. **Finance**
 - How do you forecast/plan for the impact of accumulators?
- IV. **Market Access**
 - How do new payer controls impact your market access and patient services strategies?
 - Do programs have a cap? If so, how much?
 - When does a typical patient usually exhaust the cap?
 - Are there any alternatives to copay assistance if the cap is reached?

FACILITATORS:



Steven Pitts, Senior Director, Payer Accounts,
Jazz Pharmaceuticals



Gerard Rivera, Chief Executive Officer,
Pacific Pharmacy Group and Rx Experts

BREAKOUT B
Manufacturer Closed Door Summit — Examine and Map Out the Financial Impacts of Copay Accumulator Plans*

Pharmaceutical manufacturers and their patients will be hit financially due to copay accumulator plans, therefore finding the keys to navigate these plans is paramount to achieving financial security.

- Examine tactics to improve awareness within insurance plans that include copay accumulator clauses
- Develop strategies for better pharmaceutical financial awareness programs tied to healthcare plans
- Benchmark with colleagues to find innovative ways to conquer the financial impacts of these programs

FACILITATOR:



Rick Fry, Vice President of Client Services,
TrialCard

** The Manufacturer Closed Door Summit is only open to attendees from pharmaceutical/biotech companies. Qualification screenings may be conducted. Final eligibility approval is at the discretion of CBI. Other restrictions may apply.*

5:15 *Close of Conference*



NETWORKING, WINE AND CHEESE RECEPTION





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Copay Accumulator Summit

PC18484

REGISTRATION FEE:

	ADVANTAGE PRICING	Standard	Onsite
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Register by November 2, 2018 and SAVE \$200. Fee includes continental breakfast, lunch, wine and cheese reception, refreshments and conference documentation. Credit Card (Visa, MC, AMEX, Discover) or checks accepted. Please make checks (in U.S. funds drawn on a U.S. bank) payable to: CBI. (No personal checks accepted.) PLEASE NOTE: All advertised discounts are taken from the full, Standard Rate.

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VENUE:

DoubleTree by Hilton Center City
237 South Broad Street
Philadelphia, PA 19107
Reservations: (800) 222-8733
Hotel Phone: (215) 893-1600

ACCOMMODATIONS:

To receive CBI's special discounted hotel rate online or by phone, please go to:

- **Online:** www.cbinet.com/accumulators
- **Phone reservations:** (800) 222-8733 and mention CBI's Copay Accumulator

Book Now! The DoubleTree by Hilton Center City is accepting reservations on a space and rate availability basis. Rooms are limited, so please book early. All travel arrangements subject to availability.

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