

INNOVATION AND COST MANAGEMENT

CRYSTAL CITY HYATT REGENCY (adjacent to reagan national airport) Arlington, Virginia December 8-10, 1999

SPONSORED BY

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INNOVATION AND COST MANAGEMENT

WEDNESDAY, DECEMBER 8, 1999

9:00 A.M. - 7:00 P.M.

EARLY REGISTRATION

10:00 A.M. - 5:00 P.M.

MEDICAL DIRECTOR SUMMIT INVITATION ONLY; SPACE LIMITED

1:00 P.M. - 5:00 P.M.

PRECONFERENCE SYMPOSIA

OPTIONAL; SPACE LIMITED

1. HEALTH CARE PROVIDER STRATEGIES IN PHARMACEUTICAL QUALITY AND COST MANAGEMENT – AN OVERVIEW FOR HEALTH CARE EXECUTIVES AND BOARD MEMBERS

Angelo Giambrone, Ph.D. President, UniHealth Ventures Pharmacy Service Burbank, CA

Richard E. Dixon, M.D., FACP Director, Physician Practice Services The Lewin Group, and Medical Director, National IPA Coalition San Francisco, CA (Moderator)

2. WHAT PHARMACEUTICAL PRODUCT REPRESENTATIVES NEED TO KNOW ABOUT THE HEALTH CARE MARKET

Lester Cordes, M.D. Medical Director, Santa Cruz Group Santa Cruz, CA

Molly Coye, M.D., M.P.H. Senior Vice President, The Lewin Group San Francisco, CA (Moderator)

3. SCIENTIFIC AND CLINICAL DEVELOPMENTS THAT WILL DEFINE THE FUTURE OF PHARMACEUTICALS

Edward F. X. Hughes, M.D., M.P.H. Professor of Health Services Management Kellogg Graduate School of Management Northwestern University Evanston, IL

4. INNOVATION IN PHARMACEUTICAL DISTRIBUTION – WHOLESALE, RETAIL, MAIL ORDER AND INTERNET Stephen Roath

President, Longs Drugs

Name to be Supplied Representative, Drugstore.com

Dale Bystrom General Manager, Rx America Salt Lake City, UT

David Gibson, M.D. President, Perigee Systems Sacramento, CA (Moderator)

5. WALL STREET'S PERSPECTIVE ON THE FUTURE OF THE PHARMACEUTICAL SECTOR Paul A. Brooke

Managing Director, Tiger Management LLC New York, NY

Lawrence C. Marsh, CFA Senior Vice President, Lehman Brothers New York, NY

Gayatri Sondhi Vice President, The Boston Consulting Group New York, NY

Steven Tighe First Vice President and Senior Pharmaceutical

Analyst, Merrill Lynch New York, NY

Peter N. Grant, J.D., Ph.D. Partner, Davis Wright Tremaine LLP Seattle, WA and San Francisco, CA (Moderator)

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INNOVATION AND COST MANAGEMENT

THURSDAY, DECEMBER 9, 1999



7:00 а.м.	REGISTRATION AND CONTINENTAL BREAKFAST	•	CONCURRENT	SESSIONS 11:00 A.M 12:00 NOON
8:00 a.m.	WELCOME AND INTRODUCTION Molly Joel Coye, M.D., M.P.H. Senior Vice President, The Lewin Group San Francisco, CA	1A	Advanced Industry Overview: Trends in Pharmaceutical Production and Use in the United States Robin Emigh, RPH, MBA	
	Peter N. Grant , J.D., Ph.D. Partner, Davis Wright Tremaine LLP Seattle, WA and San Francisco, CA	• • •		Vice President, Communications IMS Health/Emron Palatine, IL
	(Congress Co-Chairs) PANEL DISCUSSION AND PRESENTATIONS REGARDING THE FUTURE OF PHARMACEUTICALS IN MEDICAL CARE The Implications of Medical Research and Clinical Innovations	• • • • • •	1 B	IMPLICATIONS OF PHARMACEUTICAL INNOVATION: ONCOLOGY TREATMENT William McGivney, Ph.D. Chief Executive Officer National Comprehensive Cancer Network Rockledge, PA
	William B. Schwartz, M.D. Professor of Medicine, USC School of Medicine and Author of <i>Life Without Disease: The Pursuit</i> of Medical Utopia Los Angeles, CA	1C	1C	Access to Pharmaceuticals: Health and Economic Effects of Pharmaceutical Coverage Stephen Soumerai, ScD Director, Drug Policy Research Program, Harvard
	Opportunity and Challenges of Rapid Clinical Success and Pharmaceutical Innovation			Medical School and Harvard Pilgrim Health Care Boston, MA
	Karen Williams President, National Pharmaceutical Council Reston, VA	• • •	1 D	PHARMACY BENEFITS COVERAGE: A FRAMEWORK FOR PHARMACEUTICAL BENEFITS COVERAGE DECISIONS Lynn Bosco, M.D., M.P.H.
	 Policy and Political Considerations in Extending Drug Benefit Coverage Daniel Mendelson Associate Director for Health and Personnel Office of Management and Budget Washington, D.C. 	• • •		Medical Officer, Center for Outcomes and Effectiveness Research Agency for Healthcare Policy
		• • • •		Washington, D.C. Judith A. Cahill Executive Director
	Pharmaceutical Industry Structure and Relationships	•		Academy of Managed Care Pharmacy Alexandria, VA
Paul A. Brooke Managing Director, Tiger Management LLC New York, NY 10:30 A.M. – 11:00 A.M. BREAK		•	1 E	CONSUMER VALUATION OF PHARMACEUTICAL IMPACT Lisa Egbuonu-Davis, M.D., MPH Vice President, Outcomes Research and Medical Services, Pfizer, Inc. New York, NY
		• • • • • • • • •	1F	PHARMACEUTICAL QUALITY/COST MANAGEMENT: ADVANCED STRATEGIES FOR IPAS AND MEDICAL GROUPS Jerry Coil Vice President, Management Care Operations PhyCor/North American Medical Management Emeryville, CA

INNOVATION AND COST MANAGEMENT

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1 G	Law: Antitrust Enforcement in the Pharmaceutical Sector	• CONCURRENT	SESSIONS	3:30 р.м. – 4:30 Р.М.
	Richard Feinstein , Esq. Assistant Director, Healthcare Services and Products Division, Bureau of Competition Federal Trade Commission Washington, D.C.	2A	BENE Micha Presid Pharm	nacy Benefit Management Institute, Inc.
1H	REGULATION: UPDATE ON FOOD AND DRUG Administration Regulation of Pharmaceuticals	. 2B	IMPL	dale, AZ ICATIONS OF PHARMACEUTICAL VATION:
12:00 NOO	Michael A. Friedman, M.D. Deputy Commissioner for Operations Food and Drug Administration Rockville, MD	2C	Рнак Marc Profes	OMICS AND ETHICS OF INTERNATIONAL MACEUTICAL PRICING J. Roberts, Ph.D. asor of Political Economy rd School of Public Health
	Press Coverage of the Pharmaceutical Enterprise	•		ridge, MA
	Robert Bazell Network Correspondent, NBC News, and Author of Her-2: The Making of Heraptin, a Revolutionary Treatment for Breast Cancer New York, NY	2D	of Pr The B John Direct	CY: THE ECONOMICS AND POLITICS HARMACEUTICAL COVERAGE FOR ELDERLY Rother For, Legislation and Public Policy ican Association of Retired Persons
	Ron Winslow	•		ngton, D.C.
	Health & Medicine Reporter, <i>Wall Street Journal</i> New York, NY John K. Iglehart Founding Editor, <i>Health Affairs Journal</i> Project Hope Washington, D.C. (Moderator)	2E	Mana Risk- Amon PBMs Gorde Princi	MACEUTICAL QUALITY/COST GEMENT: STRUCTURING INNOVATIVE SHARING/REBATE ARRANGEMENTS IG PHARMACEUTICAL MANUFACTURERS, S AND HEALTH PLANS On T. Carey, M.S., M.B.A. pal, Towers Perrin York, NY
1:30 р.м 2:15 р.м.	THE ECONOMIC IMPLICATIONS OF MEDICARE COVERAGE OF OUTPATIENT PHARMACEUTICALS Stuart Altman, Ph.D. Sol C. Chaikin Professor of National Health Policy, Institute of Health Policy, Heller Graduate School, Brandeis University Waltham, MA	2F	MANA FOR H Bonni Area V McKe	MACEUTICAL QUALITY/COST GEMENT: ADVANCED STRATEGIES HOSPITALS ie Senst Vice President, Pharmacy Practice Consulting sson HBOC Med/Management lyn Park, MN
2:15 р.м 3:00 р.м.	THE ECONOMICS OF PHARMACEUTICAL PRODUCTION, SALES AND USE Robert Rubin, M.D. President and Chief Operating Officer The Lewin Group Washington, D.C.	2G	FRAU Josep Chief, Federa	INVESTIGATING PHARMACEUTICAL b , Waste and Abuse h Ways Healthcare Fraud Unit, al Bureau of Investigation ngton, D.C.
3:00 р.м	3:30 р.м. ВREAK	2H	REGU ENTE Richa Danie Unive	ILATION: THE FDA'S ROLE IN ILATING THE PHARMACEUTICAL RPRISE rd A. Merrill, Esq. I Caplin Professor of Law rsity of Virginia School of Law, and er Chief Counsel, FDA

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Charlottesville, VA

INNOVATION AND COST MANAGEMENT

THURSDAY, DECEMBER 9, 1999

PROGRAM

3F

4:30 р.м. – 4:45 р.м.	IRANSIIION	BREAK

CONCURRENT SESSIONS 4:45 P.M. - 5:45 P.M.

3A Advanced Industry Overview: Scientific, Regulatory and Legislative Aspects of Generic Pharmaceutical Development and Sale

> **Robert S. Milanese**, M.B.A. President National Association of Pharmaceutical Manufacturers Garden City, NY

> **Leon Shargel**, Ph.D. Vice President and Technical Director National Association of Pharmaceutical Manufacturers Garden City, NY

- 3B PHARMACEUTICAL QUALITY/COST MANAGEMENT: USING INFORMATION TECHNOLOGY TO MANAGE PHARMACY RISK David Gibson President, Perigee Systems Sacramento, CA
- 3C PHARMACEUTICAL COST/QUALITY MANAGEMENT: THE IMPLICATIONS OF RESTRICTIVE FORMULARIES ON CLINICAL OUTCOMES AND COSTS

Susan Horn, Ph.D. Senior Scientist Institute for Clinical Outcome Research Salt Lake City, UT

3D POLICY/OPERATIONS: THE ROLE OF PHARMACISTS IN MANAGING PHARMACEUTICAL COSTS

> **Richard Fry**, R. Ph. Director of Pharmacy Affairs Academy of Managed Care Pharmacy Alexandria, VA

3E PHARMACEUTICAL QUALITY/COST MANAGEMENT: MANAGING DISEASE AND PATIENT EXPECTATION

> Jeff Warren Senior Director, Health Care Management Business Development, Health System Development Park-Davis Parsipany, NJ

PHARMACEUTICAL QUALITY/COST MANAGEMENT: STRATEGIES TO MANAGE PHARMACY RISK THROUGH PROVIDER ORGANIZATION STRUCTURE AND FINANCIAL ALIGNMENT

Thomas Mayer, M.D., M.B.A. Executive Director, Managed Care Institute for Healthcare Advancement, and Former Vice President, Medical Affairs, Friendly Hills Healthcare Network Huntington Beach, CA

3G LAW: FEDERAL FRAUD AND ABUSE RISKS IN PHARMACEUTICAL DISTRIBUTION AND SALE James Sheehan, Esg.

Assistant U.S. Attorney, Chief, Civil Division Eastern District of Pennsylvania Philadelphia, PA

3H REGULATION: HOT TOPICS IN THE **REGULATION OF PHARMACEUTICALS Peter Barton Hutt**, Esq. Partner, Covington & Burling, and Former Chief Counsel, FDA Washington, D.C.

5:45 P.M. ADJOURNMENT

6:15 P.M. NETWORKING RECEPTION

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INNOVATION AND COST MANAGEMENT

FRIDAY, DECEMBER 10, 1999

PROGRAM

7:00 а.м.	CONTINENTAL BREAKFAST	•	4C	ACCESS TO PHARMACEUTICALS: ARRANGING FOR FREE PHARMACEUTICALS FOR
8:00 A.M.	WELCOME	•		FOR FREE PHARMACEUTICALS FOR UNINSURED PATIENTS THROUGH
	Molly Coye, M.D., M.P.H.	•		MANUFACTURER'S PATIENT ASSISTANCE
	Senior Vice President, The Lewin Group	•		Programs
	San Francisco, CA	•		Anne Adami, R.N., M.S.
	Peter N. Grant, J.D., Ph.D.	•		Executive Director, Medbank, Inc.
	Partner, Davis Wright Tremaine LLP	•		Savannah, GA
	Seattle, WA and San Francisco, CA	•		Herbert McKenzie
		•		President of the Board of Directors
	Co-Moderators	•		Medbank, Inc., and Former CEO
8·00 A M -	THE IMPLICATIONS OF PHARMACEUTICAL	•		Sterling Winthrop's Consumer Health Group
9:00 А.М.	INNOVATION AND COSTS FOR THE FUTURE OF AMERICAN MEDICAL CARE	• •		Savannah, GA
	Alan Holmer	•	4D	PHARMACEUTICAL BENEFITS COVERAGE:
	President	•		How Coverage Decisions are Made -
	Pharmaceutical Research and Manufacturers	•		THE CASE OF VIAGRA AND COX-2 AGENTS
	of America	•		Peter Juhn, M.D.
	Washington, D.C.	•		Executive Director, Care Management Institute
		•		Kaiser Permanente
9:00 а.м.— 9:45 а.м.	PURCHASER INITIATIVES IN PHARMACEUTICAL QUALITY AND COSTS	•	45	Oakland, CA
	Mary Jane England, M.D.	•	4E	PHARMACEUTICAL QUALITY/COST MANAGEMENT: REDUCING PHARMACEUTICAL
	President	•		EXPENSES WHILE MAINTAINING QUALITY
	Washington Business Group on Health	•		PATIENT CARE OUTCOMES IN THE ACUTE
	Washington, D.C.	•		CARE SETTING
0.45	WHERE THE BUCK STOPS: HEALTH PLAN	•		Bruce F.Weiner, M.S., R.Ph., FASHP
	COVERAGE AND MANAGEMENT OF	•		Senior Formulary Management Consultant
	PHARMACEUTICAL COSTS	•		Becton Dickinson Consulting & Services Group
	Karen Ignagni	•		Boston, MA
	President	•	4F	PHARMACEUTICAL QUALITY/COST
	American Association of Health Plans	•		MANAGEMENT: APPLYING PHARMACEUTICAL
	Washington, D.C.	•		CARE GUIDELINES TO COMMON OUTPATIENT CONDITIONS
10:30 а.м	- 11:00 A.M. BREAK	•		Richard Liliedahl, M.D.
		•		Principal, Milliman & Robertson
CONCURRENT	SESSIONS 11:00 A.M 12:00 NOON	•		Seattle, WA
4A	Advanced Industry Overview: The	•	4G	Law: NEGOTIATING PHARMACEUTICAL
	DETAILING AND DIRECT TO CONSUMER	•		RISK ARRANGEMENTS
	EXPLOSION	•		Noah Rosenberg, Esq.
	Joy Scott	•		Partner, Rosenberg & Kaplan
	Chief Executive Officer	•		Los Angeles, CA
	Scott-Levin	•	4H	REGULATION: FEDERAL PHARMACEUTICAL
	Newtown, PA	•	411	PRICE CONTROLS – MEDICAID, VA, DOD AND PUBLIC HEALTH SERVICES GRANTEES
4B	STATE POLICY: PHARMACEUTICAL INNOVATION AND COST MANAGEMENT – THE IMPLICATIONS	•		Donna A. Boswell, Esq.
	FOR MEDICAID AND STATES	•		Partner, Hogan & Hartson L.L.P.
	Christine Grant, J.D., M.B.A.	•		Washington, D.C.
	Commissioner of Department of Health and Senior	•		washington, D.C.
	Services, State of New Jersey	•		
	Trenton, NJ	•		
	1101100119 1 10	•		

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FRIDAY, DECEMBER 10, 1999

PROGRAM

5E

12:00 NOON- 1:30 P.M.	LUNCHEON AND	PRESENTATION

Pharmaceutical Innovation and Costs and the Future of America's Health System

Professor Uwe Reinhardt, Ph.D. James Madison Professor of Political Economy Princeton University Princeton, NJ

1:30 P.M. - STRATEGIES FOR HEALTH CARE PROVIDERS TO 3:00 P.M. MANAGE PHARMACEUTICAL COSTS AND QUALITY

Richard E. Dixon, M.D. Director, Physician Practice Services The Lewin Group San Francisco, CA

Noah Rosenberg, Esq. Partner, Rosenberg & Kaplan Los Angeles, CA

Reed Tuckson, M.D. Senior Vice President for Professional Standards, American Medical Association Chicago, IL

Larry Lewin (Moderator) Chief Executive Officer, The Lewin Group Washington, D.C.

3:00 P.M. - 3:15 P.M. TRANSITION BREAK

CONCURRENT SESSIONS 3:15 P.M. - 4:15 P.M.

5A ADVANCED INDUSTRY OVERVIEW:

- 5B IMPLICATIONS OF PHARMACEUTICAL INNOVATION:
- 5C FINANCE: WHAT IS THE APPROPRIATE TARGET FOR TOTAL PHARMACEUTICAL EXPENDITURE IN THE UNITED STATES

Bert Spilker, M.D., Ph.D. Senior Vice President, Scientific and Regulatory Affairs, Pharmaceutical Research and Manufacturers of America Washington, D.C.

5D PHARMACEUTICAL QUALITY/COST MANAGEMENT: TRANSITIONING FROM SYMPTOM MANAGEMENT TO DISEASE MANAGEMENT AND BEYOND TO CURE

Richard W. Martin, M.B.A. Executive Vice President, Mattson Jack Group St. Louis, MO

PHARMACEUTICAL QUALITY/COST MANAGEMENT: CHANGING PHARMACEUTICAL BENEFIT DESIGNS – BALANCING COSTS AND CONSUMER DEMAND

Debbie Reisman, Pharm.D. Principal, Rxperts, Inc. Irvine, CA

5F PHARMACEUTICAL QUALITY/ COST MANAGEMENT: INTEGRATION OF MEDICAL AND PHARMACY MANAGEMENT [Schumarry Chao, M.D., M.B.A. Vice President, Medical Affairs MedImpact Healthcare Systems, Inc. San Diego, CA]

5G LAW: PHARMACEUTICAL BENEFITS OFFERED UNDER MEDICARE+CHOICE AND IN THE FUTURE OF MEDICARE

Bruce Merlin Fried, J.D. Partner, Shaw Pittman Potts and Trowbridge, and Former Director, Center for Health Plans and Providers, HCFA Washington, D.C.

5H REGULATION: THE ROLE OF PATENT AND NONPATENT MARKET EXCLUSIVITY IN THE LIFE OF A PHARMACEUTICAL

Gregory J. Glover, J.D., M.D. Partner, Dorsey and Whitney LLP Washington, D.C.

4:15 P.M. ADJOURNMENT

INNOVATION AND COST MANAGEMENT

DECEMBER 8 - 10, 1999

REGISTRATION FORM

1 Complete the Following	How to Register
	 Fully complete steps 1-3 (one form per registrant, photocopies acceptable). Payment must accompany each order.
	BY FAX: 206-441-6369
NAME	• BY PHONE: 888-571-6063
	BY E-MAIL: pharmaceutical@events.crgnet.com
	BY MAIL: 600 Stewart Street, Suite 1605, Seattle, WA 98101-1220
TITLE	•
	*Registration fees are not refundable
	 *Registration is not transferable *Schedule subject to change
ORGANIZATION DEPARTMENT	• Schedule Subject to change
	CONFERENCE HOTEL INFORMATION
ADDRESS	A special rate of \$152.00 (plus tax) per single or double, per night,
	 has been arranged for 12/5 through 12/13/99. Please make your
	 reservations directly with the hotel and mention The Future of Pharmaceuticals Conference to receive the reduced rate. Reservations
CITY/STATE/ZIP	will be accepted until November 18, 1999. After that cut-off date,
	 reservations will be accepted on a space-available basis.
	• CRYSTAL CITY HYATT REGENCY
TELEPHONE FAX	2799 JEFFERSON DAVIS HIGHWAY
	• Arlington, VA 22202
	Reservations: 1-800-233-1234
E-MAIL	•
→ Please advise us if you will need interpretive services or other reasonable	BAYMENT OPTIONS
accommodations.	•
	 Please enclose payment with your registration and return it to the conference registrar at the above address, or fax your credit
2 Pricing	 card payment to 206-441-6369.
	 Check/money order enclosed (checks payable to):
Pre-Conference	
Conference	 Payment to be made by check/money order. Credit card must be given
	to hold registration. If payment not received by date of conference,
•Before	credit card payment will be processed.
First organization registrant \$1,195.00	🗖 American Express 🛛 🗆 Visa 🗖 Mastercard
Each additional organization registrant \$995	
• After \+	• *TAX ID NO. 91-1892021
First organization registrant \$1,295.00	•
Each additional organization registrant \$ 1,095.00	• TOTAL \$
)	•
Association Membership Discount*\$	ACCOUNT #
Total\$	•
*Association discounts available to members of	EXPIRATION DATE
*American Health Lawyers Association, Health Care Compliance *Association and Health Care Financial Management Association	• • NAME OF CARDHOLDER
Association:	•
Association Membership Number:	SIGNATURE OF CARDHOLDER
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