

4th Annual

Patient Adherence and Engagement Summit

March 8-9, 2016
Sheraton Philadelphia
University City Hotel
Philadelphia, PA

Leverage Stakeholder Collaboration to Optimize ROI

FEATURED SPEAKERS INCLUDE:



Lucille Accetta
Vice President,
Global Operations, Patient Solutions
TEVA
PHARMACEUTICALS



Bryan Cohen
Digital Platform
Lead, Promotional
Operations
PFIZER



Catherine MacPherson
Vice President,
Adherence
Health Services
Development
WALGREENS



Megan Papadopolous
Marketing
Manager,
Brand Strategy
GLAXOSMITHKLINE



Jamie Reuter,
PharmD, MBA, BCPS
Director,
Pharmacy Policy
CAREFIRST
BLUECROSS
BLUESHIELD



Amy West
Associate Brand
Director
NOVO NORDISK

GAIN MULTI-STAKEHOLDER INSIGHTS ON:

- Utilizing stakeholder collaboration to create and deploy targeted interventions across the continuum of care
- Improving partnerships with hospitals, health systems, and providers to maximize physician engagement
- Developing mobile medication management strategies to reduce the total cost of care
- Leveraging multi-stakeholder adherence initiatives to create adherence programs with a measurable ROI

HEAR PHARMA STRATEGIES TO INCREASE ADHERENCE INCLUDING:

- Employing patient insights to improve adherence by creating customer loyalty
- Addressing high-cost, specialty therapies and handling non-adherence in chronic disease states
- Utilizing customized and targeted interventions to achieve proven ROI with your program
- Leveraging omni-channel marketing strategies to create effective, compelling, and consistent messaging across platforms/mediums

Co-located with:

The 2nd
Health Plan Strategies
for Medication Adherence

March 8-9, 2016
Philadelphia, PA

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Leverage Stakeholder Collaboration to Optimize ROI

3 WORKSHOPS

Leverage Digital Platforms to Optimize Patient Access and Engagement

Beyond the Pill — Develop Patient Support Programs

Address Adherence with High Risk Medications

2 EVENTS

Patient Adherence and Engagement Strategies for Bio/Pharmaceutical Companies

- Utilize multi and omni-channel marketing strategies to improve engagement and create customer loyalty
- Leverage technology to reduce prescription abandonment and maintain adherence
- Create targeted intervention strategies to build consumer loyalty and improve outcomes

Health Plan Strategies for Medication Adherence

- Utilize data and analytics to determine which members are or may become non-adherent
- Develop care coordination strategies to ensure all members of the care team are working toward the same goal
- Engage members in their care, through digital and traditional methods, to improve adherence and outcomes

1 LOCATION

For the latest insights, trends, and case studies on optimizing patient adherence, improving patient outcomes, and reducing the total cost of care.

WHO SHOULD ATTEND:

From Pharmaceutical and Biotechnology Companies:

- Vice Presidents and Directors of:
 - Adherence
 - Brand/Product Management
 - Marketing
 - Patient Advocacy
 - Customer/Consumer/Patient Engagement
 - Patient Outcomes
 - Patient Education
 - Patient Access
 - Disease Management

From Health Plans, Providers, and Health Systems:

- Chief Pharmacy Officers
- Chief Quality Officers
- Chief Medical Officers
- Chief Strategy Officers
- Chief Information Officers
- Chief Operation Officers
- Vice Presidents and Directors of:
 - Pharmacy Management
 - Pharmacy Operations
 - Clinical Operations
 - Utilization Management
 - Stars
 - Quality
 - Care Management
 - Innovation
 - Strategy
 - Member Engagement
 - Medicare Operations
- Clinical Pharmacists

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Call 781-939-2635 or email David.Capobianco@worldcongress.com

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DAY ONE — TUESDAY, MARCH 8, 2016

8:00 am –
8:30 am

Workshop Registration and Morning Coffee

PRE-SUMMIT WORKSHOPS

8:30 am –
11:45 am

WORKSHOP A: Leverage Digital Platforms to Optimize Patient Access and Engagement

As technology continues to advance, the opportunities to access and engage patients through multi-channel outreach are expanding. This workshop takes a deep dive into various ways to utilize digital, mobile, and social platforms to engage patients, support improved outcomes, and optimize adherence — all with the overall goal of reducing the total cost of care.

Leverage EHRs to Enhance Prescriber Engagement

- Assess tactics for working with EHR providers to create value-adding clinical content that is integrated into the physician's workflow
- Understand marketing and service strategies for patient portals to improve patient access and support
- Examine how partnering with EHR vendors can enhance corporate and/or brand value

Build Mobile and Digital Strategies for Optimizing Patient Access

- Discuss how mobile applications and social platforms can be leveraged to achieve and optimize patient engagement
- Learn strategies for developing services and messaging that is effective and consistent across social and digital platforms
- Analyze the role of mobile applications in improving patient adherence

Explore the Role of Social Media as a Tool for Patient Engagement

- Understand the regulatory environment related to patient engagement over social media and examine the pitfalls of character-restricted messaging
- Gain insights from successful social media strategies to develop best practices to engage patients on various social platforms



Mike McNally

Online Strategy and Solutions

MERCK

WORKSHOP B: Beyond the Pill — Ensure Patient Support Programs Enhance Adherence Efforts

In order to achieve and maintain adherence it's critical to address consumers' needs beyond one medication to improve their health as a whole. This workshop analyzes considerations, best practices, and strategies for designing and improving patient support programs that ensure adherence, optimize overall health, and reduce the total cost of care.

Develop Customer Service Programs Based on Consumer Needs

- Utilize population and demographic information to understand which types of barriers to adherence are prevalent for which types of patients
 - * Customize customer service offerings based on patient demographic information
 - * Understand what types of resources and tools are important to the patient in staying adherent
- Educate patients on the resources and tools available to help them stay adherent to their medication regimen and improve their overall health
- Understand how to create a customer service program that works with all of the stakeholders across the continuum of care
- Discuss strategies for overcoming financial barriers to patient access and adherence

Leverage Hub Services and Patient Portals to Optimize Patient Access

- Assess best practices for ensuring patients are utilizing Hub services and patient portals
- Discuss how to improve patient portals to become more patient-centric and user friendly
- Improve engagement by offering counseling and other clinical support for patients managing medication side effects

Enhance Patient Education and Support Programs for Specialty Therapies

- Understand what support services are needed to help consumers and caregivers overcome the complexities unique to specialty drugs
- Ensure the patients and caregivers understand the health impacts of non-adherence to reduce the cost of care with specialty drugs
- Examine the barriers to achieving adherence with high-cost short term treatments like the Hepatitis C medications



Lucille Accetta

Vice President, Global Operations, Patient Solutions

TEVA PHARMACEUTICALS



Megan Papadopoulos

Marketing Manager, Brand Strategy

GLAXOSMITHKLINE

WORKSHOP C: Address Adherence with High Risk Medications

Providers prescribe medications to patients after careful consideration of their condition as well as the effectiveness and side effects of the drug; therefore medication adherence is important regardless of the medication and the diagnoses. However, some medications have more severe consequences if they are not taken as directed.

Explore How Adherence Programs for High Risk Medications Differ from Those for Medications of Normal or Low Risk

- Uncover which medications require special safeguards to reduce the risk of complications
- Identify members prescribed these high risk medications
- Examine ways to communicate the importance of adherence to these members and promote proper use

Collaborate with Providers and Pharmacies to Address Issues Involving High Risk Medications

- Encourage pharmacists to ask questions when high risk medications are prescribed
- Communicate with physicians regarding the severe consequences of non-adherence of these specific medications
- Engage physicians in medication adherence programs to promote communication between providers and patients

Thought Leaders TBA

There is a 15 minute coffee and networking break from 10:00 am – 10:15 am

DAY ONE — TUESDAY, MARCH 8, 2016 (CONTINUED)

11:45 am
– 1:00 pm

Lunch on Your Own / Main Summit Registration

MAIN SUMMIT

MULTI-STAKEHOLDER APPROACHES TO OPTIMIZING ADHERENCE – SHARED SESSIONS

1:00 pm –
1:15 pm

Co-Chairs' Welcome and Opening Remarks



John M. O'Brien, PharmD, MPH
Vice President, Public Policy
CAREFIRST BLUECROSS BLUESHIELD



Amy West
Associate Brand Director
NOVO NORDISK

1:15 pm –
2:00 pm

Assess the Adherence Landscape

With new interventions and potential solutions to adherence continuing to emerge, it's important to understand how adherence has evolved over the years as well as how new health care models are being implemented to improve patient outcomes and increase adherence.

- Discuss the latest advancements in adherence and understand how the ROI of adherence programs is being measured
- Assess how adherence initiatives have shifted across stakeholders including health plans, providers, and manufacturers
- Examine strategies for leveraging technology to develop and improve cost-effective interventions
- Understand how a merged health plan and provider health care model can be utilized to improve adherence



Raziuddin Ali
Regional Medical Officer
CAREMORE HEALTH PLAN

2:00 pm –
2:45 pm

Improve Physician Engagement through EHRs to Optimize Health Outcomes

Collaborating with Integrated Delivery Networks (IDNs) and medical groups has made it possible to leverage EHRs to manage and improve overall population health, increase patient adherence, and improve health outcomes. Understand how these partnerships work and strategies for employing them to reduce the total cost of care.

- Discuss strategies for working with the largest EHR systems to better integrate consumer and clinician resources into the physician workflow and improve physician engagement
- Understand best practices for collaborating with IDNs and medical groups
- Examine how EHRs can be leveraged to improve outcomes and maximize adherence



Tim Van Aken
Health IT Team Lead Director
PFIZER

2:45 pm –
3:30 pm

Reduce the Total Cost of Care with Mobile Medication Management Strategies

Adherence continues to be a \$300 billion dollar problem in the health care industry; as consumers become more mobile, adherence solutions must also mobilize. Develop strategies for implementing scalable and cost-effective adherence initiatives through mobile platforms that deliver measurable improvement on adherence and reduce the total cost of care.

- Analyze how mobile medication management platforms can be leveraged to engage both the consumers and the caregiver to improve adherence
- Discuss strategies to customize the mobile interactions based on the type of therapy, including high-touch strategies for consumers on high-cost or complex medication regimens
- Discover innovative tactics for engaging the consumer in their health to reduce the cost of care



Rajiv R. Shah, MD
Founder
MYMEDS

3:30 pm –
4:00 pm

Networking and Refreshment Break

4:00 pm –
4:45 pm

Utilize Predictive Analytics to Drive Intervention Performance

Adherence improvement programs have traditionally been targeted for patients that have been non-adherent in the past. This approach, however, often results in resources being deployed for consumers that are unlikely to benefit. Organizations can leverage claims data and advanced predictive analytics to employ a more proactive outreach to improve medication adherence.

- Improve the efficiency of interventions by identifying which consumers are most likely to benefit
- Determine an ideal intervention strategy through intervention simulation and population-level forecasting
- Improve overall return on investment of adherence improvement programs



Josh S. Benner, PharmD, ScD
President and Chief Executive Officer
RXANTE

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DAY ONE — TUESDAY, MARCH 8, 2016 (CONTINUED)

4:45 pm – 5:30 pm **PANEL DISCUSSION: Leverage Multi-Stakeholder Collaboration to Optimize ROI on Adherence**

Each stakeholder has a different approach to adherence — manufacturers may use manufacturer coupons, health plans may use co-pay incentive programs, and pharmacies may use one-on-one counseling and messaging strategies — but there is no “one-size-fits-all” solution to adherence. Multi-stakeholder collaborations seem to offer the best opportunity to achieve an ROI on adherence initiatives, increase appropriate use of a medication, and reduce the total cost of care.

- Discuss the challenges with determining the ROI on adherence programs
- Develop best practices for creating multi-stakeholder collaborations to improve adherence and reduce the cost of care

Panelists:



Candace H. Feldman, MD, MPH
Associate Physician, **BRIGHAM AND WOMEN'S HOSPITAL**; Instructor of Medicine
HARVARD MEDICAL SCHOOL



Jamie Reuter, PharmD, MBA, BCPS
Director, Pharmacy Policy
CAREFIRST BLUECROSS BLUESHIELD



Catherine Macpherson
Vice President, Adherence Health Services Development
WALGREENS

5:30 pm – 6:30 pm
Cocktail and Networking Reception

DAY TWO — WEDNESDAY, MARCH 9, 2016

PATIENT ADHERENCE AND ENGAGEMENT SUMMIT SESSIONS

LEVERAGE PATIENT INSIGHTS TO INCREASE ENGAGEMENT AND IMPROVE PATIENT OUTCOMES

8:00 am – 8:30 am
Morning Coffee

8:30 am – 8:45 am **Chairperson's Welcome and Review of Day One**



Amy West
Associate Brand Director
NOVO NORDISK

8:45 am – 9:30 am **Partner with the Patient to Improve Health Outcomes**

As patients move away from being a passive participant in health care decision making to participating in the health care marketplace and in clinical trials, activating patients to engage in their own care is simultaneously increasing patient outcomes and adherence.

- Understand how patient-driven policies can increase adherence and improve patient outcomes
- Leverage patient advocacy to mitigate financial barriers to adherence resulting from underinsurance
- Examine techniques for partnering with the patient to optimize patient education and engage them to be an active participant in their treatment, leading to improved medication adherence



Gwen Mayes, JD, MMS
Deputy Director, Advocacy Relations
BAYER

9:30 am – 10:15 am **Leverage Patients' Insights to Build Consumer Loyalty**

Understanding patients' needs is a critical component to improving patient engagement and optimizing adherence. The patient voice provides the foundation for building brand strategies and tactics, yet it is still unclear as to how we truly create a patient-centric approach to launching a successful brand. This session examines how to utilize patient insights to build consumer loyalty.

- Examine what counts as a patient insight and how to translate qualitative and quantitative measures such as patient demographics and consumer empathy into an insight that can be used in developing strategies and tactics
- Discuss how patient insights can be used to create and maintain consumer loyalty



Jill Ambrogio
Director, Market Research Excellence
JANSSEN PHARMACEUTICALS

10:15 am – 10:45 am
Networking and Refreshment Break

10:45 am – 11:30 am **Case Study: Leverage Demographic and Utilization Data to Improve Patient Outcomes**

Data analytics gathered from demographic and utilization data give insights into how patient demographics impact medication adherence. Hear an international government perspective to learn how this information is used to create targeted adherence interventions to improve patient outcomes.

- Gain insights on how patient demographics and pharmaceutical distribution methods impact adherence
— Develop intervention strategies based on the demographic make-up of the patient population
- Examine pilot programs that worked with providers to use utilization data and prescription re-fill trends to identify patients at risk for non-adherence with chronic diseases and develop strategies for improving adherence through targeted approaches



Rebecca Elliot
Policy Analyst
PHARMAC (PHARMACEUTICAL MANAGEMENT AGENCY)



Janet Mackay
Senior Implementation Lead
PHARMAC (PHARMACEUTICAL MANAGEMENT AGENCY)

IMPROVE ADHERENCE FROM FIRST-FILL TO FINAL-FILL

11:30 am –
12:15 pm

Maintain Adherence with Chronic Diseases

Chronic diseases often have medication regimens that are complex, expensive, and have the potential for many side effects — all of which can contribute to a higher rate of patients being non-adherent with their medication.

- Understand the potential reasons that can lead patients to become non-adherent
- Leverage patient education and counseling to maintain adherence
- Examine how financial barriers impact adherence and discuss manufacturers' role in addressing patient affordability
- Collaborate with pharmacies and specialty pharmacies to ensure the patient is properly re-filling their medications



Daniel Seiter

Group Product Director, Cardiovascular

JOHNSON & JOHNSON

12:15 pm –
1:30 pm

Luncheon

1:30 pm –
2:15 pm

CASE STUDY: Leverage Retail Pharmacies to Achieve ROI on Adherence

Walgreen's study, "Improving Medication Adherence and Healthcare Outcomes in a Commercial Population Through a Retail Pharmacy Chain," demonstrated how pharmacy-led efforts are able to drive medication adherence and improve patient outcomes. Learn about strategies for partnering with pharmacies to improve patient access and build patient adherence programs with a measurable ROI.

- Discuss best practices for working with pharmacies to improve patient engagement and optimize medication adherence
- Understand how to work with pharmacies to create an effective and customized intervention strategy that can include face-to-face consultations, over-the-phone consultations, and automated and digital prescription re-fill/pick-up reminders
- Examine how these interventions and pharmacy support translate into an improvement in adherence by reducing prescription abandonment and increasing prescription re-fills
- Assess how pharmacy interventions impact adherence for patients starting new medications



Catherine Macpherson

Vice President, Adherence Health Services Development

WALGREENS



Michael Taitel, PhD

Senior Director, Health Services and Outcomes Research

WALGREENS

UTILIZE SOCIAL AND DIGITAL PLATFORMS TO CREATE MEANINGFUL ENGAGEMENT THAT IMPROVES ADHERENCE

2:15 pm –
3:00 pm

Develop Multi-Channel Strategies to Optimize Patient Engagement

As health care continues to become mobile, social, and digital it's critical to understand how to leverage various mediums, platforms, and messaging to create compelling and user-friendly content that increases access to the patient and their engagement, which ultimately improves the success of adherence initiatives.

- Gain insight into the performance of omni-channel/relationship marketing from experiences outside of pharma
 - * Understand how omni-channel marketing achieves patient adherence by improving patient access and patient engagement
- Get the patient to engage with messaging, reminders, and counseling to improve medication adherence by incorporating storytelling tactics across mediums such as websites, social media, and YouTube
- Examine the use of mobile apps and understand how to use them to mitigate factors that cause adherence to drop off over time



Bryan Cohen

Digital Platform Lead, Promotional Operations

PFIZER

3:00 pm –
3:45 pm

Use Technology to Create Meaningful Engagement that Increases Adherence

As technology continues to evolve and advance, it's essential to provide patient support that delivers a meaningful impact. Personalized education, tools, and resources accessible via an individual's preferred channel will engage patients more effectively and better help them adhere to prescribed therapies, and achieve and maintain their treatment goals.

- Discuss how patient support programs can be administered through multi-channel marketing strategies
- Leverage digital and mobile platforms to deliver customized plans of action based on the patient's individual needs
- Gain insights on how integrating disease education with branded communications may improve patient understanding and motivation and help support better patient outcomes
- Examine strategies for leveraging multiple platforms and methods of communication to effectively reach the patient and break through barriers to adherence



Amy West

Associate Brand Director

NOVO NORDISK

3:45 pm

Close of Summit

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Conference Plus 1 Workshop	\$ 1795.00	\$ 1995.00	\$ 2195.00
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Conference Plus 1 Workshop	\$ 1795.00	\$ 1995.00	\$ 2195.00
HOSPITALS & HEALTH SYSTEMS			
Conference	\$ 895.00	\$ 1095.00	\$ 1295.00
Conference Plus 1 Workshop	\$ 1095.00	\$ 1295.00	\$ 1495.00

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Develop Adherence Programs with a Measurable ROI with Insights from:

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Increase Engagement and Collaboration to Improve Adherence, Produce Better Outcomes, and Lower Health Care Costs