



THURSDAY, OCTOBER 30, 2014
64TH ANNUAL ROY A. BOWERS
PHARMACEUTICAL
CONFERENCE
A Measured Approach – Health Care
Delivery and Transformation in a
Metric Driven World

The Imperia
1714 Easton Avenue
Somerset, New Jersey 08873

Who Should Attend?

Health Care Policy Leaders | Managed Care Medical & Pharmacy Directors | Pharmaceutical Companies | Hospital, Retail and Managed Care Pharmacists and Pharmacy Technicians | Quality Management Staff | Accountable Care Directors and Staff | Collaborative Practices | Nurses | Case Managers | Social Workers

Prepares patients, providers, insurers and pharmaceutical industry for the world ahead

Current health care landscape and the impact on a variety of stakeholders

Comprehensive panel discussions with industry and topic experts

Networking opportunities

REGISTER TODAY!



64th Annual Roy A Bowers Pharmaceutical Conference
A Measured Approach – Health Care Delivery and Transformation
in a Metric Driven World

Ernest Mario School of Pharmacy
Rutgers, The State University of New Jersey

7:15 – 8:00 am

Registration, continental breakfast and networking opportunity

Program Chair:

Saira Jan, MS, PharmD,

*Clinical Professor, **Rutgers, The State University of New Jersey***

*Director of Clinical Pharmacy Management, **Horizon Blue Cross Blue Shield of New Jersey***

8:00 – 8:15

WELCOME AND OPENING REMARKS

Joseph A Barone, PharmD, FCCP, *Dean and Professor II*

Ernest Mario School of Pharmacy

Moderator:

Linda Schwimmer, JD, *Vice President*

New Jersey Health Care Quality Institute

REGULATORY LANDSCAPE

8:15 – 8:45

Federal Policy Perspective: How outcome measures are impacting new model
Of care, payment, and drug pipeline and development

Former Congressman Robert E. Andrews, JD

8:45 – 9:30

International Comparison: How risk-based and performance-based contracts
and price setting and formularies work in Europe and potential lessons for the US

Brian Godman, PhD

Karolinska Institutet, Huddinge University Hospital, Stockholm, Sweden

9:30 – 10:00

Panel Discussion/Q & A

What these changes mean for health care stakeholders

Robert E. Andrews, JD; Brian Godman, PhD;

Dean J. Paranicas, President & CEO, HealthCare Institute of New Jersey;

Larry Downs, JD, CEO, Medical Society of New Jersey

10:00 – 10:15

NETWORKING BREAK

**HEALTH CARE DELIVERY SYSTEM TRANSFORMATION THROUGH USE OF
DATA AND METRICS**

10:15 – 11:00

Becoming an ACO? The Right Reasons and Wrong Reasons to Move Forward

David J. Shulkin, MD, *President*

Poonam Alaigh, MD, MSHCPM, *Corporate Consultant*

*Former Commissioner, **Dept of the Health and Senior Services of NJ***

Atlantic Accountable Care Organization

11:00 – 11:45

Moving Beyond the Affordable Care Act: ACO Executive Perspective

Robert W. Brenner, MD, MMM, *Chief Medical Officer*

Summit Health Management

Steven Peskin, MD, MBA, *Senior Medical Director Clinical Innovations*

Horizon Healthcare Innovations

11:45 – 1:00 pm

LUNCH and NETWORKING SESSION

USING THE BIG AND SMALL DATA IN HEALTH CARE

1:00 – 1:45

Transforming the Customer Experience: Building Relationships and Driving Loyalty

Ingrid Lindberg, *Chief Customer Experience Officer*
Prime Therapeutics

1:45 – 2:15

Use of Information Technology in Clinical Analytics

Kevin O'Brien, MBA, *Founder and CEO*
Strategic Business Alternatives

2:15 – 2:45

Physician Interface

Cory Busse, *Senior Director of Product Management*
Prime Therapeutics

2:45 – 3:00

NETWORKING BREAK

MEDICATION RECONCILIATION

3:00 – 3:45

Got Med Wreck? Targeted Repairs from the Multi-Center Medication Reconciliation Quality Improvement Study (MARQUIS)

Jeffrey Schnipper, MD, MPH, FHM, *Director of Clinical Research*
Brigham and Women's Hospital

SPECIALTY MANAGEMENT

3:45 – 4:15

Outlier Management Program: Key Insights, Strategies and Opportunities

Maria Lopes, MD, MS, *Chief Medical Officer*, **CDMI/Magellan**
Mohamed Diab, MBA, *Vice President Medical Management*, **EmblemHealth**
Saira Jan, PharmD

4:15 – 5:00

Panel Discussion/Q & A

All Faculty

5:00 pm

CLOSING REMARKS & WRAP-UP

Overall Educational Objectives

Upon completion of this activity, participants should be able to:

- Recognize the need for the transformation of a health care delivery model and its impact on various stakeholders
- List challenges facing various stakeholders in the transformation for an effective health care delivery model
- Identify best practices to support an optimal transformation of a health care delivery model
- Describe legislative and policy issues impacting new models of care, payment, and drug pipeline and development
- Discuss methods working with various healthcare stakeholders for a coordinated approach across providers to improve the quality of patient care
- Examine the accountable care organization (ACO) model and its appropriateness for interested providers
- Consider integrating health literacy so consumers can make informed health care decisions
- Recognize the value of data to deliver targeted interventions and improve patient outcomes

64th Annual Roy A Bowers Pharmaceutical Conference

**A Measured Approach – Health Care Delivery and Transformation
in a Metric Driven World**

October 30, 2014 | 8:00 – 5:00 pm

UAN # 0038-0000-14-010-L04-P-T

Start Date: 10/30/14 End Date: 10/30/14

Knowledge-Based Activity – 6.0 credits (0.60 CEUs)

Pharmacists and Pharmacy Technicians



Ernest Mario School of Pharmacy at
Rutgers, The State University of New Jersey
is accredited by the Accreditation Council for
Pharmacy Education as a provider of
continuing pharmacy education.

Fee: \$185

Online Registration (*preferred*): <https://ce-catalog.rutgers.edu/courseDisplay.cfm?schID=54958>

or

Mail-in Registration Form (print only)

Name: _____ R.Ph. Pharm.D.

Home Address: _____

Town: _____ State: _____ Zip: _____

Day Phone: _____ Cell: _____ Email: _____

Other Profession: _____

Credit Card Name: _____ CC#: _____

Expiration Date: _____ Code: _____

Check #: _____ Amount: \$ _____

If you are a pharmacist or pharmacy technician, you **MUST** provide the following:

NABP e-Profile ID #: _____

Birthdate (Month, Day and Year): _____

If you did not register for your NABP e-Profile ID # please go to: www.nabp.net – select the CPE Monitor Program and register. **You cannot register w/o a NABP e-Profile ID # and birthday.**

Make Checks Payable to: Rutgers University

Check must be received one week prior to program date or stop by our office.

**Mail Registration Form
& Payment to:**

Rutgers University, The State University of New Jersey
Ernest Mario School of Pharmacy
160 Frelinghuysen Road, Room 417E
Busch Campus
Piscataway, NJ 08854

Registration at the Door: Program fee plus \$30 late fee
(Cannot accept registration without payment)

Any questions, please call Cindy Olexsa: (848) 445-6252

**Due to phone hackers, University cannot take credit card information
by phone for your safety!**

Our Policies are as follows on next page, thank you!

Payment, Cancellation and Refund Policies

Statement of Credits

New Jersey Biennial Pharmacy License

Payment and Registration

Payment is due upon registering.

Unless otherwise stated in the individual program description, the following applies to all programs!

- Single Day Program: \$170 and \$185 (includes continental breakfast, lunch, break and booklet)
- Half-Day Program: \$100 (am includes breakfast, break and booklet)
(p.m. includes healthy themed afternoon break and booklet)
- Law Program: \$120 (weekends – includes continental breakfast, break and booklet)
- Afternoon Program: \$ 35 (includes snack, booklet)
(2 credits)

Late Registrations and On-Site Registrations

Day prior to program date is considered late registration and on-site registrations will consist of the above price depending on the type of program plus \$30 if there is room.

Cancellation of Registration

- 11-20 business days prior to program date - \$10 charge
- 6-10 business days prior to program date - \$30 charge
- 0-5 business days prior to program date – NO REFUND
- No Show – NO REFUND

We reserve the right to limit on-site registration and cancel or reschedule a program in the event of insufficient enrollment or unforeseen circumstance (i.e. weather, speaker cancellation due to illness, etc.) in which case the program will be rescheduled or a refund will be issued at the direction of the Office of Continuous Education.

Inclement Weather Information

Participant will be notified by phone and by email concerning delays or cancellation of program due to inclement weather. Please view our website for updates. You may call (732) 445-2675 Ext. 617 or visit our website for program information related to extreme weather conditions or contact the hotel or meeting place (telephone number on the top of the program page).

Statements of Credit

Upon participant completing all program requirements, i.e. attendance during entire scheduled program and completion of all ACPE required forms, participants data will be sent electronically from the provider to ACPE, then to NABP for recording into the matching e-Profile. Participant can view their credits at <http://nabp.net>

New Jersey Biennial Pharmacy License Renewal Requirements

Minimum of 30 credits of which at least 10 must be obtained through didactic instruction (in-person, telephone or electronic instruction; but does not include video-taped instruction) and 3 credits shall be obtained in pharmacy law applicable to pharmacy practice in New Jersey.

Ten credits of continuing education may be carried over into succeeding biennial period only if such credits were earned during the last six months of the preceding biennial period and were not previously reported.