

68<sup>th</sup> Annual

ROY A. BOWERS  
PHARMACEUTICAL  
CONFERENCE

Harnessing Innovation and Value  
in Population Health  
Management:

*Predictive Modeling and Patient  
Stratification to Target High-Risk  
Populations and Improve Quality*

Thursday, November 8, 2018

9:00am – 5:15pm

Radisson Hotel  
21 Kingsbridge Rd ♦ Piscataway, NJ



PLENARY

Shereef M. Elnahal, MD, MBA  
Commissioner, NJ Department of  
Health



KEYNOTE

Kevin P. Conlin, MHA  
Chairman, President and CEO,  
Horizon Blue Cross Blue Shield of NJ

...and over 20 distinguished panelists

**WHO SHOULD ATTEND:** Pharmacists | Physicians |  
Nurses | Pharmaceutical Companies | State  
Representatives | Medical Directors | Managed  
Care Organizations | Case Managers | Social  
Workers | Public Health Officials | Accountable Care  
Organizations | Healthcare Researchers

\*ACCME, ANCC, ACPE Continuing Education accredited

REGISTER HERE: <https://bit.ly/2PvunwZ>



For more information, contact Debra Diller at  
ddiller@pharmacy.rutgers.edu or (848) 445-6823



RUTGERS

Ernest Mario School  
of Pharmacy

## Purpose

This conference will address and provide:

- The current healthcare landscape in New Jersey and identify challenges and solutions.
- Population health management overview including nationally recognize best practices to improve outcomes.
- Implications of the opioid epidemic and collaborative solutions.
- Interactive learning through comprehensive panel discussions and Q&A sessions with industry and topic experts.
- Awareness of the landscape and best practices within oncology management.
- Insight into the priorities of government programs including legislative impacts and the transition to value-based care.
- Network opportunities with a variety of healthcare stakeholders including managed care and ACO executives, pharmaceutical companies, retail pharmacies, hospital systems, providers and other relevant groups.

## Learning Objectives

*Upon completion, participants should be able to:*

- Recognize the challenges facing healthcare and need for interdisciplinary management to support the transformation of a healthcare delivery model.
- Describe nationally recognized best practices within population health management to improve care quality, clinical outcomes, and efficiency all while reducing healthcare costs.
- Explain the importance of data within population health programs and the benefit of patient risk stratification, predictive analytics, and reporting of outcomes.
- Identify collaborative solutions among different stakeholders with regards to the opioid epidemic.
- Recognize the need for oncology management through new and innovative strategies.
- Identify major priorities among government programs while navigating through a changing legislative environment and meeting clinical measures within value-based models.

*A complete list of supporters will be available at the conference.*

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**Registration Fee:** \$185 (includes continental breakfast, breaks, lunch, and credits)

**Direct link for Registration:** <https://ce-catalog.rutgers.edu/coursedisplay.cfm?schID=72956>

**ACCME, ANCC and ACPE CE accredited activity provided by RBHS  
Rutgers Ernest Mario School of Pharmacy**

UAN# JA0000855-0000-19-016-L04-P  
Knowledge-Based CPE Activity  
5.75 Contact Hours (0.575 CEUs)  
Release Date: 11/8/18  
Expiration Date: 11/8/18

*and*

UAN# JA0000855-0000-19-017-L03-P  
Law CPE Activity  
1.00 Contact Hours (0.10 LAW CEU)  
Release Date: 11/8/18  
Expiration Date: 11/8/18

**Total: 6.75 Contact Hours (0.675 CEUs)**

This knowledge-based activity UAN# JA0000855-0000-19-016-L04-P and UAN# JA0000855-0000-19-017-L03-P qualifies for a total of 6.75 contact hours (0.675 CEU's) of continuing education.



JOINTLY ACCREDITED PROVIDER™  
INTERPROFESSIONAL CONTINUING EDUCATION

In support of improving patient care, Rutgers Biomedical and Health Sciences is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

This activity is designed for Pharmacists, other Health Care Professionals and other Stakeholders. This Program is organized by Rutgers Ernest Mario School of Pharmacy. All individuals who affect the content of continuing education activities are required to disclose to the audience any real or apparent conflict of interest related to the activity. The activity faculty are further required to disclose discussion of off-label/investigational uses in their presentations. These disclosures will be made to the audience at the time of the activity.

Requirements for completion - Pharmacists must be in attendance for the entire program. All attendees MUST sign in and complete a pre-test/post-test and program evaluation in order to receive program credit. No partial credit will be awarded.

Pharmacists: Your NABP e-Profile ID and date of birth will be collected at the conclusion of the program. CPE credit will be processed after the program evaluation has closed to participants, which will be three to four weeks following the activity date.

For additional program information, questions, or concerns, or if you require special arrangements to attend this activity, please contact RBHS Ernest Mario School of Pharmacy Office of Continuing Education, Geraldine Murphy at 848-445-6823 or [ce@pharmacy.rutgers.edu](mailto:ce@pharmacy.rutgers.edu).

RBHS reserves the right to modify the activity content, faculty and activities, and reserves the right to cancel this activity, if necessary.

# AGENDA

- 8:00 – 8:45 AM** Registration, Continental Breakfast, and Networking Opportunity
- Program Chair:** **Saira Jan, MS, PharmD**  
*Clinical Professor, Ernest Mario School of Pharmacy/Rutgers, The State University of NJ*  
*Director, Pharmacy Strategy and Clinical Integration, Horizon Blue Cross Blue Shield of NJ*
- 8:45 – 8:55** Introduction  
**Saira Jan, MS, PharmD**
- 8:55 – 9:00** Welcome and Opening Remarks  
**Joseph A. Barone, PharmD, FCCP, Dean and Professor II**  
*Ernest Mario School of Pharmacy/Rutgers, The State University of NJ*
- 9:00 – 9:45** **PLENARY SPEAKER**  
Advancing Public Health in the Murphy Administration: Progress and Challenges  
**Shereef M. Elnahal, MD, MBA, Commissioner**  
*NJ Department of Health*
- 9:45 – 10:15** **KEYNOTE SPEAKER**  
Partnerships in Population Health  
**Kevin P. Conlin, MHA, Chairman, President and Chief Executive Officer**  
*Horizon Blue Cross Blue Shield of NJ*
- 10:15 – 10:45** **PANEL DISCUSSION**  
Partnerships in Population Health  
**Moderator: Jennifer G. Velez, JD, Executive Vice President, Community and Behavioral Health,**  
*RWJBarnabas Health*  
**Panelists:**  
**Shereef M. Elnahal, MD, MBA**  
**Kevin P. Conlin, MHA**  
**Vicente H. Gracias, MD, FACS, FCCP, FCCM**  
*Professor of Surgery, Senior Vice Chancellor for Clinical Affairs, President of Rutgers Health Group, Rutgers Biomedical and Health Sciences/ Rutgers, The State University of NJ*
- 10:45 – 11:05** **NETWORKING BREAK**

11:05 – 11:35

Opioid Crisis: Data Overview and Trends in NJ  
**Christopher A. Jakim**, *Assistant Special Agent in Charge*  
**Drug Enforcement Administration**, *New Jersey Division*

11:35 – 12:35

**PANEL DISCUSSION**

Opioid Crisis With Holistic Care and Collaboration  
**Moderator: Sabrina Spitaletta Johar, MA**, *Director*,  
**Milken Institute/Lynda and Stewart Resnick Center for Public Health**

**Panelists:**

**Christopher Jakim**

**Saira Jan, MS, PharmD**

**Marjorie Morrison, LMFT, LPCC**, *CEO and Co-Founder*, **PSYCHUB™**;  
*CEO and Founder*, **PSYCHARMOR INSTITUTE®**

**Daniela Luzi Tudor**, *CEO and Founder*, **WEconnect Recovery**

**Mary-Catherine Bohan, MSW**, *Vice President of Outpatient Services*,  
**Rutgers University Behavioral Health Care**

**Joe Powers, PhD, MBA**, *Chief Strategy Officer*, **AppliedVR, Inc.**

**Bruce Ruck, Pharm.D., DABAT**, *Managing Director and Director of Drug Information*  
*and Professional Education*, **New Jersey Poison Information and Education System**

12:35– 1:35 PM

**LUNCH and NETWORKING SESSION**

1:35 – 2:35

**PANEL DISCUSSION**

Create a Fundamental System Transformation to Promote Population Management

**Moderator: Steven Peskin, MD, MBA, FACP**, *Executive Medical Director*  
*Population Health and Transformation*, **Horizon BlueCross Blue Shield of NJ**

**Panelists:**

**Mark Calderon, MD**, *Chief Medical Officer*

**Atlantic Accountable Care Organization and Atlantic Management Service Organization**

**Robert T. Adamson, PharmD, FASHP**, *Senior Vice President & Chief Pharmacy Officer*  
**RWJBarnabas Health, NJ**

**Susan VonNessen-Scanlin, MBA, MSN, CRNP**

*Assistant Professor and Associate Dean for Clinical Affairs*

*School of Nursing, Rutgers*, **The State University of New Jersey**

**Minal Patel, MD, MPH**, *Founder and CEO*

**ABACUS Insights Inc**, *NYC, NY*

**Aurel O. Iuga, MD, MBA, MPH, CMQ**, *Chief Medical Officer*, **Geneia**

2:35 – 2:55

Landscape for Oncology

**Kaveh Safavi, MD, JD**

*Senior Managing Director and Head of Global Health Practice*,  
**Accenture**, *Chicago, IL*

**2:55 – 3:55**

**PANEL DISCUSSION**

Oncology Medical Homes and Oncology Strategy Challenges and Successes

**Moderator: Kaveh Safavi, MD, JD**

**Panelists:**

**Edward Licitra, MD**

*Chairman Board of Directors **Regional Cancer Care Associates***

*Partner **Regional Cancer Care Associates***

*Chief Financial Officer and Director of **Revenue Cycle Central Jersey Division RCCA***

*Medical Director **RCCA Oral Oncolytic Pharmacy***

**Thomas R. Graf, MD, FAAFP**, *Vice President, Healthcare Transformation and Chief Medical Officer*

***Horizon Blue Cross Blue Shield of NJ***

**Steven K. Libutti, MD, FACS**

*Director, **Rutgers Cancer Institute of New Jersey***

*Senior Vice President, Oncology Services, **RWJBarnabas Health***

**Margaret B. Row, MD, MBA**, *Interim Clinical Chief of Oncology, Summit Medical Group*

*MD Anderson Cancer Center*

**3:55 – 4:10**

**NETWORKING BREAK**

**4:10 – 5:10**

**PANEL DISCUSSION**

Government Programs: Priorities, Legislative Impact and Other Areas of Focus  
Transitioning to Value-based Care

**Moderator: Linda Schwimmer, JD**, *President and CEO,*

***New Jersey Health Care Quality Institute***

**Panelists:**

**Paul G. Alexander, MD, MPH**, *Vice President, **Blue Cross Blue Shield of NJ** and*

*Chief Medical Officer, **Horizon NJ Health***

**Jocelyn Chisholm Carter, JD**, *President and CEO*

***UnitedHealthcare Community Plan of NJ***

**Valerie Harr, MA**, *Director, Policy Integration and Transformation,*

***Horizon Blue Cross Blue Shield of NJ**, Government Programs*

**Sarah Adelman**, *Deputy Commissioner, **New Jersey Department of Human Services***

**5:10 – 5:15**

Closing Remarks

**Saira Jan, MS, PharmD**