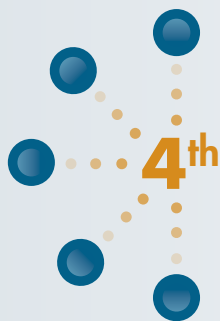


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HUB MODELS and PROGRAM DESIGN

New Approaches and Hub Strategies to Optimize Patient Services and Program Effectiveness

FEBRUARY 5-6, 2015 • DOUBLETREE BY HILTON • PHILADELPHIA, PA

Conference Chairperson:



Meghan Hover Szczech,
Associate Director,
Patient Services,
Ipsen Biopharmaceuticals, Inc.

Key Thought-Leaders Representing:

- Genzyme
- Raptor Pharmaceuticals
- Eisai Inc.
- Incyte Corporation
- Hyperion Therapeutics
- Relypsa Inc.
- CVS Health
- ProMetrics
- Lash Group
- Horizon Health Services
- Cubist Pharmaceuticals
- Endo Pharmaceuticals
- And More!

A MUST-ATTEND IN 2015

Featuring Even More Content and Industry Examples!

- Explore next-generation best practices for hub model program design
- Assess reimbursement, benefit design and impact on hub services
- Optimize data aggregation and product decisions across the spectrum of stakeholders
- Develop hub and specialty pharmacy data contracting best practices
- Leverage reimbursement and patient assistance technology and solutions to optimize brand access
- Evaluate the role of hubs in ePrior authorizations and the effect on patient assistance
- Eliminate financial barriers and streamline patient access to product
- Gain insight into the impact of specialty-at-retail on hub service models

“Quality and useful information. Great networking opportunity to meet others dealing with the same challenges you do every day. Excellent takeaways!”

– Previous Attendee, Senior Manager, Sales Analytics, **Jazz Pharmaceuticals**

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With mounting cost pressures and increased demands for affordable, value-based treatment options, bio/pharmaceutical teams face an increasingly competitive specialty market and a number of challenges in effectively managing product and patient services.

Now in its 4th installment, the premier **Hubs Conference** brings together over 150 key specialty thought leaders for a dynamic and collaborative two-day event to help you and your team effectively manage your brand and ensure optimal patient services.

Previous Attendee Acclaim:

“Excellent program. Insightful, relevant topics and knowledgeable presenters.”

– General Manager, **AbbVie**

“Great cross-section of topics and speakers for anyone involved in hub models and programs.”

– Product Director, **Janssen Biotech, Inc.**

“Excellent, timely topic. Please do again.”

– Senior Product Manager, **Boehringer Ingelheim**

“Excellent content, presenters and vendors! Covered all aspects of establishing a hub and answered a lot of questions.”

– Manager, Sales Analytics, **Jazz Pharmaceuticals**

Who Should Attend:

You will benefit from this event if you are from a bio/pharmaceutical manufacturer with responsibilities or involvement in the following areas:

- **Patient Access, Services and Solutions**
- **Product/Brand Management**
- **Reimbursement**
- **Specialty Services, Channels and Distribution**
- **Payer Strategy/Managed Markets**
- **New Products/Commercial Operations**

This conference will also benefit hub service providers, specialty pharmacies, specialty distributors and technology providers with data aggregation and other services.

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Take advantage of the best opportunity to meet potential clients face-to-face. Build relationships while demonstrating thought leadership and sharing expertise. For more information on how to position your company as a sponsor or exhibitor, contact: **Jamie McHugh: jamie.mchugh@cbinet.com | 339-298-2106**

DAY ONE THURSDAY, FEBRUARY 5, 20157:30 *Conference Registration & Breakfast*

Hosted by:  **Triplefin**
Removes barriers. Connects patients.
Grows brands.

8:30 *Chairperson's Welcome
& Opening Remarks*

Meghan Hover Szczech,
Associate Director, Patient Services,
Ipsen Biopharmaceuticals, Inc.

In her current role, Ms. Szczech leads the strategy and operation of all of the HUBs, PAP, Co-Pay, Nursing and Sample programs. Prior to Ipsen, she was at Otsuka America Pharmaceutical Inc. as a Senior Manager of Reimbursement and Patient Access managing the Reimbursement HUBs for ABILIFY tablets and ABILIFY MAINTENA and support of patient assistance programs, telehealth nursing and co-pay programs. She has also held roles at Optimer Pharmaceuticals, Inc. and Health Care Systems, Inc. She received her MBA from Rider University and her undergraduate degree from Hamilton College.

8:45 **OPENING ADDRESS**
**Next-Generation Best Practices
for Hub Model Program Design**

- Gain insight into the array of services available, benefits and strategies to select the best provider
- Discuss considerations when building a hub model and strategies for program design
- Ensure the correct stakeholders are in place for design build, implementation and at the time of launch
- Explore trends for manufacturers transitioning from older hub models to modern hub services



Diana Hampton,
Senior Manager, Reimbursement Product
Support and Innovation, **UBC**

9:30 **ROUNDTABLE DISCUSSION**
**Industry Benchmarking –
Establishing Successful
Product-Specific Hubs and
Channel Strategies**

- Assess best practices of hub development, design and implementation based on product type, category, disease state and point in lifecycle
- Evaluate opportunities and challenges to overcome patient engagement hurdles

**Live
Polling**

- Discuss key initiatives for each stakeholder to aggregate clean and actionable data
- Gain insight into various strategies to engage, train and motivate stakeholders

Facilitator:

Abigail Jenkins,
Executive Director, Market Access,
Relypsa Inc.

10:15 *Networking and Refreshment Break*10:45 **PANEL DISCUSSION**
**Assess the Impact of
Reimbursement and Benefit
Design on Hub Services**

- Analyze the evolution and current state of hub models and responsibilities
- Understand the impact of healthcare reform on specialty distribution
- Gain insight into challenges hubs face as a result of the Exchanges

Panelists:

Lesly Charanza,
Senior Director, Market Access, MS Franchise,
Genzyme



Troy Koch, Pharm.D., MBA,
Executive Account Director,
Triplefin

11:30 **Align Distribution Channel
Strategies with Hub
Program Design**

- Evaluate evolving distribution models in a rapidly changing environment
- Identify patient access challenges including formulary restrictions, additional tiers and increased management of covered therapies
- Integrate drug imitation programs, co-pay and cost share strategies with hub services to optimize patient access
- Discuss key considerations when determining product and channel strategy



Darin T. Rubin,
Partner and Managing Director,
The Dedham Group



Bedrick B. Gadea, Ph.D.,
Partner,
The Dedham Group



Doug Kylander,
Director, Access, Reimbursement and
Distribution, **Incyte Corporation**

12:15 *Networking Luncheon*

1:15 **Optimize Data Aggregation and Product Decisions Across the Spectrum of Stakeholders**

- Leverage patient-centric data aggregation across service vendors
- Discuss meaningful data and how to capture it
- Evaluate specialty pharmacy data challenges and views for physicians and patients
- Gain insight into regulatory and compliance issues (HIPAA vs marketing opt-in)
- Assess the future role of payers and ACOs
- Bridge the gap from SPs/service providers and physicians/patients



2:00 **PANEL DISCUSSION**
Develop Hub and Specialty Pharmacy Data Contracting Best Practices

- Develop strategies to standardize data feeds and eliminate ambiguity
- Incorporate KPIs and data fee metrics into SP contracts to mitigate data discrepancies
- Leverage scorecards to measure hub and SP performance to ensure timely, complete and accurate data
- Utilize performance-based contracts to mitigate duplication of services and streamline patient coordination of care
- Gain insight into various SP contracting best practices and how to integrate with hub strategy

Panelists:



2:45 **Incorporate Predictive Modeling to Improve the Efficiency and Effectiveness of Hub and Specialty Channel Operations**

- Apply “real-time” decision analytics to every touch-point at the hub and in the specialty channel to ensure that resources are allocated optimally
- Integrate data received from various activities/ initiatives to analyze workflow from your hub to ensure optimal patient outcomes
- Evaluate resource allocation and activity across all hubs and channel touch-points both within and across product groups to create “Best Next Action”

- Utilize compliance-based controls to ensure effective program monitoring and protect against out-of-policy activity



3:30 *Networking and Refreshment Break*

4:00 **Understand HIPAA HITECH Regulations and Gain Actionable Takeaways to Ensure Compliance**

- Review the legal requirements and who must comply
- Understand the tenets of a strong compliance program
- Work through case studies and on-the-job dilemmas
- Plan the next steps to improve your compliance strategy



4:45 **Utilize Patient Advocates to Maximize Your Hub Program**

- Develop strategies to incorporate advocates into your support structure
- Bring the voice of the patient into your service model
- Discuss components to achieve personalized patient support
- Key concepts to enhance the total patient experience



5:30 *Close of Day One*

Networking, Wine and Cheese Reception
immediately following the final session on day one

DAY TWO

FRIDAY, FEBRUARY 6, 2015

8:00 *Continental Breakfast*

8:30 *Chairperson's Review of Day One*



Meghan Hover Szczech,
Associate Director, Patient Services,
Ipsen Biopharmaceuticals, Inc.

8:45 **Leverage Reimbursement and Patient Assistance Technology and Solutions to Optimize Brand Access**

- Develop strategies to remove patient barriers to brand access and adherence
- Utilize electronic benefit verification to reduce the risk of lost brand revenue
- Incorporate prior authorization assistance to expedite patient connection
- Gain insight into online PAP enrollment portals to facilitate application processes



Jan Nielsen,
Division President,
Sonex Health

9:30 **Explore the Role of Hubs in ePrior Authorizations and the Effect on Patient Assistance**

- Leverage ePA technology to streamline prior authorizations at the point of care
- Consider the legal viewpoint to ensure compliance and avoid risk of kick backs
- Evaluate the effect of prescription abandonment due to prior authorization delays
- Incorporate advanced ePrescribing (eRx) technology into the EHR to ensure meaningful data is provided to stakeholders



Erica Toatley,
Senior Director, Operations,
Lash Group, an AmerisourceBergen company

10:15 *Networking and Refreshment Break*

10:45 **STAKEHOLDER PANEL DISCUSSION**
Eliminate Financial Barriers and Streamline Patient Access to Products

- Explore participation enrollment, analyses and insights within the exchange marketplace
- Assess specialty product patient out-of-pocket costs and the emergence of the specialty tier
- Discuss strategies for communication, engagement and outreach to patients
- Gain insight into best practices to streamline prior authorizations

Panelists:



William Soliman, Ph.D.,
Global Medical Director, Metabolic Diseases,
Specialty Care Medical Affairs Group, **Eisai Inc.**



Steven Peskin,
Senior Medical Director, Clinical Innovations,
Horizon Health Services



Casey Connolly,
Children's PKU Network

Lovena Chaput,
Executive Director, U.S. Sales and Market Access,
Raptor Pharmaceuticals

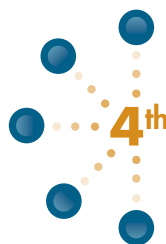
11:30 **Gain Insight into the Evolving Specialty Experience and the Impact on Patient Adherence**

- Hear about the integration of specialty pharmacy services with manufacturer and hubs to improve the patient experience
- Evaluate the evolving specialty experience and the impact on patients
- Examine data related to patient satisfaction, adherence and overall patient experience
- Develop strategies to support improved health outcomes



Ben McElhiney,
National Director, Hub Sales,
CVS Health

12:15 *Close of Conference*



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