The Leading Forum for Life Science and ACO Collaboration

6th PARTNERING with ACOs Summit

November 9-10, 2015 | Houston Marriott Medical Center | Houston, TX

Forging partnerships between life sciences and accountable care organizations to deliver high-quality, cost-efficient patient outcomes

Led by our expert speaking faculty:

Conference Chair:
D. Keith Fernandez, M.D., FACP
President and Physician-in-Chief,
MHMD Memorial Hermann Physician Network, CMO, MEMORIAL HERMANN ACCOUNTABLE CARE ORGANIZATION

Dinner Panel Moderator:
James W. Walton, DO, MBA, President and CEO, GENESIS PHYSICIANS GROUP

Michael Dubroff, Senior Director, Managed Care Support, GENENTECH

Anwar Kazi, CEO, PREMIER PATIENT HEALTH CARE

Matt Portch, Senior Director/Team Leader, Commercial Effectiveness, PFIZER

Shailja Dixit, Head of Health Economics and Outcomes Research, ALLERGAN

Barbara Haasis, Senior Clinical Lead, Value Based Payment Programs, FLORIDA BLUE

Jeff James, CEO, WILMINGTON HEALTH

Mark Rayan, Senior National Director of Managed Care, Government and Strategic Accounts, CARDIODX

CLINICAL RESEARCH
Hear case studies from those implementing the next wave of healthcare management

VALUE-BASED CARE
Understand differences in payment models and the economic advantages of implementing quality care

BIG DATA ANALYTICS
Learn metrics, challenges, and how to best utilize the latest methodologies and technologies

POPULATION OUTCOMES
Discover how to appropriately meet the increasing patient base

PARTNERING with ACOs

New for This Fall’s Program in Houston:

✔ Witness an exclusive, collaborative board room dinner panel discussion between ACO leaders on risk assessment
✔ Interact with healthcare and life science professionals who are driving forward advanced healthcare in 2015, including providers, industry thought leaders and payers
✔ Hear in-depth presentations on topical issues such as reimbursement strategies, how to manage a business development team, and how to develop a successful population health outcomes project
✔ Dive deep into advanced metrics and benchmarks through the use of big data analytics and the utilization of health economics outcomes research

Sponsor:

To register, please call 866-207-6528 or visit www.exlevents.com/ACOs
Since the implementation of the Affordable Care Act (ACA), quality and accountability have been brought to the forefront of the American healthcare system. Subsequently, life science companies have had to tailor their approaches when targeting healthcare systems and providers. This need led to the creation of accountable care organizations (ACOs), which lower costs while striving to improve the care of a given population. There are now more than 600 ACOs in existence, and these organizations treated more than 23 million patients and reduced costs by $417 million between 2011 and 2014 alone.

However, even with this success, ACO executives understand that they must collaborate with life science companies in order to grow and flourish. Collaborative relationships help all involved organizations meet new benchmarks, standards and quality of care metrics. They also promote:

- Marketing patient adherence to reduce readmissions
- Developing a successful population health outcomes program
- Utilizing big data analytics to remain compliant with HIPAA
- Implementing advanced technology to monitor chronic care patients
- Enhancing the Medication Measures Special Innovation Project

These consolidated networks require a complete overhaul of previous techniques, especially with the exponential growth in the number of individuals covered by ACOs.

The goal of this meeting is to have those from industry, along with decision-makers from the provider’s side, explain how to forge successful partnerships between the two entities. An expert speaking faculty will cover all facets of ACO collaboration, including sales, marketing, outcomes, metrics and quality. Learn more about this timely and intriguing topic through our many detailed presentations, collaborative panel discussions and an interactive dinner, where attendees will hear ACO leaders analyze the evolution of the healthcare system. We can’t wait to see you there!

Sincerely,

Derek O’Connor
Conference Production Director
212-400-6233
doconnor@exlevents.com

Scott Grossman
Division Head, Conference Production
917-258-5152
sgrossman@exlevents.com

Who Should Attend

This conference is designed for representatives from pharmaceutical, biotechnology and medical device companies whose responsibilities involve:

- Healthcare Policy/Government Affairs
- Strategy
- Sales and Marketing
- Business Development
- Product and Account Management
- Pricing Reimbursement
- Contracting
- Medical Affairs
- Managed Care
- Statistics/Analytics
- Healthcare Strategy
- Health Economics
- Research and Development

ACO representatives, including:

- ACO Executives
- Presidents/Vice Presidents
- Chief Executive Officers
- Chief Medical Officers
- Quality Leaders

In addition, this conference is of interest to:

- Market Access Service Providers
- QA/QM Professionals
- Physician Services
- Life Cycle Management Companies
- Clinical Diagnosticians

Sponsoring and Exhibiting Opportunities

Do you want to spread the word about your organization’s solutions and services to potential clients who attend this event? Take advantage of the opportunity to exhibit, present an educational session, host a networking event or distribute promotional items to attendees. ExL works closely with you to customize a package that suits all of your needs.

To learn more about these opportunities, please contact Andrew Sinetar, Managing Director, Business Development, at 212-400-6237 or asinetar@exlevents.com.

Venue

Houston Marriott Medical Center
6580 Fannin St.
Houston, TX 77030

Room Reservations: If you require overnight accommodations, please contact the hotel to book your room. ExL has reserved a block of rooms at a group rate for participants. To make reservations, guests can call 1-800-228-9290 and request the group rate for “ExL’s November Meeting.” We encourage conference participants to make reservations by Monday, October 19, 2015. Please book your room early as rooms available at this rate are limited.

Please Note: ExL Events, Inc. is not affiliated with any third-party booking agencies, housing bureaus, or travel and events companies. In the event that an outside party contacts you for any type of hotel or travel arrangements, please disregard these solicitations and kindly email us at info@exlevents.com. ExL Events has not authorized these companies to contact you and we do not verify the legitimacy of the services or rates offered. Please book your guest rooms through ExL’s reserved guest room block using the details provided.

To register, please call 866-207-6528 or visit www.exlevents.com/ACOs
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>9:00</td>
<td>Chairperson’s Opening Remarks</td>
<td>D. Keith Fernandez, M.D., FACG President and Physician-in-Chief, MHMD Memorial Hermann Physician Network, CMO, MEMORIAL HERMANN ACCOUNTABLE CARE ORGANIZATION</td>
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<tr>
<td>9:15</td>
<td>WEBINAR: The CMS ACO Final Rule</td>
<td>Tricia Rodgers, Deputy Director, Performance-Based Payment Policy Group, Center for Medicare, CENTERS FOR MEDICARE &amp; MEDICAID SERVICES (CMS)</td>
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<tr>
<td>10:00</td>
<td>Challenges in the Utilization of Big Data Analytics</td>
<td>Michael Dubroff, Senior Director, Managed Care Support, GENENTECH</td>
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<tr>
<td>10:45</td>
<td>Networking Break</td>
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<tr>
<td>11:15</td>
<td>CASE STUDY: Value of Clinical Research as a Care Option in an Integrated Research Network</td>
<td>Allen Buechler, Strategy and Operations, ELI LILLY, Jeff James, CEO, WILMINGTON HEALTH, Jennifer Byrne, CEO, PMG RESEARCH</td>
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<tr>
<td>12:15</td>
<td>Lunch</td>
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<tr>
<td>1:15</td>
<td>Understand Your Customer in a Post-Affordable Care Act Marketplace and How Detailing Has Adapted</td>
<td>Matt Portch, Senior Director/Team Leader, Commercial Effectiveness, PFIZER</td>
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<tr>
<td>2:00</td>
<td>Insightful Analytics at the Medical Condition Level as a Management Tool</td>
<td>Ira Klein, Medical Director, AETNA</td>
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<td>2:45</td>
<td>Networking Break</td>
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<tr>
<td>3:15</td>
<td>CASE STUDY: An Inside Look at a Molecular Diagnostic Company’s Plan to Engage the Dynamic ACO Market</td>
<td>Mark Rayan, Senior National Director of Managed Care, Government and Strategic Accounts, CARDIODX</td>
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<td>4:00</td>
<td>Manage Population Costs Beyond Technology and Services</td>
<td>Tony Tipton, Managed Markets Corporate Account Director, Integrated Health Systems, SUNOVION</td>
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<tr>
<td>4:45</td>
<td>The Evolving Importance of the IDN/ACO Business Channel for Life Science Manufacturers</td>
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**“We rarely have the chance to hear from the ACOs on how their organizations are structured, where they are focusing resources and what they need from their industry partners.”**
— Manager, Customer Segment Analysis, DECISION RESOURCES GROUP

**“Great perspective from primary care — a simple way of describing a complex concept.”**
— Account Manager, LILLY

**“So great to get a healthcare provider’s perspective.”**
— Senior Manager, Market Shaping, PFIZER

To register, please call 866-207-6528 or visit www.exlevents.com/ACOs
**DINNER SESSION**

**MONDAY, NOVEMBER 9, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:00</td>
<td>Networking Drinks</td>
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<tr>
<td>6:30</td>
<td><strong>The ACO and Life Science Risk Sharing Collaboration Dinner</strong></td>
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Not every ACO is designed to function the same. That said, they do have a shared goal: to raise the level of quality of care. Care improvement involves the accumulation of risk, and organizations looking to partner with ACOs must be aware that they are sharing this risk.

As collaborations between ACOs and life science organizations become more common, the industry as a whole has recognized the need to accept risk in both cost and benefits. Before the industry can take on additional risk, key players must understand the integrated health system, explore where they help increase quality of care, and identify the level of risk sharing that produces the most effective and least hazardous results for involved parties.

**Collaborate with ACOs Through Risk Sharing**

- Review what risk sharing between industry and ACOs looks like
- Address methods to determine an acceptable level of risk for a life science organization
- Create a risk guidance model in relation to payment timetables and patient readmissions
- Examine the balance between payers and care providers and how it affects developers
- Learn how payers can use readmission as a benchmark for payment
- Recognize the legal implications of risk sharing in partnerships between ACOs and the life science industry
- Discuss how to best implement a payer-provider shared risk model

**Panel Moderator:**
James W. Walton, DO, MBA, President and CEO, **GENESIS PHYSICIANS GROUP**

**Panelists:**
Prateek Bhatia, Director, **LIFEBRIDGE HEALTH**
Ami Giardina, Chief Accountable Care Officer, **NORTH CENTRAL ARIZONA ACCOUNTABLE CARE**
Kia Parsi, M.D., Director, **ST. JOSEPH HEALTH PARTNERS**
Eric Weaver, President and CEO, **INTEGRATED ACO**
Anwar Kazi, CEO, **PREMIER PATIENT HEALTH CARE**
Jim Whittill, M.D., Chief Medical Officer, **SCOTTSDALE HEALTH PARTNERS**
Morgan Dunn, President, **PIONEER HEALTH ALLIANCE**

**9:00** | Dinner Concludes

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**DINNER CONCLUDES**

**TUESDAY, NOVEMBER 10, 2015**

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<tbody>
<tr>
<td>8:00</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>9:00</td>
<td><strong>Chairperson’s Recap of Day One</strong></td>
</tr>
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</table>
D. Keith Fernandez, M.D., FACP President and Physician-in-Chief, MHMD Memorial Hermann Physician Network, CMO, **MEMORIAL HERMANN ACCOUNTABLE CARE ORGANIZATION**

- Pinpoint advanced metrics and industry trends to utilize when developing a marketing strategy
- Understand best practices for creating research methodology
- Evaluate patient needs and physician preferences to best serve an ACO

**9:15** | The Importance of Health Economics Outcomes Research for Strategy Development |
Paul Cockrum, National Respiratory Group Director Health Economics and Outcomes Research, **SUNOVION**

- Describe how to identify high-risk patients
- Tailor interventions for your population
- Learn how to obtain early feedback on program performance

**10:00** | Using Data to Manage Complex Populations |
Lindsay Jubelt, M.D., M.S., Medical Director of Population Health, **MOUNT SINAI HEALTH PARTNERS**

- Use population risk management software for predictive modeling of outcomes
- Understand how routes of administration and other drug properties can increase compliance

**10:45** | Networking Break

**11:15** | Improve Patient Outcomes and Reduce Costs Through Increased Patient Adherence |
Shailja Dixit, Head of Health Economic and Outcomes Research, **ALLERGAN**

**12:00** | Luncheon

**1:00** | **CASE STUDY: A Successful Implementation of a Population Health Outcomes Project** |

- Utilize measurable outcomes as an output from a real-world ACO population health project
- Discuss building collaborative relationships with the mutual goal of improving care delivery
- Incorporate customer insights into an actionable project plan

**1:45** | **Diverse State, Diverse Programs: Florida Blue’s Value-Based Reimbursement Programs** |

- Hear about the effects of Florida’s medical landscape on the development of reimbursement programs
- Understand the differences between ACOs and PCMHs
- Relate the programs to your state for future implementation

**2:30** | Networking Break

**3:00** | **Build and Manage an Effective Business Development Team in a Rapidly Changing Market** |

- Transfer lessons learned and best practices to direct reports
- Anticipate physician needs by learning ACO structures
- Enhance sales approaches in an evolving healthcare market

**3:45** | **Chairperson’s Closing Remarks** |
D. Keith Fernandez, M.D., FACP President and Physician-in-Chief, MHMD Memorial Hermann Physician Network, CMO, **MEMORIAL HERMANN ACCOUNTABLE CARE ORGANIZATION**

**4:00** | Conference Concludes

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**"The ACO panel dinner at the conclusion of day 1 was very insightful. It gave the biotech and pharma account managers significant insight [into] how ACO leaders define value and how the pharma industry and [our] products and programs can align with our ACO customers."** — Regional General Manager, Managed Markets, **GENENTECH**
## EARLY BIRD PRICING
Register by October 2, 2015

<table>
<thead>
<tr>
<th>Conference and Dinner</th>
<th>Price</th>
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<tbody>
<tr>
<td>Life Science Professionals</td>
<td>$2,295</td>
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<tr>
<td>ACO Representatives</td>
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## STANDARD PRICING
Register after October 2, 2015

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## ONSITE PRICING
November 9-10, 2015

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## GROUP DISCOUNT PROGRAMS
*Offers may not be combined. Early Bird rates do not apply. To find out more on how you can take advantage of these group discounts, please call 212-400-6240.*

### Save 25%
For every three simultaneous registrations from your company, you receive a fourth complimentary registration to the program (must register four). This is a savings of 25% per person.

### Save 15%
Can only send three? You can still save 15% off of every registration.

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Make checks payable to ExL Events, Inc. and write C771 on your check. You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer, and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

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If you cancel your registration for an upcoming ExL event, the following policies apply, derived from the Start Date of the event:

- **Four weeks or more:** A full refund (minus a $295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
- **Less than four weeks:** A voucher to another ExL event valid for 12 months from the voucher issue date.
- **Five days or less:** A voucher (minus a $395 processing and documentation fee) to another ExL event valid for 12 months from the voucher issue date.

To receive a refund or voucher, please email cancel@exlevents.com or fax your request to 888-221-6750.

## QUESTIONS? COMMENTS?
Do you have a question or comment that you would like to be addressed at this event? Would you like to get involved as a speaker or discussion leader? Please email Conference Production Director Derek O’Connor at doconnor@exlevents.com.

## CREDIT VOUCHERS:
Credit Vouchers are valid for 12 months from date of issue. Credit Vouchers are valid toward one (1) ExL event of equal or lesser value. If the full amount of said voucher is not used at time of registration, any remaining balance is no longer applicable now or in the future. Changes cannot be made once a Credit Voucher has been applied toward a future event. In the event of cancellation on the attendees’ behalf, the Credit Voucher will no longer be valid.

ExL Events, Inc. does not and is not obligated to provide a Credit Voucher to registered attendee(s) who do not attend the event they registered for unless written notice of intent to cancel is provided prior to the commencement of the event.

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*The opinions of ExL speakers do not necessarily reflect those of the companies they represent or ExL Events, Inc.*

Please Note: Speakers and agenda are subject to change without notice. In the event of a speaker cancellation, significant effort to find a suitable replacement will be made.
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