where pharma and medicaid converge

WHAT’S ON THE AGENDA?

The 2020 Crossroads agenda will incorporate the following topics: trends in prior authorization reviews, value-based agreements, sickle cell education, cannabis, Medicaid legislative updates, Managed Medicaid drug benefit, and much more.

Day 1  MONDAY  JUNE 8, 2020

Medicaid 101: The Basics
Industry veterans from Artia Solutions will kick off Crossroads with an extensive overview of Medicaid, its history, evolving requirements, and recent changes. Designed for pharmaceutical account managers, students, those new to the industry and those seeking a refresher, session topics will include Fee for Service, Managed Medicaid, Puerto Rico Medicaid, Preferred Drug Lists, Statewide PDLs, Medicaid Purchasing Pools, Dual Eligibility, and Supplemental Rebate Bid Mechanics.

Medicaid 101 is a separate $500 registration fee.

Day 2  TUESDAY  JUNE 9, 2020

Deriving Real Value from Value-Based Agreements (Including Panel Discussion)
Value-Based Agreements (VBAs) are gaining traction in the US health care model and are more common in real world practice than previously thought. Gain insight on VBAs by comparing the approaches toward these trending initiatives in Medicaid FFS and MMC. Case studies from both scenarios will highlight the similarities and differences seen in both settings, including how stakeholders can be prepared for the continued implementation of VBAs in the future. A panel discussion among state, MMC, manufacturer, and pharmacy benefits manager (PBM) stakeholders will follow to further elucidate the role of VBAs in different health care settings and strategies for managing VBAs from different decision maker perspectives.

CONFIRMED SPEAKERS AS OF OCTOBER 2019:

- Bill White  Senior Director, Managed Markets, AveXis, Inc.
- Edmund J. Pezella, MD, MPH  CEO/Founder, Enlightenment Bioconsult, LLC

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Day 2 TUESDAY JUNE 9, 2020

Systemwide Approaches to Managing the Administrative Burden of Prior Authorization
Explore how FFS and MMC stakeholders approach the prior authorization process including denials, reconsiderations, and appeals. The different resources available to decision-makers facing prior authorization in the most challenging disease states will be shared, in addition to variable approaches for new drugs versus existing drugs. Key considerations for drugs covered under both the pharmacy benefit and medical benefit will also be included as part of this discussion.

CONFIRMED SPEAKERS AS OF OCTOBER 2019:
- Emily Baker, PharmD, BCPs, MBA President, NorthStar HealthCare Consulting
- John Fox, MD Vice President, Associate Chief Medical Officer of Medical Affairs, Priority Health

Payer and Patient Perspectives on Prior Authorization (Panel Discussion)
Join panelists from Medicaid FFS, MMC, and patient advocacy organizations as they offer different perspectives on the role of prior authorization in value-driven health care and discuss potential strategies to streamline the process and facilitate efficiency in coverage and reimbursement.

CONFIRMED SPEAKERS AS OF OCTOBER 2019:
- Emily Baker, PharmD, BCPs, MBA President, NorthStar HealthCare Consulting
- John Fox, MD Vice President, Associate Chief Medical Officer of Medical Affairs, Priority Health
- Kyle Pinion Senior Director of Education, Healthcare Relations and Advocacy, Multiple Sclerosis Association of America
- Michelle Rice Chief External Affairs Officer, National Hemophilia Foundation

Hope on the Horizon for Sickle Cell Patients
In the U.S., an estimated 100,000 people live with sickle cell disease. During this intensive session, hear from both a patient and a provider on how this genetic blood disorder is being treated today via stem cell transplant, gene therapy, and more.

Medicaid Formulary Management in the Year 2020 and Beyond (Including Panel Discussion)
Listen as state representatives detail their experiences with PBMs, statewide PDL, and carve-out models for formulary management. The unique perspective of a managed care representative with a statewide PDL will be shared to highlight the ongoing operations and strategies at play in the realm of prescription drug management. A panel discussion will follow to carefully outline the similarities and differences among the different models.

CONFIRMED SPEAKERS AS OF OCTOBER 2019:
- Jeffrey D. Dunn, PharmD, MBA Clinical Strategy and Programs and Industry Relations, MagellanRx
- Josh Moore, PharmD Director of Pharmacy, MO HealthNet Division

Day 3 WEDNESDAY JUNE 10, 2020

Medicaid Legislative Updates from the Federal Vantage Point
Explore recent changes to Medicaid on the federal level, including eligibility requirements, the federal rebates bill, and more. Representatives from the National Association of Medicaid Directors and Artia Solutions will detail pertinent updates to Medicaid and discuss the implications of these changes on health care coverage now and in the future.

Cannabis is Here: Getting into the Weeds on Legislative Mandates & Coverage Issues (Including Panel Discussion)
Learn more about the mechanisms of action of cannabinoids, including cannabidiol (CBD) and tetrahydrocannabinol (THC), their current and speculative role in the management of various medical conditions and the 12-24 month forecast of the new drug pipeline. Current findings pertaining to these agents in the medical literature will be reviewed, and their potential in the future of health care will be discussed, including considerations surrounding legislation and regulation.

CONFIRMED SPEAKERS AS OF OCTOBER 2019:
- Mark Bolton Senior Director, U.S. Public Policy & Senior Legal Counsel, Greenwich Biosciences
- David D. Smolin Harwell G. Davis Professor of Constitutional Law and Director, Center for Children, Law and Ethics, Cumberland School of Law, Samford University
- Jonathan M. Hickman, PharmD Florida Board of Pharmacy

Medicaid Pharmacy Benefit Delivery Systems: FFS vs. MCO Viewpoints
In this panel discussion, hear introductory perspectives from thought leaders in the various sectors of the Medicaid pharmacy benefit space. Key discussion areas and interactive audience participation will focus on benefit and pricing transparency, core PBM component considerations as they offer different perspectives on the role of prior authorization in value-driven health care and discuss potential strategies to streamline the process and facilitate efficiency in coverage and reimbursement.

CONFIRMED SPEAKERS AS OF OCTOBER 2019:
- Emily Baker, PharmD, BCPs, MBA President, NorthStar HealthCare Consulting
- Michael Sharp, RPh SharpRx Pharmaceutical Consultation Services, INC
- Eric Pachman Founder, 46brooklyn Research
- Jeffrey D. Dunn, PharmD, MBA Clinical Strategy and Programs and Industry Relations, MagellanRx

REGISTER TODAY AND SAVE

| Early-early bird (until October 31, 2019) | $1,950 |
| Early bird (November 1, 2019 – February 29, 2020) | $2,450 |
| Standard (March 1, 2020 – May 22, 2020) | $2,950 |
| On-site (June 8, 2020) | $3,200 |

Artia Solutions client rate | $2,200

For more information, please visit: ARTIACROSSROADS.COM