CROSSROADS
An Artia Solutions Conference

july 12-14 2021

NASHVILLE

JW MARRIOTT
201 8TH AVE SOUTH

what's on the agenda?

The 2021 Crossroads agenda will incorporate the following topics: state and federal legislative updates related to Medicaid, high-cost drug reimbursement, cannabis education, PBM transparency, and much more.

Day 1   MONDAY JULY 12, 2021 | ALL TIMES IN CENTRAL TIME ZONE

11AM - 5PM   **Registration Open**   GRIFFIN PRE-FUNCTION 2ND FLOOR

12 - 1PM   **Meet & Greet with Artia Solutions** *Optional & Complimentary*   GRIFFIN BALLROOM

1:30 - 5PM   **Medicaid 101** *Optional – Pre-Registration Required*
Sponsored by Abbvie   GRIFFIN BALLROOM

- **Matt Dull** *Chief Operating Officer, Senior Partner, Artia Solutions*
- **Eric Kimelblatt** *Senior Director, Managed Markets, Artia Solutions*
- **Greg Kitchens, PHARMD** *Chief Information Officer, Senior Partner, Artia Solutions*
- **Helaine Gregory** *Senior Director, Puerto Rico/Virgin Islands Operations, Artia Solutions*
- **Brad Burris** *Senior Director, Government Accounts, Pear Therapeutics*

6 - 9PM   **Opening Reception** *Sponsored by the National Hemophilia Foundation*   TIN ROOF, 316 BROADWAY

Day 2   TUESDAY JULY 13, 2021 | ALL TIMES IN CENTRAL TIME ZONE

6:30 - 7AM   **Prayer Group** *Optional*   FRANKLIN

7AM - 7PM   **Registration & Help Desk Open**   GRIFFIN PRE-FUNCTION

7 - 7:45AM   **Breakfast** *Sponsored by Indivior*   GRIFFIN FGH; SYMPHONY ABC

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Day 2 TUESDAY JULY 13, 2021 | ALL TIMES IN CENTRAL TIME ZONE	CONTINUED

8 - 8:45 AM

Crossroads Welcome & Medicaid Trends: The Quest for Truth
GRIFFIN BALLROOM
- **George Kitchens, RPH** *Chief Executive Officer, Senior Partner, Artia Solutions*
- **Matt Dull** *Chief Operating Officer, Senior Partner, Artia Solutions*

9 AM - 5 PM

All Day Coffee and Snack Break *Sponsored by Greenwich Biosciences*
GRIFFIN PRE-FUNCTION

9 - 9:45 AM

The US Pharmaceutical and Medicaid Market: Trends, Issues, & Outlook
GRIFFIN BALLROOM
- **Doug Long** *Vice President of Industry Relations, IQVIA*

10 - 10:45 AM

Emerging Therapies in Sickle Cell Disease: A Physician's Perspective
GRIFFIN BALLROOM
- **Dr. Wanda Whitten-Shurney** *CEO and Medical Director, Sickle Cell Disease Association of America, Michigan Chapter (SCDAAMI)*

11 AM - 12 PM

Speed Networking *Optional – Pre-Registration Required*
SYMPHONY DEF
Sponsored by Global Blood Therapeutics

12 - 1 PM

Lunch *Sponsored by Spark Therapeutics*
GRIFFIN FGH; SYMPHONY ABC

12 - 1 PM

State Round Table Lunch *Private: State Representatives Only*
BELLE MEADE I & II

1:15 - 2:15 PM

5 Lies of Organizational Culture
GRIFFIN BALLROOM
KEYNOTE: Ginger Hardage *former Senior Vice President of Culture and Communications, Southwest Airlines*

2:30 - 3 PM

Break
GRIFFIN PRE-FUNCTION

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| **Day 2** | TUESDAY JULY 13, 2021 \| ALL TIMES IN CENTRAL TIME ZONE | CONTINUED |

3 - 3:45 PM

Approaching High Drug Cost, Rare Disease *(Panel Discussion)* Drug Therapies

GRIFFIN BALLROOM

- **Allison Scott** *Senior Director, Market Access, Artia Solutions*
- **Jay Newman** *General Manager & Head of US Commercial, Spark Therapeutics*
- **Joshua Moore,** PHARMD *Director of Pharmacy, MO HealthNet, State of Missouri*
- **Edmund J. Pezalla,** MD, MPH *CEO/Founder of Enlightenment Bioconsult, LLC*
- **Kollet Koulianos,** MBA *Senior Director, Payer Relations, National Hemophilia Foundation*

4 - 5 PM

Achieving Successful Market Access in Medicaid Managed Care: A Dialog with MMC Executives

GRIFFIN BALLROOM

- **Eric Kimelblatt** *Senior Director, Managed Markets, Artia Solutions*
- **Michael Garner** *CEO, The Garner Group*
- **Wendi Powell,** PHARMD *Director of Clinical Pharmacy, MDwise Inc.*
- **Jamie Miller,** RPH *System Director, Managed Care Pharmacy Services, Geisinger Health Plan*

6 - 7 PM

Cocktails and Hors D'Oeuvres

GRIFFIN PRE-FUNCTION

7 PM

Seated Dinner, Entertainment, and The Extra Mile Award Presentation

GRIFFIN BALLROOM

Sponsored by Novartis

| **Day 3** | WEDNESDAY JULY 14, 2021 \| ALL TIMES IN CENTRAL TIME ZONE | |

7 - 7:45 AM

Breakfast

GRIFFIN FGH; SYMPHONY ABC

8 - 8:30 AM

Medicaid Updates from the Federal Vantage Point

GRIFFIN BALLROOM

- **Lauren Buckley,** JD *Group VP of Health Policy and Reimbursement, Jeffrey J. Kimbell & Associates*

8:45 - 9:30 AM

Pricing Transparency in the Pharmaceutical Supply Chain: Medicaid Delivery System Implications

GRIFFIN BALLROOM

- **Michael Sharp,** RPH *President, SharpRx Pharmaceutical Consultation Services, Inc.*
- **Emily Baker,** PHARMD, BCPS, MBA, MHA *President and CEO of NorthStar Healthcare Consulting*
- **Jessin Joseph,** PHARMD, MBA *Senior Director, Medicaid, Capital Rx*

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AGENDA

9:45 - 10:30 AM

Cannabis is Here: Getting into the Weeds on Legislative Mandates & Coverage Issues

GRIFFIN BALLROOM

- **Greg Kitchens, PHARMD** *Chief Information Officer, Senior Partner, Artia Solutions*
- **Mark Bolton, JD** *Senior Director, U.S. Public Policy & Senior Legal Counsel, GW Pharmaceuticals*
- **Jonathan Hickman, PHARMD** *Board Member, Florida Board of Pharmacy*
- **David M. Smolin, JD** *Professor and Director, Center for Children, Law, and Ethics, Cumberland Law School, Samford University*
- **Melanie Brown-Woofter** *President and CEO, Florida Behavioral Health Association*

10:45 - 11:30 AM

Breakout #1: Medicaid Drug Launches: A Comprehensive Approach to a Successful Launch

GRIFFIN BALLROOM

- **Allison Scott** *Senior Director, Market Access, Artia Solutions*
- **Michael Garner** *CEO, The Garner Group*

10:45 - 11:30 AM

Breakout #2: Gene Therapy 101

SYMPHONY ABC

- **Kathrin Kucharski, PHARMD, BCPS** *Director, Medical Managed Care, Sarepta Therapeutics*

10:45 - 11:30 AM

Breakout #3: Type 1 to Type NONE: Immune Modulating Treatment to Delay T1DM

GRIFFIN FGH

- **Anita Swamy, MD** *Medical Director, Chicago Children's Diabetes Center, Lurie Children's Hospital*

11:45 AM - 12:45 PM

Speed Networking *Optional: Pre-Registration Required*
*Sponsored by **Global Blood Therapeutics***

SYMPHONY DEF

12:45 PM

Adjournment & To-Go Lunch

REGISTER TODAY AND SAVE

Standard *(May 1 - June 25, 2021)* | **$2,950**
On-site *(July 12, 2021)* | **$3,200**
Artia Solutions client rate | **$2,220**
Virtual | **$1,950**