



PayerSpace™ CONFERENCE

CAMBRIDGE, MA • 12.5.17



Join us at The Hotel Marlowe on December 5th for Cambridge's premier conference on health insurance and coverage issues for biotech and pharma. Hear leaders from managed care and pharma discuss the basics and nuances of insurance coverage for new treatments, and how developers and manufacturers can successfully communicate with payers across the spectrum from commercial insurance to Medicare.

*Edmund Pezalla, CEO
Enlightenment Bioconsult*

PayerSpace™ Conference Cambridge is a production of Enlightenment Bioconsult, LLC.

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Morning Agenda

- 8:00AM Networking Breakfast
- 8:30AM Overview of the Current US Payer Landscape
Dr. Ed Pezalla, CEO of Enlightenment Bioconsult, LLC
- Beneficiaries and plans
 - Economics and Finance
 - Current and future trends in coverage: health policy and legislative impact
- 9:00AM Pharmacy Benefits and PBMs
Dr. Maria Lopes, CMO, MagellanRx
- Benefits, copays and coinsurance
 - P&T committees and drug review
 - Role of PBMs
- 9:45AM Medical Benefits
Dr. John Fox, Associate CMO, Priority Health
- Drugs covered under the medical benefit
 - Clinical policy and utilization management
 - Site of care and buy-and-bill
 - Cost sharing for patients
- 10:30AM Networking Break
- 11:00AM Medicare Part D
Dr. Jeff Dunn, Vice President, Clinical Strategy and Programs and Industry Relations at MagellanRx
- Part D benefits
 - Formulary rules, protected classes
 - Special considerations for Medicare
- 11:45AM Panel of morning speakers
Moderator: Dr. Ed Pezalla



Afternoon Agenda

- 12:15PM Lunch
- 1:00PM Health Economics and Outcomes Research
Dr. Hemal Shah, Principal and Owner, Value Matters, LLC,
HEOR consultant
- HEOR activities
 - Talking with payers: economic models
 - Role of HEOR in product launch and life cycle
- 1:45PM Account Management
Mr. Richard Howard Williams, Account Management, Eli
Lilly
- National and regional account management activities
 - Role of account management in payer discussions and
drug access
- 2:30PM Networking Break
- 3:00pm Medical Science Liaison
Dr. Thomas Barsanti, Leader, National Medical Managed Care
Team, Sanofi Genzyme
- Talking with payers
 - New FDA guidance
 - Role of medical affairs in payer communications
- 3:45PM Panel of Afternoon Speakers
Moderator: Dr. Ed Pezalla
- 4:15PM Networking reception

Early registration with a reduced cost is available through October 31st.



Speakers

Edmund Pezalla, MD, MPH

Founder and CEO, Enlightenment Bioconsult, LLC

Providing insights, strategic consulting and payer advisory boards to biotech and pharma. Former VP, Pharmaceutical Policy and Strategy, Aetna. Fellow-in-Residence, Duke Margolis Center for Health Policy and member of MIT NEWDIGS Project.

Graduate of Georgetown University undergraduate and medicine, School of Public Health, University of California at Berkeley and Health Services Research Fellow, University of Michigan.

Maria Lopes, MD, MS

Dr. Lopes has been in the managed care industry for over 19 years. She is currently the Chief Medical Officer of MagellanRx, former Chief Medical Officer of GHI/EmblemHealth, Chief Medical Director of Horizon BCBS NJ and CMO with AMCHHealth.

In her role at MagellanRx, she oversees clinical program development and implementation, patient outreach and clinical assessment, pathway development and strategic solutions in: Oncology, RA, MS, IVIG, HAE, HIV, HepC, Neurotoxins, Gaucher's, Hemophilia and PAH. She works closely with over 40 health plans to bring customized and innovative programs that add quantifiable clinical and economic value.

Dr Lopes has extensive experience in Disease and Case Management, Employee Health and Wellness, and Quality initiatives to improve HEDIS/Medicare STAR performance. She has been responsible for

Medical Policy Development and Implementation, Correct Coding initiatives, Fraud and Abuse, Physician Profiling and the development of a Medical Home Pilot project in NY. She has overseen Medical and Pharmacy Utilization in a network and a staff model. She has worked closely with Geisinger Health Systems on innovative strategies in e-Health, data analytics and HIT to improve patient engagement, care coordination and align incentives as part of Geisinger's Proven Health Navigator (Advanced Medical Home).

Dr. Lopes is an Obstetrician and Gynecologist. She has a BA in Biochemistry from Wesleyan University, received her Medical Degree from the University of Connecticut and has a Masters Degree in Administrative Medicine from the University of Wisconsin.

John Fox, MD, MHA

Dr. Fox is the associate chief medical officer for Priority Health, a provider-sponsored health plan with 780,000 members headquartered in Grand Rapids, Michigan. Dr. Fox is responsible for technology assessment and medical policy development, total cost of care management, and innovations. These include pay-for-value contracting, integrated specialty pharmacy management, behavioral health initiatives, surgical optimization initiatives, community-based palliative care, and oncology medical home programs. Dr. Fox is a graduate of Johns Hopkins School of Medicine and the University of Wisconsin.



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Hemal Shah, PharmD.

Dr. Shah is Principal/Owner of Value Matters, LLC and has over 20 years of experience in health economics & outcomes research, pricing, market access, value demonstration and health policy. She currently provides HEOR & market access strategic consulting services for clients in the life

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science industry. Prior to establishing her consulting business in 2014, Hemal was Senior Vice President, Medical Affairs, Healthcare Quality, Policy and Outcomes at Optimer Pharmaceuticals (acquired by Cubist pharmaceuticals) where she was responsible for overall leadership, strategy, vision and execution of the Medical Affairs, Health Economics & Outcomes Research, Healthcare Quality/Public Policy and New Products/Life Cycle Planning teams and managed the establishment of field-based MSL and HEOR teams. Dr. Shah is a graduate of The State University of New Jersey and the University of Connecticut.

Richard Howard Williams, RPh

Richard has spent more than 25 years in sales, sales leadership and account management at Eli Lilly & Company. His experience includes Retail, Hospital, Long Term Care, Medicaid, Medicare, National Accounts, and Integrated Delivery Systems. As a district sales manager, Richard and his teams have received numerous awards for launching new products. As a National Account Manager, Richard worked with companies like Coventry Healthcare, Member Health, Cigna, and Aetna to secure access for Lilly products. Richard currently has responsibility for the state of Tennessee. This includes payers, TennCare, ACOs, IDN's, and pharmacy initiatives. During his career at Lilly, Richard has launched more than 15 products in therapeutic areas including Neuroscience, Diabetes, Osteoporosis, Men's Health and Oncology.

Richard graduated from the Ole Miss School of Pharmacy. Prior to joining Lilly he worked as a Retail and Hospital pharmacist and was the owner of Williams Drug Store. Richard currently serves as Chairman of the Board for Hope Smiles, and is an advisor and mentor to the Oak Project. He has a passion for coaching and mentoring millennials. He and his wife currently live outside Nashville TN.

Thomas Barsanti, MD

Dr. Thomas Barsanti is a medical executive and physician with extensive leadership experience in health policy, pharmaceuticals, quality, and managed care. He is currently the team leader at Sanofi Genzyme for the National Medical Managed Care Team. This team serves as the medical lead for all national payers in the United States. Tom joined



Genzyme as a Director for Multiple Sclerosis, Medical Managed Care in March, 2012 and worked with Express Scripts, United HealthCare, Magellan Rx and Walgreens. Dr. Barsanti was a Medical Director for Pfizer National Accounts where he led and coordinated medical relations with national managed care and pharmacy benefit medical directors. Prior to joining Pfizer, Dr. Barsanti was a Medical Director with Aetna U.S. Healthcare and Blue Cross BlueShield where he directed quality, utilization management, and NCQA accreditation. Dr. Barsanti is a graduate of The University of Virginia and The Medical College of Virginia.