

College for Value Based Purchasing of Health Benefits: Insights for the Pharmaceutical Industry

July 20-21, 2010

Dorrance H. Hamilton Building
1001 Locust Street
Philadelphia, PA



Jefferson[®]
School of Population Health

Overview

The College for Value Based Purchasing of Health Benefits was created in 2004 to help employee benefit managers meet the growing challenges of providing high quality health benefits and managing rising benefit costs. The College offers a practical, intensive program that focuses on benefit purchasing techniques and skills that emphasize improving the value, quality/cost ratio, and effectiveness of health care services purchased on behalf of employees. Since its inception, the program has held 14 sessions. Class size is capped at 40 registrants per session to ensure a personalized approach to learning.

For the first time, the College is convening a special one-and-a-half-day session, developed specifically for organizations that seek to work effectively with employers in order to help them improve the value of their health benefits. This program will present the College curriculum in a format that emphasizes how account managers and others in pharmaceutical, biotech, disease management, and other industrial settings can effectively work with employers, address their most pressing needs, and improve relations with this important customer base.

Program Structure and Objectives

Each regional training program offered by the College for Value Based Purchasing of Health Benefits is limited in size to ensure that attendees have an opportunity to interact with faculty and customize learning to their individual organization's needs. The training program is administered through didactic and small group discussion sessions.

Attendees of this special session of the College for Value Based Purchasing of Health Benefits will be able to:

1. Describe how the health care system operates today and why a value based approach to employee health benefit purchasing is needed;
2. Use knowledge and skills acquired in the program to better understand the challenges employers are facing and offer value-added service to these customers;
3. Identify tools and resources available to employers and their agents, and know how to access these tools to support customer needs;
4. Recognize the opportunities to assist employers in facing their high-priority issues, including bending the health care spending curve, implementing a culture of wellness, engaging consumers in health care decisionmaking, and accessing and understanding their health spending data
5. Help customers develop plans to monitor the impact of benefit purchasing decisions on costs, quality, and value of health benefits;
6. Access information resources, business coalitions and other regional and national organizations to support benefit purchasing goals.

Who Should Attend

This special session of the College is enrolling representatives of industry who work with employee benefit purchasers or are developing an employer/purchaser strategy. Those individuals who are currently account managers, strategic planning directors, policy analysts, or other representatives of pharmaceutical and other health service industries are encouraged to enroll.

Program Schedule

Day 1

- Registration (12 p.m. to 1 p.m.)
- Welcome, Introductions, and Course Overview
- The Need for Value Based Purchasing Approach: The State of Quality In The U.S.
- Overview of Value-Based Purchasing — The New Paradigm
- Panel Discussion: Partnering with Business and Health Coalitions to Achieve Value

Day 2

- Performance Measurement and Pay-for-Performance
- A Business Coalition's Experience in Using Data to Achieve Change
- The Consumerism Movement: Motivating Change in Consumer Behavior
- Reflections on the Value Problem and the Solution
- Health and Disease Management: Opportunities to Work with Employers on Program Design, Implementation, and Evaluation
- Managing the Pharmacy Benefit: What Industry Needs to Know About Working with Employers and Coalitions
- The Employer's Perspective: Opportunities for Collaboration with Industry to Create Value
- Adjourment

Venue

This special session of the College will be held July 20-21, 2010, in Philadelphia, Pennsylvania on the campus of Thomas Jefferson University. Although there is not an official conference hotel, many hotels are a short distance from the Jefferson campus. To make room reservations, visit the official visitors website for the Greater Philadelphia at www.visitphilly.com. For more information on area hotels, you are also welcome to call Jeannine Kinney, the Program Coordinator (see contact information under “registration.”)



Program Faculty

Directors

Andrew Webber

President and CEO

National Business Coalition on Health
Washington, DC

Neil Goldfarb

Associate Dean for Research

Jefferson School of Population Health
Philadelphia, PA

Jerry Burgess

President and CEO

HealthCare 21 Business Coalition
Knoxville, TN

Additional Faculty

David B. Nash, MD, MBA

Dean

Jefferson School of Population Health
Philadelphia, PA

Christopher V. Goff, JD, MA

President and CEO

Employers Health Purchasing
Corporation of Ohio
Canton, OH

Philip J. Randsdell

Director Compensation

& Benefits HR Analytics

Nissan North America
Smyrna, TN

Carolyn Pare

CEO

Buyers Health Care Action Group
Bloomington, MN

Jerry Reeves, MD

Principal

Health Innovations
Las Vegas, NV

Registration

Make a copy of enrollment
form and mail or fax to:

Jeannine Kinney

Program Coordinator

Jefferson School of Population Health

1015 Walnut Street, Suite 115

Philadelphia, PA 19107

Tel: 215-955-0194

Jeannine.Kinney@jefferson.edu

Questions or Special Needs?

Please call **215-955-0427** or email:

Neil.goldfarb@jefferson.edu

Cancellation Policy

In the event that you are unable to attend,
registration is transferable to an individual
within your institution who meets the criteria
for matriculation: or, you may defer your
participation to a future college course offering.

**Here's what a few program graduates have
to say:**

*"The speakers taught us the right
questions we need to be asking of our
insurance carriers, consultants/
brokers, and pharmacy benefits plans."*

*"The program modules were very
informative and thought-provoking...
there are quite a few steps I plan on
taking to significantly improve my
city's health benefits program."*

*"The College has been better than any
training or conference I've been to
since I started working in benefits
13 years ago."*

Registration Form

In order to maintain the individualized focus of the College, enrollment is limited so register as soon as possible. Make a copy of this form and mail or fax to the contact information provided at the left of the form.

Last Name First Name Personal Title (Dr., Mr., Mrs., Ms.)

Preferred Name for name badge

Degrees and Professional Certifications

Job Title

Organization

Department

Mailing Address

City

State

Zip

Telephone

Facsimile

E-Mail

Registration fees include the two-day program, meeting materials, breakfast, lunch, and snacks each day. Payment must be received with registration or at least 10 days prior to the first day of the program.

Registration fee: \$1,250

Check (Payable to: College for Value Based Purchasing of Health Benefits)

I hereby authorize use of my: Visa Mastercard Amount \$ _____

Account Number

Expiration Date

Cardholder's Name

Signature

Purchase Order _____ Purchase Order # _____

Attention

Organization

Mailing Address

City

State

Zip



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HCI21

Reducing Costs
Improving Quality
Creating Value

HealthCare 21 Business Coalition
FOUNDED 1997



National Business
Coalition on Health