

Pharmaceutical Summit on Business and Compliance Issues in Managed Markets



A Hybrid Conference & Internet Event
— See page 3

Webcast: In your own office or home live via the Internet with 24/7 access for six months

Onsite:

June 8–9, 2016 • Grand Hyatt Washington, Washington, DC

www.pharmamanagedmarketssummit.com

KEYNOTE SPEAKERS:



Randy Burkholder, Vice President of Policy and Research, Pharmaceutical Research and Manufacturers of America (PhRMA)



Robert W. Dubois, MD, PhD, Executive Vice-President and Chief Science Officer, National Pharmaceutical Council



Patrick H. Conway, MD, MSc, Deputy Administrator for Innovation and Quality; Chief Medical Officer, CMS; Director, CMMI



Samuel R. Nussbaum, MD, Chair, Alternative Payment Model Framework and Progress Tracking Work Group, Health Care Payment Learning & Action Network



Susan Dentzer, President and Chief Executive Officer, The Network for Excellence in Health Innovation, Analyst on Health Policy, The NewsHour



Gregg Shapiro, Esq., Assistant US Attorney, US Attorney's Office, District of Massachusetts, US Department of Justice



Alonzo Weems, JD, Vice President and Deputy General Counsel, Lilly USA, LLC

FEATURED FACULTY:



Timothy Ayers, JD, MPH, Vice President and Chief Compliance Officer, Horizon Pharma plc



Thomas Hubbard, MPP, Vice President of Policy Research, The Network for Excellence in Health Innovation (NEHI)



Blake Bolinger, Esq., Director, US Pharmaceuticals, Compliance and Ethics, Bristol-Myers Squibb



Vasiliki Kalaitzidis, Esq., Associate General Counsel, Managed Markets and Operations, EMD Serono



Michelle Drozd, ScM, Deputy Vice President, Policy and Research, Pharmaceutical Research & Manufacturers of America (PhRMA)



Edmund J. Pezalla, MD, MPH, National Medical Director, Pharmacy Policy and Strategy, Aetna



Robert Spurr, MBA, Vice President, US Managed Markets Oncology, Novartis

FEATURING PRECONFERENCE:

- Managed Markets 101: Overview of the US Payment Systems for Pharmaceuticals

PLENARY SESSIONS

- Overview of US Pharmaceutical Pricing Marketplace and Politics
- Developing and Using Value-based Frameworks
- Value-based Risk Sharing: Views from the Trenches
- A Prosecutor's Perspective on Enforcement Actions
- Emerging Enforcement Issues Involving Managed Markets Activities
- Managed Markets Compliance and Legal Considerations
- CMS Proposed Rule for New Payment Models in Medicare Part B
- PhRMA's Perspective
- Breaking Down the Hurdles to Value-based Arrangements for Pharma

AND CONCURRENT SESSIONS

- Value-based Arrangements and the Regulatory Barriers
- Structuring Reimbursement Support Activities
- Indication-Specific Pricing
- Managing Communications between Manufacturers and Payers
- The Journey to Value-based Care
- Optimizing Contract Operations through Technology
- 340B Program Considerations
- Real World Evidence to Support Value-based Contracting
- What Are the Strategic Precursors Necessary to See Value-based Contracting Approaches Truly Take Hold?

OFFERED AS PART OF HEALTHCARE PAYMENT AND DELIVERY REFORM WEEK AT THE GRAND HYATT WASHINGTON DC!

OTHER CO-LOCATED EVENTS:

EIGHTH NATIONAL MEDICAL HOME SUMMIT
June 6 – 7 • www.MedicalHomeSummit.com

SIXTH NATIONAL BUNDLED PAYMENT SUMMIT
June 7 – 9 • www.BundledPaymentSummit.com

ACCOUNTABLE CARE ORGANIZATION (ACO) SUMMIT
June 9 – 10 • www.ACOSummit.com

See Page 7 for Our Special Registration Package!

Special Registration Rate Available for PCF Member Organization Employees

See Page 7

CONTINUING EDUCATION CREDITS:

Accountants: Approved for up to 13.45 hours of NASBA credits.

Attorneys: Pending approval for PA MCLE credit.

SILVER GRANTORS:

Huron Life Sciences
Innovative Life Science Strategies and Risk Mitigation.
It's in our DNA.®



BRONZE GRANTORS:

Davis Wright Tremain LLP
DEFINING SUCCESS TOGETHER

SIDLEY AUSTIN LLP
150 YEARS

MEDIA PARTNERS:

HARVARD health policy REVIEW

LSC Life Science Compliance Update — U.S. EDITION —

Health Affairs

OVERVIEW

While the rest of the health care system has been moving rapidly toward paying for value, payments for drugs largely continue to be stuck in a 20th century construct that focuses on price, regardless of the health outcomes of each patient. Increasingly pharmaceutical and medical device companies are operating in a rapidly changing marketplace involving PBMs, formularies, health insurance exchanges, value-based purchasing arrangements and new and innovative forms of risk-sharing and incentive arrangements. The Summit will focus on the context and structuring of such arrangements, including clinical, actuarial, contractual and legal and regulatory issues. Pharmaceutical and medical device business leaders need to become familiar with trends in value-based contracting. Pharmaceutical and medical device compliance professionals and in-house counsel need to become acquainted with such marketplace developments and to integrate new ethics and compliance standards and best practices in response to these developments into company compliance programs.

SAVE THE DATES

SIXTH ASIA PACIFIC PHARMACEUTICAL COMPLIANCE CONGRESS

SPONSORED BY Asia Pacific Healthcare Industry Compliance Team

CO-SPONSORED BY International Society of Healthcare Ethics and Compliance Professionals (ETHICS) and Pharmaceutical Compliance Forum (PCF)

MEDIA PARTNER: *Life Sciences Compliance Update*

September 21 - 23, 2016, Shangri-La Hotel, Singapore
www.AsianPharmaCongress.com



SEVENTEENTH PHARMACEUTICAL REGULATORY AND COMPLIANCE CONGRESS

Transformational Learning - Effective Knowledge Exchange

SPONSORED BY Pharmaceutical Compliance Forum

MEDIA PARTNERS: *Harvard Health Policy Review*, *Health Affairs* and *Life Sciences Compliance Update*

October 19 - 21, 2016, Mandarin Oriental, Washington, DC
www.PharmaCongress.com



WHO SHOULD ATTEND:

- Pharmaceutical and Health Care Executives and Board Members
- Employer and Health Plan Benefits Executives
- Compliance Executives
- Health Plan, Health System and Physician Organizations
- Medical Directors
- Physicians
- Pharmacists and Pharmacy Technicians
- Purchasers, including Private Employers and Public Purchasers
- Pharmaceutical Manufacturers
- Generic Pharmaceutical Manufacturers
- Site Management Organizations
- Clinical Research Organizations
- Pharmacy Benefit Management Companies
- Health Plans and Health Insurers
- Wholesale, Retail, Mail Order and Internet Pharmacies
- Health Care Attorneys and In-house Counsel
- Compliance Officers
- Privacy Officers
- Ethics Officers
- Food and Drug Law Attorneys
- Pharmaceutical Consultants
- Investment Bankers
- Venture Capitalists
- Health Care Regulators and Policy Makers
- Health Services Researchers and Academics
- Auditors

SPECIAL PACKAGE RATE TO ATTEND THE FOUR CO-LOCATED HEALTHCARE PAYMENT AND DELIVERY REFORM WEEK CONFERENCES

This special four-event registration package provides full **onsite** access to all events — you can go back and forth between the sessions. Register for all events at a deeply discounted package price:

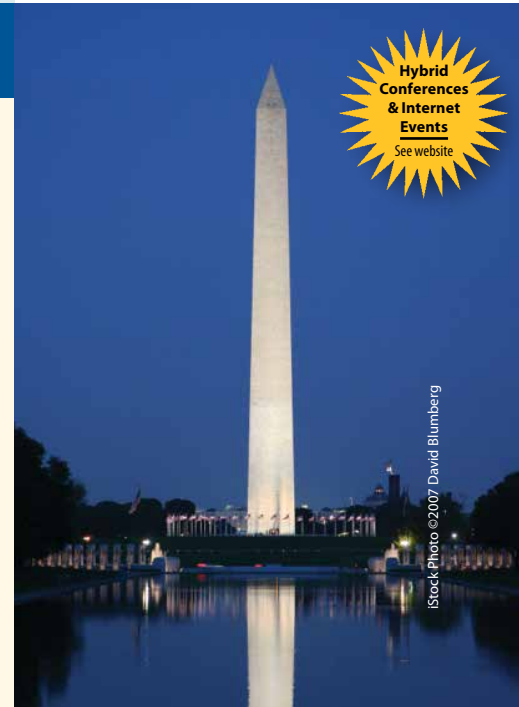
Medical Home Summit VIII, June 6 – 7

Bundled Payment Summit VI, June 7 – 9

Pharma Managed Markets Summit, June 8 – 9

ACO Summit VII, June 9 – 10

Save over \$2,500! This four-event pass provides you with onsite access to all of the events above. *See details on page 7.*



iStock Photo ©2007 David Blumberg

7:00 am Registration Commences

PRECONFERENCE WORKSHOP:

Managed Markets 101: Overview of the US Payment Systems for Pharmaceuticals



Chris Cobourn, Managing Director, Huron Consulting Group, New York, NY



Seth Lundy, Esq., Partner, King & Spalding, Washington, DC



David Ralston, JD, MPH, Associate General Counsel, Business Conduct, Gilead Sciences, Foster City, CA



John Shakow, Esq., Partner, FDA and Life Sciences Practice, King & Spalding, Washington, DC

8:00 am Welcome & Introductions

8:15 am Private and Employer-sponsored Payer System Basics

- Insurers, PBMs and GPOs
- Formularies, Contracts and Discounting Arrangements
- Current Options for Communicating Health Economic Information
- Ancillary Services
- Data Purchasing

9:30 am Specialty Pharmacies and Hub Services

10:00 am Break

10:15 am Government Payer Systems

- Medicaid Best Price Reporting and Rebates
- Medicare Parts B and D
- VA and the Federal Supply Schedule
- 340B Program

Noon Preconference Adjournment and Lunch on your Own

OPENING PLENARY SESSION

1:00 pm Welcome, Introduction and an Overview of the Pharmaceutical Pricing Marketplace and Politics in the United States



Susan Dentzer, President and Chief Executive Officer, The Network for Excellence in Health Innovation (NEHI), Analyst on Health Policy, The News Hour, Washington, DC (Chair)

1:30 pm Developing and Using Value-based Frameworks for Pharmaceuticals and Guiding Standards for How to Implement Such Frameworks Correctly



Robert W. Dubois, MD, PhD, Chief Science Officer, National Pharmaceutical Council, Washington, DC

2:00 pm Value-based Risk Sharing: Views from the Trenches



Edmund J. Pezalla, MD, MPH, National Medical Director, Pharmacy Policy and Strategy, Aetna, Hartford, CT

Robert Spurr, MBA, Vice President, US Managed Markets Oncology, Novartis, Boston, MA

Robert W. Dubois, MD, PhD, Chief Science Officer, National Pharmaceutical Council, Washington, DC (Moderator)

3:00 pm Break

3:30 pm A Prosecutor's Perspective on Enforcement Actions



Gregg Shapiro, Esq., Assistant US Attorney, US Attorney's Office, District of Massachusetts, US Department of Justice, Boston, MA

4:00 pm Emerging Enforcement Issues Involving Managed Markets Activities

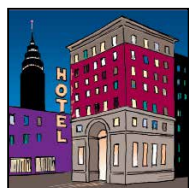


Thomas W. Beimers, Esq., Partner, Faegre Baker Daniels; Former Senior Counsel for Administrative and Civil Remedies, Office of the Inspector General, Department of Health and Human Services, Minneapolis, NM



Jeffrey L. Handwerker, Esq., Partner and Head, FDA and Healthcare Practice, Arnold & Porter, Washington, DC

PARTICIPATION OPTIONS



Onsite

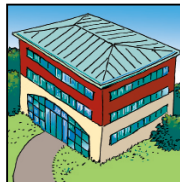
TRADITIONAL ONSITE ATTENDANCE

Simply register, travel to the conference city and attend in person.

PROS: subject matter immersion; professional networking opportunities; faculty interaction.

LIVE AND ARCHIVED INTERNET ATTENDANCE

Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for six months following the event.



At your office . . .



. . . or home

The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for the next six months; accessible in the office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.

4:45 pm



Compliance and Legal Considerations within the Managed Markets Business

Blake Bolinger, Esq., Director, US Pharmaceuticals, Compliance and Ethics, Bristol-Myers Squibb, Plainsboro, NJ



Kirk Hunt, Esq. (Invited), Assistant General Counsel, Pricing Reimbursement and Access, Eli Lilly and Company, Indianapolis, IN



Seth Lundy, Esq., Partner, King & Spalding, Washington, DC



Jennifer McGee, Esq. (Invited), Interim Chief Compliance Officer and Senior Compliance Counsel, Otsuka Pharmaceutical Development and Commercialization, Inc., Rockville, MD



Meenakshi Datta, Esq., Partner, Sidley Austin LLP, Chicago, IL (Moderator)

5:30 pm

Adjournment and Networking Reception

THURSDAY, JUNE 9, 2016

7:00 am

Registration Commences/Networking Breakfast

MORNING TRACK SESSIONS

TRACKS GROUP I (Choose one of the following Tracks)

Track A: The Range of "Value-based" Arrangements in the Marketplace and Regulatory Barriers to such Arrangements

8:00 am

Welcome, Introductions, Panel Discussions and Q&A



Michelle Drozd, ScM, Deputy Vice President, Policy and Research, Pharmaceutical Research and Manufacturers of America (PhRMA), Washington, DC



Thomas Hubbard, MPP, Vice President of Policy Research, The Network for Excellence in Health Innovation (NEHI); Former Executive Assistant for Economic Affairs, US Senator John Kerry; Former Deputy Director of Development, Massachusetts Governor Michael Dukakis, Cambridge, MA

9:00 am **Transition Break**

Track B: 340B Program Considerations

8:00 am

Welcome, Introductions, Panel Discussions and Q&A



Anthony Greco, MBA, Director, Pharmaceutical & Life Sciences Advisory Services, PwC, Philadelphia, PA



Ray Schroeder, MBA, Director, Pharmaceutical & Life Sciences Advisory Services, PwC, New York, NY



Aaron Vandervelde, MBA, Managing Director, Berkeley Research Group, Washington, DC

9:00 am **Transition Break**

Track C:

Real World Evidence and Implications to Value-based Contracting

8:00 am

Welcome, Introductions, Panel Discussions and Q&A



Mark DeWyngaert, MBA, PhD, Managing Director, Huron Life Sciences, New York, NY

9:00 am **Transition Break**

TRACKS GROUP II (Choose one of the following Tracks)

Track D: Indication-Specific Pricing — The Good, The Bad and The Ugly

9:15 am

Welcome, Introductions, Panel Discussions and Q&A



Susan Asante-Abedi, MS, Senior Principal, IMS Consulting Group, New York, NY



Richard H. Chapman, PhD, MS (Invited), Director of Health Economics, Institute for Clinical and Economic Review (ICER), Boston, MA

10:15 am **Transition Break**

Track E: Managing Communications between Manufacturers and Payers: Promotional Messages, Financial Contracting Negotiations, and Commercial Free Speech

9:15 am

Welcome, Introductions, Panel Discussions and Q&A



Timothy Ayers, JD, MPH, Vice President and Chief Compliance Officer, Horizon Pharma plc, Chicago, IL



Coleen Klasmeier, Esq., Partner and Global Coordinator, Food, Drug and Medical Device Regulatory Practice Area Team, Sidley Austin LLP; Former Special Assistant to the Chief Counsel, FDA, Washington, DC



John E. Osborn, JD, MIPP, Senior Advisor, Hogan Lovells, Executive-in-Residence and Industry Advisor, Warburg Pincus LLC; Former Senior Vice President, Global Corporate Affairs, Onyx Pharmaceuticals, Inc., an Amgen subsidiary; Former Executive Vice President, General Counsel and Secretary, Dendreon, Washington, DC

10:15 am **Transition Break**

Track F: Legal and Regulatory Challenges Regarding Risk-Sharing Arrangements in the Journey to Value-based Care

9:15 am

Welcome, Introductions, Panel Discussions and Q&A



Vasiliki Kalaitzidis, Esq., Associate General Counsel, Managed Markets and Operations, EMD Serono, Rockland, MA



Stephen Paul Mahinka, Esq., Partner, Morgan, Lewis & Bockius LLP, Washington, DC

10:15 am **Transition Break**

TRACKS GROUP III *(Choose one of the following Tracks)*

Track G: **Optimizing Contract Operations through Technology: Harnessing Insights through Analytics to Drive Strategy and Compliance**

10:15 am Welcome, Introductions, Panel Discussions and Q&A



Katherine Buckley, MBA, Principal, PwC Risk Consulting, Philadelphia, PA



Erinn Hutchinson, Principal, PwC Risk Consulting, Philadelphia, PA

11:45 am Transition Break

Track H: **Structuring Reimbursement Support Activities**

10:15 am Welcome, Introductions, Panel Discussions and Q&A



Ronald Wisor, Esq. (Invited), Partner, Hogan Lovells, Washington, DC

11:45 am Transition Break

Track I: **What Are the Strategic Precursors Necessary to See Value-based Contracting Approaches Truly Take Hold?**

10:45 am Welcome, Introductions, Panel Discussions and Q&A



David Gilman, MBA, Managing Director, Huron Consulting Group, New York, NY

11:45 am Transition Break

Noon

JOINT KEYNOTE LUNCHEON WITH ACO SUMMIT AND BUNDLED PAYMENT SUMMIT

12:30 pm Keynote Address/Discussion: Centers for Medicare and Medicaid Services Perspectives on Payment Reform



Patrick H. Conway, MD, MSc, Deputy Administrator for Innovation and Quality, Chief Medical Officer and Director, Center for Medicare and Medicaid Innovation and Director, Office of Clinical Standards and Quality, Center for Medicare and Medicaid Services, US Department of Health and Human Services, Baltimore, MD

1:15 pm Luncheon Adjournment

AFTERNOON CLOSING PLENARY SESSION:

THE FUTURE OF THE US PHARMACEUTICAL MARKETPLACE

1:30 pm CMS Proposed Rule for Testing of New Payment Models in Medicare Part B



Andrew Slavitt (Invited), Acting Administrator, Centers for Medicare and Medicaid Services, US Department of Health and Human Services, Washington, DC

2:00 pm PhRMA's Perspective



Randy Burkholder, Vice President of Policy and Research, Pharmaceutical Research and Manufacturers of America (PhRMA); Former Associate Vice President for Public Affairs, AdvaMed, Washington, DC

2:30pm Breaking Down the Hurdles to Value-based Arrangements for Pharmaceuticals



Samuel R. Nussbaum, MD, Chair, Alternative Payment Model Framework and Progress Tracking Work Group, Health Care Payment Learning and Action Network, Centers for Medicare and Medicaid Services; Former Executive Vice President and Chief Medical Officer, Anthem, Indianapolis, IN



Alonzo Weems, Esq., Vice President and Deputy General Counsel, Lilly USA, LLC, Eli Lilly and Company, Indianapolis, IN

3:15 pm Summit Adjournment

HOTEL INFORMATION/RESERVATIONS

The Pharmaceutical Summit on Business and Compliance Issues in Managed Markets does not contract with any third party organization to make hotel reservations for attendees of the Summit. All attendees should make their hotel reservations directly with the hotel and not with a third party vendor.



The Grand Hyatt Washington is the official hotel for the Pharmaceutical Summit on Business and Compliance Issues in Managed Markets, offered in sequence with the 6th National Bundled Payment Summit, the 7th National ACO Summit and the 8th National Medical Home Summit. A special group rate of \$325.00 per night (plus tax) has been arranged for Summit Attendees. To make your hotel reservations and receive the special group rate, please go to www.pharmamanagedmarketssummit.com and click on the Travel/Hotel tab.

Reservations at the group rate will be accepted while rooms are available or until the cut-off date of **Monday, May 16, 2016**. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

The Grand Hyatt Washington • 1000 H Street NorthWest • Washington, DC 20001

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

REGARDING WEBCAST REGISTRATIONS

1. Individuals or groups may register for Webcast access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts.
3. Webcast registrants will enjoy six (6) months access from date of issuance of user name and password.
4. Only one user (per user name and password) may view or access archived conference. It is not permissible to share user name and password with third parties. Should Webcast registrants choose to access post conference content via Flash Drive, this individual use limitation applies. It is not permissible to share alternative media with third parties.
5. User name and password use will be monitored to assure compliance.
6. Each Webcast registration is subject to a "bandwidth" or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at the start of the next month so long as the registration period has not lapsed and is subject to the same capacity cap.
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1. For onsite group registrations, full registration and credit card information is required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
2. For onsite registrants there will be no refunds for "no-shows" or for cancellations. You may send a substitute or switch to the online option. Please call the Conference Office at 800-684-4549 or 206-629-2350 for further information.

METHOD OF PAYMENT FOR TUITION

Make payment to Health Care Conference Administrators LLC by check, MasterCard, Visa or American Express. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A \$30 fee will be charged on any returned checks.

REGISTRATION OPTIONS

Registration may be made online or via mail, fax or scan.

You may register through either of the following:

- Online at www.pharmamanagedmarketssummit.com.
- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303, or scan and email the completed form to registration@hconferences.com. Checks or money orders should be made payable to Health Care Conference Administrators LLC.

The following credit cards are accepted: American Express, Visa or MasterCard. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

For registrants awaiting company check or money order, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Summit, credit card payment will be processed.

TAX DEDUCTIBILITY

Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021.

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NASBA

Health Care Conference Administrators, LLC (dba GHC, LLC Healthcare) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit.

Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. A recommended maximum of 13.45 credits based on a 50-minute hour will be granted for the entire learning activity.

This program addresses topics that are of a current concern in the healthcare quality and patient safety environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call 206-757-8053 or email petergrant@ehcca.com.

ATTORNEYS

Pending approval for PA MCLE credit.

CERTIFICATE OF ATTENDANCE

Onsite attendees can also request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast attendees can request a Webcast Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for "no-shows" or for cancellations of either online or onsite registrations. You may send a substitute or transfer your onsite registration to an online registration. For more information, please call the Conference Office at 800-684-4549 or 206-629-2350.

INTELLECTUAL PROPERTY POLICY

Unauthorized sharing of Summit content via Webcast access through the sharing of user names and passwords or via alternative media (Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Summit aggressively pursues copyright infringers. If a registrant needs the ability to share Summit content within his or her organization, multiple Summit registrations are available at discounted rates. The Summit will pay a reward for information regarding unauthorized sharing of Summit content. The reward will be one quarter (25%) of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of \$25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery. If you have knowledge regarding the unauthorized Summit content sharing, contact the Summit registration office.

REGISTRATION BINDING AGREEMENT

Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute.

GENERAL TERMS AND CONDITIONS

Program subject to cancellation or change. If the program is cancelled the only liability of the Summit will be to refund the registration fee paid. The Summit shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

FOR FURTHER INFORMATION

Call 800-684-4549 (Continental US, Alaska and Hawaii only) or 206-629-2350, send e-mail to registration@hconferences.com, or visit our website at www.pharmamanagedmarketssummit.com.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES:

Take advantage of this unique opportunity to expand your reach! The Summit is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader. For more information call 206-673-4815 or email exhibits@hconferences.com.

HOW TO REGISTER: Fully complete the form on page 7 (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

ONLINE: Secure online registration at www.pharmamanagedmarketssummit.com.

FAX: 206-319-5303 (include credit card information with registration)

MAIL: Conference Office, 22529 39th Ave SE, Bothell, WA 98021

FOR REGISTRATION QUESTIONS:

PHONE: 800-684-4549 (Continental US, Alaska and Hawaii only) or 206-629-2350, Monday-Friday, 7 AM - 5 PM PST

E-MAIL: registration@hconferences.com

PHARMA MANAGED MARKETS SUMMIT

COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:

NAME _____

SIGNATURE OF REGISTRANT - REQUIRED _____

JOB TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____

E-MAIL _____

Special Needs (Dietary or Physical)

ONSITE CONFERENCE ATTENDANCE

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty.

PRECONFERENCE (Optional):

- Managed Markets 101 \$ 495

CONFERENCE (Does not include Preconference):

Standard Rate:

- Through Friday, April 29, 2016* \$1,795
- Through Friday, May 20, 2016** \$1,995
- After Friday, May 20, 2016 \$2,195

PCF Rate***:

- Through Friday, April 29, 2016* \$1,595
- Through Friday, May 20, 2016** \$1,795
- After Friday, May 20, 2016 \$1,995

PCF*** GROUP REGISTRATION DISCOUNT (Does not include Preconference):

Three or more registrations submitted from the same PCF member organization at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:

- PCF 3 or More Group Rate/Conference Only, per person \$1,495

CONFERENCE ELECTRONIC MEDIA:

Onsite Attendees — Following the Summit, the video and presentations are made available in the following formats. To take advantage of the discounted prices below, you must reserve media WITH your Summit registration:

- Flash Drive (\$129 + \$15 shipping) \$ 144 6 months' access on Web \$129

Note that conference electronic media may be used by the individual purchaser only. Terms and Conditions apply (see page 6).

SELECT YOUR TRACKS: Thursday, June 9 (One from each group):

GROUP I – 8 am

- A: The Range of "Value-based" Arrangements in the Marketplace ...
- B: 340B Program Considerations
- C: Real World Evidence and Implications to Value-based Contracting

GROUP II – 9:15 am

- D: Indication-Specific Pricing — The Good, The Bad and The Ugly
- E: Managing Communications between Manufacturers and Payers ...
- F: Legal and Regulatory Challenges ...

GROUP III – 10:45 am

- G: Optimizing Contract Operations ...
- H: Structuring Reimbursement Support Activities
- I: What Are the Strategic Precursors ...

SPECIAL PACKAGE RATE TO ATTEND THE FOUR CO-LOCATED HEALTHCARE PAYMENT AND DELIVERY REFORM WEEK CONFERENCES

This special package four-event registration provides full onsite access to all events — you can go back and forth between the sessions. You can register for all events for the following package price.

Medical Home Summit VIII, June 6 – 7

Bundled Payment Summit VI, June 7 – 9

Pharma Managed Markets Summit, June 8 – 9

ACO Summit VII, June 9 – 10

Individual Registration — Includes preconference and full conference onsite attendance for:

- Through Friday, April 15, 2016* \$2,995
- Through Friday, May 20, 2016** \$3,295
- After Friday, May 20, 2016 \$3,595

Save over \$2,500! This four-event pass provides you with onsite access to all of the events above.

PAYMENT

The use of a registration discount code cannot be the basis of requesting a partial refund of fees already paid.

Discount Code: _____

TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:

Please enclose payment with your registration and return it to the Registrar at the Pharma Managed Markets Summit, 22529 39th Ave SE, Bothell, WA 98021, or fax your credit card payment to 206-319-5303.

You may also register online at www.pharmamanagedmarketssummit.com.

- Check/money order enclosed (payable to Health Care Conference Administrators LLC)

- Payment by credit card: American Express Visa Mastercard

If a credit card number is being given to hold registration only until such time as a check is received it must be so noted. If payment is not received by seven days prior to the Summit, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

WEBCAST CONFERENCE ATTENDANCE

Webcast conference registration includes the live internet from the Summit, preconference, plus six months of continued archived webcast access, available 24/7.

CONFERENCE (Includes Preconference):

Standard Rate:

- Through Friday, April 29, 2016* \$ 595
- Through Friday, May 20, 2016** \$ 795
- After Friday, May 20, 2016 \$ 995

PCF Rate***:

- Special Pharmaceutical Compliance Forum (PCF) Rate*** \$ 495

GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below.

Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employee conference participation.

- Conference Access: 5 or more \$595 each 20 or more \$395 each
- 10 or more \$495 each 40 or more \$295 each

See INTELLECTUAL PROPERTY POLICY, page 6.

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- Flash Drive (\$129 + \$15 shipping) \$ 144 (All online attendees automatically receive 6 months access on web.) See INTELLECTUAL PROPERTY POLICY, page 6.

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