

Final Program

# 2011 Prescription for Change

National Pharmacy Forum

February 7-9, 2011 | Phoenix, Arizona  
[www.higpa.org/forum](http://www.higpa.org/forum) | [www.hisci-net.org](http://www.hisci-net.org)



# 2011 National Pharmacy Forum Steering Committee

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# Welcome

On behalf of the Health Industry Group Purchasing Association (HIGPA) and the Healthcare Industry Supply Chain Institute (HISCI), we welcome you to the 2011 National Pharmacy Forum. The Pharmacy Forum Steering Committee and staff have assembled a superlative program designed to inform and educate all event attendees. This year's program theme, *Prescription for Change*, will delve into the impacts of healthcare reform and how those changes will directly affect you and your business.

Join us for the Forum's opening keynote speaker, Adam J. Fein, PhD, Founder and President of Pembroke Consulting, Inc. Dr. Fein, one of the country's foremost experts on pharmaceutical economics and the drug distribution system, will be presenting "The Battle of Control Over Specialty Drugs."

This year's highlights also include Dr. Mark Fendrick, Professor, Internal Medicine and Health Management and Policy, and Co-Director of the Center for VBID at the University of Michigan, presenting "Value-Based Insurance Design (VBID)." Tom Lennox, Senior Consultant for Health Strategies Group, is presenting "GPO Market Trends," which explores critical industry trends, key market events, contracting, and compliance management.

And don't miss sessions such as "Wall Street's View of PhRMA's Future," "What You Need to Know About Accountable Care Organizations," and "Pharmacogenomics and Personalized Medicine: Why Should We Care?"

Thank you for joining us in Phoenix for the 2011 National Pharmacy Forum, for supporting HIGPA and HISCI, and for making such a positive contribution to the industry.

Sincerely,

**Mayur Shah**  
*Committee Co-Chair*  
National Account Manager  
Institutional and Senior Care Accounts  
sanofi-aventis

**John VanEckhout, PharmD**  
*Committee Co-Chair*  
Vice President, Clinical Services  
Child Health Corporation of Americas

# Schedule of Events

## Monday, February 7

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1:15 p.m. – 1:30 p.m.

### **Welcome Remarks**

Salon 1 & 2

*Curtis Rooney, HIGPA President*

*Mayur Shah and John VanEckhout, PharmD, Pharmacy Forum*

*Steering Committee Co-Chairs*

1:30 p.m. – 2:30 p.m.

### **Opening Keynote Speaker:**

#### **The Battle for Control Over Specialty Drugs\***

*Adam J. Fein, PhD, Founder and President, Pembroke Consulting, Inc.*

Adam J. Fein, PhD, Founder and President of Pembroke Consulting, is one of the country's foremost experts on pharmaceutical economics and the drug distribution system. Join this lively discussion as he examines the battle for control over specialty drug spending in hospitals and community alternative care sites and the key forces of change affecting GPOs, wholesalers, payers, and patients. Learn how to position your organization for success in this dynamic part of the marketplace.

*\*Accredited for 1.0 knowledge based CPE activity CE credit hour for pharmacists  
ACPE program number: 0507-9999-11-003-L04-P*

2:30 p.m. – 3:00 p.m.

### **Coffee Break**

Salon 1 & 2 Foyer

*Sponsored by Astellas Pharma US, Inc.*

3:00 p.m. – 4:00 p.m.

### **Pharmacogenomics and Personalized Medicine: Why Should We Care?\***

Salon 1 & 2

*J. Steven Leeder, PharmD, PhD, University of Kansas Medical Center*

Developments in the area of pharmacogenetics and pharmacogenomics and their application to clinical practice offer much promise, but are also associated by considerable hype and controversy. Information regarding individuals' genetic predisposition to disease and response to medications can be easily obtained through companies offering personal genomics services. However, the capacity to generate vast amounts of genomic information exceeds our ability to interpret it, especially when trying to elucidate individual risk from population data. This presentation defines what pharmacogenetics and pharmacogenomics mean and how they contribute to the concept of "personalized medicine." The hype accompanying personalized medicine will be balanced by the realities associated with introducing pharmacogenomics into clinical practice as illustrated by two recent examples involving changes to the product labels, warfarin and clopidogrel. This presentation also includes a discussion of how pharmacogenetics may be individually relevant to attendees.

*\*Accredited for 1.0 knowledge based CPE activity CE credit hour for pharmacists  
ACPE program number: 0507-9999-11-004-L01-P*

4:00 p.m. – 4:30 p.m.

**Coffee Break**

Salon 1 & 2 Foyer

*Sponsored by Astellas Pharma US, Inc.*

4:30 p.m. – 6:00 p.m.

**What You Need to Know About Accountable Care Organizations\***

Salon 1 & 2

*David M. Munch, MD, Executive Vice President, Chief Consulting and Clinical Officer, Healthcare Performance Partners, Inc. (HPP)*

*Ernest R. Anderson, Jr., MS, FASHP, FMSHP, System Vice President of Pharmacy, Caritas Christi Health Care*

*Moderator: John Pritchard, Publisher, ACO Insights, MDSI Group*

Accountable Care Organizations (ACOs) are on the rise in the healthcare industry. Now is the time for healthcare systems to learn the key components of adapting the ACO model. Hear about the evolution and implementation of the ACO model as well as best practices of successful ACOs. Panelists also discuss the expanding role of pharmacies in ACOs, and provide an update as to what initiatives GPOs are currently undertaking with respect to ACOs.

*\*Accredited for 1.5 knowledge based CPE activity CE credit hour for pharmacists  
ACPE program number: 0507-9999-11-002-L04-P*

6:00 p.m. – 7:30 p.m.

**Welcome Reception**

The Pavilion Ballroom

## Tuesday, February 8

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7:30 a.m. – 8:30 a.m.

**Breakfast**

The Pavilion Ballroom

8:30 a.m. – 9:30 a.m.

**Reducing Unplanned Hospital Readmissions: Lessons from CMS's Care Transitions Theme, Learning Objectives for Pharmacists\***

Salon 1 & 2

*Jane Brock, MD, MSPH, Medical Officer, Quality Improvement Services, Colorado Foundation for Medical Care*

This session familiarizes attendees with the most common drivers of readmissions and discusses strategies associated with successful reduction in readmissions. Explore the role of medication management in reducing hospital readmissions and the role of community partnerships, and also hear about the pharmacist's role in transition coaching initiatives.

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9:30 a.m. – 10:00 a.m.

**Coffee Break**

Salon 1 & 2 Foyer

*Sponsored by Astellas Pharma US, Inc.*

# Schedule of Events *(continued)*

10:00 a.m. – 11:00 a.m.

## **GPO Market Trends\***

*Salon 1 & 2*

*Tom Lennox, Senior Consultant, Health Strategies Group*

This session includes a comprehensive review of the pharmacy issues and trends in the GPO industry. Based on extensive quantitative and qualitative research, this session also explores critical industry trends, key market events, contracting, and compliance management. Hear strategies for member retention in the pharmacy sector and a strategic market overview.

*\*Accredited for 1.0 knowledge based CPE activity CE credit hour for pharmacists  
ACPE program number: 0507-9999-11-006-L04-P*

11:00 a.m. – 11:30 a.m.

## **Coffee Break**

*Salon 1 & 2 Foyer*

*Sponsored by Astellas Pharma US, Inc.*

11:30 a.m. – 12:30 p.m.

## **Value-Based Insurance Design: Returning Health and Wellness to the Healthcare Cost Debate\***

*Salon 1 & 2*

*A. Mark Fendrick, MD, Professor, Internal Medicine and Health Management and Policy, and Co-Director, Center for Value-Based Insurance Design, University of Michigan*

Cost sharing plays a critical role in defining the healthcare benefit. To balance the demands for access to medical interventions with pressures to constrain costs, levels of cost sharing must be set in a manner that achieves appropriate clinical and financial outcomes. Using the Value-Based Insurance Design, patient contributions are based on the potential for clinical benefit, taking into consideration the patients' clinical condition. During this session, Dr. Fendrick reviews current containment mechanisms, examines the relationship between cost sharing and patient adherence, and discusses the misalignment of incentives between investment in disease management initiatives and individual cost sharing. Dr. Fendrick also explores the potential of a cost-sharing program for which co-pays are based on an intervention's clinical benefit, not cost, to prioritize patients' out-of-pocket expenditures, and discusses real life examples of the implementation of Value-Based Insurance Design programs.

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12:30 p.m. – 1:45 p.m.

## **Lunch**

*The Pavilion Ballroom*

1:45 p.m. – 2:45 p.m.

## **Elephants, Donkeys, and the Tea Party: What's Washington Thinking Now?**

*Salon 1 & 2*

*Diane Major, Bockorny Group*

*Melissa Schulman, Bockorny Group*

*Moderator: Curtis Rooney, HIGPA President*



Hear how the November 2010 elections and recent changes in Congress have transformed the face of healthcare. Washington insiders, Diane Major and Melissa Schulman, provide a real-time update on the current state of the nation and what's the real story on Capitol Hill. Learn about the latest developments in Washington, including breaking news in the GPO and pharmaceutical industries.

2:45 p.m. – 3:15 p.m.

**Coffee Break**

*Salon 1 & 2 Foyer*

*Sponsored by Astellas Pharma US, Inc.*

3:15 p.m. – 4:15 p.m.

**International Pharmacy\***

*Salon 1 & 2*

*Roger Miles, BPharm, MRPharmS, Pharmaceutical Consultant*

This session focuses on the contracting process for procuring pharmaceuticals for NHS hospitals in England following the decision to buy on a national scale. Roger Miles identifies key factors for success as well as obstacles. He also discusses possible changes to procedure that reflect changes in clinical practice and increasing pressures on drug expenditure.

*\*Accredited for 1.0 knowledge based CPE activity CE credit hour for pharmacists  
ACPE program number: 0507-9999-11-007-L04-P*

4:15 p.m. – 4:30 p.m.

**Coffee Break**

*Salon 1 & 2 Foyer*

*Sponsored by Astellas Pharma US, Inc.*

4:30 p.m. – 5:30 p.m.

**Wall Street's View of PhRMA's Future**

*Salon 1 & 2*

*Randall Stanicky, CFA, Goldman Sachs and Co.*

*Robert Jones, Managing Director, Goldman Sachs and Co.*

As more pharmaceutical companies approach patient expiration on major pharmaceuticals, many are wondering what is coming down the pipeline for big Pharma. Randall Stanicky and Robert Jones provide a market overview of the industry and compare and contrast differing patient cliffs. In addition, they discuss the implementation of new drug launches, the ongoing consolidation within the industry, and what to expect for the future.

5:30 p.m. – 7:00 p.m.

**Chairmen's Reception**

*Upper & Lower Pool Deck*

## Wednesday, February 9

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7:30 a.m. – 8:30 a.m.

**Breakfast**

*The Pavilion Ballroom*

# Schedule of Events *(continued)*

8:30 a.m. – 9:30 a.m.

## **Comparative Value Analytics in Pharmacy Management and its Impact on Patient Outcomes\***

Salon 1

*Josh Feldstein, President and Medical Editor-in-Chief, Center for Applied Value Analysis, Inc., MarCom Group International, Inc.*

This session explores the steps needed to design objective “Total Value” Comparative Effectiveness Research (CER) for pharmaceuticals and how such data can be analyzed and presented using Value Analytics Models (VAMs) for optimal practicality at the pharmacy level. In addition, the session examines the need for improved, practical comparative effectiveness pharmaceutical product data collection as well as associated data analytics and presentation methods.

*\*Accredited for 1.0 knowledge based CPE activity CE credit hour for pharmacists  
ACPE program number: 0507-9999-11-009-L04-P*

9:30 a.m. – 10:00 a.m.

## **Coffee Break**

Salon 1 Foyer

*Sponsored by Astellas Pharma US, Inc.*

10:00 a.m. – 11:00 a.m.

## **Ask the Experts: HIGPA Pharmacy Committee**

Salon 1

*Gary Freeman, RPh, MBA, Vice President, Pharmacy, Amerinet, Inc.  
Fred Halvachs, RPh, MA, Vice President, Pharmacy Contracting, MedAssets  
John VanEeckhout, PharmD, Vice President, Clinical Services,  
Child Health Corporation of America*

*Moderator: Fred Pane, RPh, BS Pharmacy, FASHP, Senior Director,  
The Medicines Company*

This panel of GPO pharmacy leaders reports on committee actions, including past accomplishments, current initiatives, and future goals.

## Continuing Education Credits



MedAssets Supply Chain Systems is accredited by the Accreditation Council on Pharmacy Education as a provider of continuing pharmacy education.

Sessions marked with an asterisk (\*) are targeted to pharmacists with an activity type of knowledge. In order to receive credit, participants must attend the entire session. Participants must complete an online learning assessment and evaluation in order to receive an ACPE Statement of Credit. An access code will be provided to participants at the time of the program. Following the program, participants must go to <http://medassetsce.rxschool.com>, login, and find the program listed under the ‘Programs-Live CE’ tab. The access code is entered at this time and participants will be able to complete the requirements and print out their own Statements of Credit. Programs will be available online for one (1) month following the program date.

*Note: HIGPA and HISC reserve the right to alter the content or replace speakers at any time. Educational sessions at the National Pharmacy Forum are for the benefit of paid attendees. These sessions are not press conferences, and we respectfully request that members of the press refrain from asking questions from the floor until attendees have had an opportunity to do so.*

## Sponsors

HIGPA and HISCI thank the following companies for their generous support of the 2011 National Pharmacy Forum.

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Astellas Pharma US, Inc., a subsidiary of Tokyo-based Astellas Pharma, Inc., is a research-based pharmaceutical company dedicated to improving the health of people around the world through innovative

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### Internet Café

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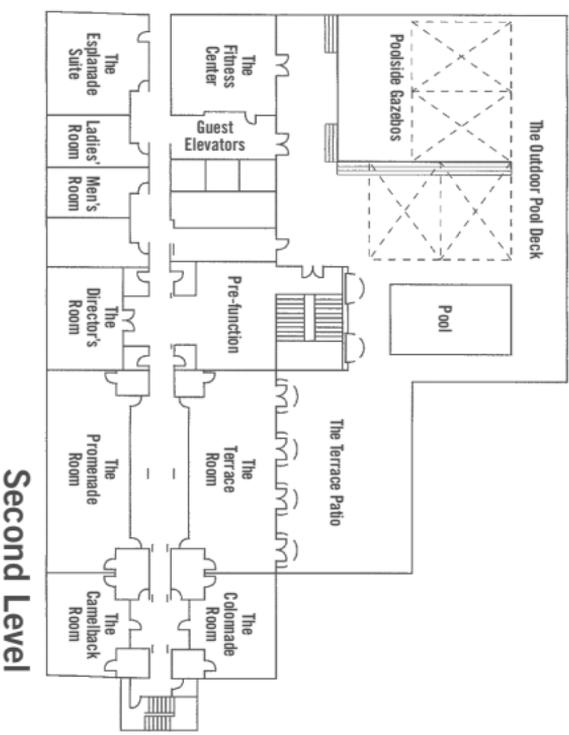
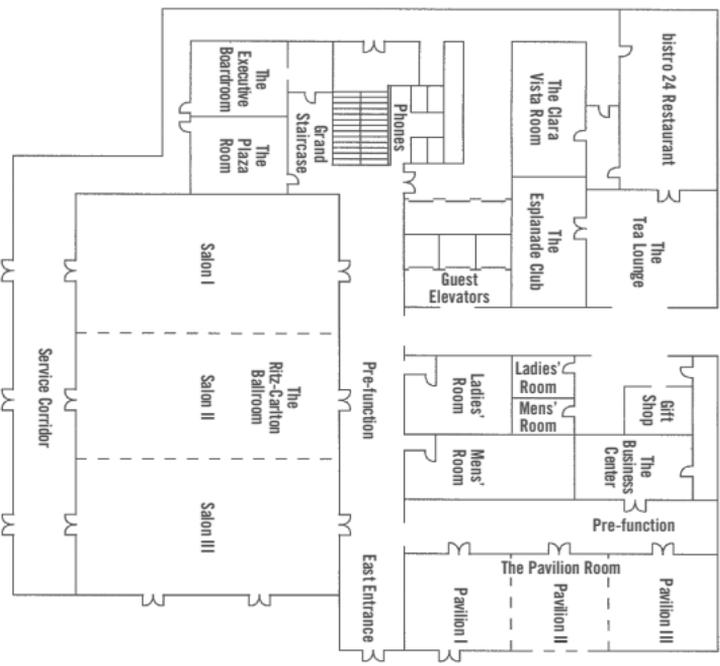
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# Hotel Floor Plan

## The RITZ-CARLTON, PHOENIX Meeting Facilities

### Lobby Level



### Second Level

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## Forum Speakers

**Ernest R. Anderson, Jr., MS, FASHP, FMSHP**, is System Vice President of Pharmacy at Caritas Christi Health Care, a six hospital system with corporate offices in Brighton, Massachusetts. He is also Associate Clinical Professor of Pharmacy at Northeastern University College of Pharmacy and Allied Health Professions and Adjunct Associate Professor of Pharmacy at Massachusetts College of Pharmacy and Health Sciences in Boston. Anderson received his Master's degree in Hospital Pharmacy from the Northeastern University College of Pharmacy and Allied Health Professions in Boston in 1979 and his Bachelor's degree from Northeastern University College of Pharmacy and Allied Health Professions in 1976. Anderson has given numerous presentations in his 33 years of pharmacy practice, both locally and nationally, on a variety of healthcare and leadership topics. He has published articles in journals such as *Pharmacy Review*, *Hospital Pharmacy*, *Pharmacotherapy*, *Joint Commission Journal on Quality and Safety*, *Pharmacy Practice News*, and *the American Journal of Hospital Pharmacy*. He currently serves on the MSHP Foundation Board. Anderson is active with ASHP as a delegate from MSHP, and has served as a member of the nominations committee for two years and as Chair and Council Member of the Council for Public Policy for four years. He also serves on the Development Committee for the ASHP Foundation. He is a past member of the Board of Trustees, Past Secretary, and Past President of the Association of Community Cancer.

**Jane Brock, MD, MSPH**, is the Chief Medical Officer for the Colorado Foundation for Medical Care (CFMC), the Medicare Quality Improvement Organization (QIO) for Colorado. She spent 25 years in clinical practice in urgent care and occupational medicine. Dr. Brock received her MD from The University of Kansas, her MSPH and Preventive Medicine training from The University of Colorado, and a Bronze level LEAN certification from the Society of Manufacturing Engineers. She is the Chief Medical Officer for the Care Transitions QIO Support Contractor. The Care Transitions theme is a three-year project funded by the Centers for Medicare and Medicaid Services (CMS) which aims to improve the quality of care transitions and to reduce 30-day readmissions among Medicare beneficiaries residing in the 14 communities.

**Adam J. Fein, PhD**, is the Founder and President of Pembroke Consulting, Inc., a management advisory and business research firm based in Philadelphia. Dr. Fein is one of the country's foremost experts on pharmaceutical economics and channel strategy. He consults with clients in the pharmaceutical and healthcare industries. Eight of the 15 largest biopharmaceutical manufacturers have called on Dr. Fein for his experience, analyses, and insights to help them improve profitability and make better strategic decisions. He offers clients the perspective and judgment for solving challenging business problems in today's evolving healthcare environment. Dr. Fein inspires audiences to think strategically with his fact-based and entertaining keynote speeches. He has presented to more than 55,000 executives across a wide range of industries. Dr. Fein has published hundreds of academic and industry articles, has authored and edited ten books, and writes the popular and influential Drug Channels website. The media frequently seek his industry expertise, and he has been quoted in such leading national publications as *The Wall Street Journal*, *The Financial Times*, *The New York Times*, *Pharmaceutical Executive*, *Drug Benefit News*, and many others. Dr. Fein earned his doctoral degree from the Wharton School of Business at the University of Pennsylvania and a BA, *summa cum laude*, from Brandeis University. He lives in Philadelphia with his wife and their two children.

## Forum Speakers *(continued)*

**Josh Feldstein** leverages more than 25 years of pharmaceutical and medical device experience working with US and global Fortune 500 multinational, middle-market, and early-phase companies. Feldstein has designed and managed hundreds of initiatives in more than 30 therapeutic categories for US and global clients. As President and Medical Editor-in-Chief of the Center for Applied Value Analysis and its sister company MarCom Group International, he works closely with clients to provide strategic and tactical counsel. As a health economist, Feldstein has coordinated qualitative and quantitative research, has contributed to the design of proprietary value analysis models, and has edited and authored health economic journal manuscripts for pharmaceutical and medical-surgical industry clients. He has presented professional education programs on behalf of AHRMM, the Strategic Marketplace Initiative (SMI), and the Drug Information Association (DIA). A published medical book author in rheumatology, and a communications expert, Feldstein has also written and edited materials for the medical and healthcare industries. He is a medical device patent holder, has been interviewed on national and major market radio talk shows, regularly presents peer-to-peer professional education programs, and teaches interactive communication seminars to a wide range of audiences. Prior to starting MarCom Group International, he worked for the healthcare division of Burson-Marsteller and Gross Townsend Frank Hoffman in New York City. Feldstein has a B.A. in English, *cum laude*, from Queens College, City University of New York.

**A. Mark Fendrick, MD**, is a Professor of Internal Medicine in the School of Medicine and a Professor of Health Management and Policy in the School of Public Health at the University of Michigan. Dr. Fendrick received a bachelor's degree in economics and chemistry from the University of Pennsylvania and his medical degree from Harvard Medical School. Dr. Fendrick completed his residency in internal medicine at the University of Pennsylvania where he was a fellow in the Robert Wood Johnson Foundation Clinical Scholars Program. He currently co-directs the Center for Value-Based Insurance Design at the University of Michigan, the leading advocate for development, implementation, and evaluation of innovative health benefit plans. Dr. Fendrick's research focuses on the clinical and economic assessment of medical interventions with special attention to how technological innovation influences clinical practice, benefit design, and healthcare systems. He has authored more than 200 articles and book chapters and lectures frequently on the quality and cost implications of medical care to diverse audiences around the world. Dr. Fendrick remains clinically active in the practice of general internal medicine. He is the Co-Editor-in-Chief of the *American Journal of Managed Care* and is an editorial board member for three additional peer-reviewed publications. His perspective and understanding of clinical and economic issues have fostered collaborations with numerous government agencies, health plans, professional societies, and healthcare companies. He serves on the Medicare Coverage Advisory Committee. In 2009, he was named one of the "20 people who make healthcare better" by HealthLeaders Media for the creation and implementation of value-based insurance design.



**Gary Freeman, RPh, MBA**, is Vice President of the pharmacy group purchasing program of Amerinet Inc., one of the nation's leading healthcare group purchasing organizations. Freeman brings more than 28 years of healthcare experience to his new role. Prior to joining Amerinet, Freeman served more than eight years as the director of the pharmacy program for AllHealth Inc., a regional group purchasing organization serving the Mid-Atlantic states. He also has significant hospital experience, having served as the pharmacy director of three hospitals in the Philadelphia region. With an interest in pharmacy automation, Freeman also worked for the information technology companies Shared Medical Systems and Micah Systems, as well as in the information services for a large multi-hospital healthcare organization. Freeman holds a Bachelor of Arts degree in Psychology from Temple University, a Bachelor of Science degree in Pharmacy from Temple University School of Pharmacy, and a Master of Business Administration degree from St. Joseph's University. He is a member of a number of professional organizations, including the American Society of Health-System Pharmacists and HIGPA, and served as an adjunct faculty member of the Temple University School of Pharmacy.

**Fred Halvachs, RPh, MA**, is currently MedAssets' Vice President, Pharmacy Contracting Services. He was the 2010 Chairman of the HIGPA Pharmacy Advisory Committee and serves on the Federation of American Hospitals Pharmacy Exposition Committee. Halvachs joined MedAssets in November 2010, following MedAssets acquisition of The Broadlane Group. His prior experience with Broadlane included leading Broadlane's pharmacy program as Senior Vice President, Pharmacy Services. Prior to joining Broadlane in 2000, Halvachs spent 15 years in St. Louis as Director of Pharmacy for various hospitals with Tenet Healthcare Corporation hospitals, leading the Best Practices Program. He earned a bachelor's degree in pharmacy from St. Louis College of Pharmacy, a graduate degree from Webster University, and a fellowship in executive management Leonard Davis Institute, Wharton School of Business. Halvachs is a member of the Texas Pharmacist Association and is an American Society of Health System Pharmacist.

**Robert Jones** joined Goldman Sachs & Co. in April 2008 and was promoted to Vice President in January 2010. Prior to joining the firm, Jones worked at UBS Securities LLC as an Associate Analyst in the Generic Pharma Manufacturers, PBMs, Distributors & Labs group. He also held previous roles within Johnson & Johnson Company, including Senior Analyst in the Strategic Planning and Business Analytics group. He graduated from Lehigh University with a Bachelor of Science in Finance in 1999.

**J. Steven Leeder, PharmD, PhD**, is the Marion Merrell Dow/Missouri Endowed Chair in Pediatric Clinical Pharmacology and Chief of the Division of Clinical Pharmacology and Medical Toxicology at Children's Mercy Hospital (CMH), Kansas City, Missouri. He holds faculty appointments as Professor of Pediatrics and Pharmacology at the University of Missouri-Kansas City; Courtesy Professor of Pharmaceutical Chemistry in the School of Pharmacy at the University of Kansas (Lawrence, KS); and Adjunct Professor of Pharmacology, Toxicology, and Therapeutics at the University of Kansas Medical Center (Kansas City, KS). Leeder is board certified in Applied Pharmacology by the American Board of Clinical Pharmacology. Broadly, his research interests

## Forum Speakers *(continued)*

address the relative roles of genetic variation and ontogeny as determinants of variability of drug disposition and response in children. He received his PhD in Pharmacology at the University of Toronto in 1989. Prior to that, he received his PharmD from University of Minnesota, and BScPhm from the University of Toronto. He is an elected member of the American Pediatric Society and serves as the Chair of the Drug Metabolism Division of the American Society for Pharmacology and Experimental Therapeutics (ASPET), Treasurer of the Drug Metabolism Section of the International Union of Pharmacology (IUPHAR), and as an Associate Editor for the journal *Drug Metabolism and Disposition*.

**Tom Lennox** is a Senior Consultant with Health Strategies Group supporting the Institutional Channel research services, which provides syndicated research, consulting, and training support to pharmaceutical and biotechnology companies. He has authored numerous syndicated institutional research service publications, identifying channel strategies and tactics for GPOs, integrated health systems, long term care, and hospital segments. In addition, Lennox regularly engages in client-private consulting projects, providing insights and recommendations to support clients' specific strategic needs. Lennox maintains extensive experience in the pharmaceutical and biotechnology industries, serving in both brand and generic segments. His extensive career experience includes positions with in sales, training, marketing, sales management, and national accounts. Prior to joining Health Strategies Group, he was Director, National Accounts at Piramal Critical Care, where he was responsible for contracting and programming with national and regional GPOs, strategic alliances, and large integrated health systems. In addition, Lennox has substantial experience throughout the different payer markets in roles with Organon Biosciences and UCB Pharma. He earned his bachelor's degree in Business Administration from Millersville University.

**Diane Major** is a former top GOP leadership aide on healthcare. She chairs the firm's growing healthcare practice, specializing in Fortune 100 healthcare and trade association client matters. She joined the Bockorny Group in February 2005. Since then, she has secured a number of client victories ranging from passing legislation related to reimbursement matters to minimizing congressional investigations. She helps clients develop effective advocacy strategies in navigating difficult Medicare/Medicaid challenges. Moreover, she helps providers articulate their healthcare concerns on matters that come before the House and Senate Judiciary Committees. Finally, Diane has created a niche food safety practice, helping industry producers with emerging public health concerns. Prior to joining the Bockorny Group, Diane served as the primary healthcare policy analyst for the Senate Republican Policy Committee (RPC). She was responsible for coordinating all health legislation considered on the Senate floor with the Bush administration and GOP Leadership team. During this time, she also helped staff Senator Kyl for the Medicare Modernization Act conference. Before the RPC position, Diane served as Senior Associate Director of Federal Relations for the American Hospital Association (AHA). While at the AHA, she helped design the Republican advocacy strategy for two Medicare funding relief measures after the passage of the Balanced Budget Act. Prior to joining the AHA, Diane handled health policy issues for the late Senator Craig Thomas (R-WY), a member of the Senate Finance Committee, and a former Congressman for the state of Wyoming.



**Roger Miles, BPharm, MRPharmS**, is a pharmaceutical consultant based in England. He was for many years the Regional Specialist Procurement Pharmacist for Northwest England. He was responsible for the contracting of pharmaceuticals for 40 large acute hospitals and mental health organizations in the region. He was a member of several national committees and adjudication committees.

**David M. Munch, MD**, is the Senior Vice President and Chief Clinical Officer for Healthcare Performance Partners (HPP), a division of MedAssets. HPP is a leading consulting firm that offers process improvement and clinical consulting services for a large number of health systems in the United States and Europe. Prior to joining the HPP team, he was the Chief Clinical and Quality Officer of Exemplar Lutheran Medical Center (ELMC) and led their five-year Lean journey. Under his stewardship ELMC achieved many accomplishments, including participation in CMS demonstration projects for reduction of hospital readmissions, the launch of JCAHO's "Transforming Healthcare" division in which his team developed a Lean/Six Sigma approach to hand hygiene resulting in 95 percent sustained blind observation performance and "Best in Class" pharmacy Lean performance featured at The Institute for Healthcare Improvement (IHI) National Forum. He is an instructor for the Lean Healthcare Certification Program at Belmont College in Nashville. From January 2000 through April 2004, Dr. Munch was the Chief Operating Officer and Chief Medical Officer of ELMC, successfully leading a financial and clinical improvement turnaround. Dr. Munch received his training from the University of Colorado Health Sciences Center, completing residency in July of 1983, and practiced Internal Medicine from that time until January 2000.

**Fred Pane, RPh, BS Pharmacy, FASHP**, is currently employed as a Senior Director for The Medicines Company in Parsippany, NJ. In his current role, he is developing company relationships with Pharmacy Leadership, Clinical Pharmacy, Hospital Administration, and Leaders in Quality Assurance and Performance improvement, along with Private Payers, addressing operational efficiencies and clinical outcomes associated with various patient care models with a focus on Comparative Effectiveness, with AHRQ, and Accountable Care Organizations. He publishes on timely healthcare-related topics and presents to health system pharmacists and their administrators. Prior to working with The Medicines Company, Pane worked for more than four years with the GPO Premier Inc. as Senior Director, Pharmacy Affairs. He introduced a new contracting model, "Value Based Contracting," which addresses core measures and outcomes as part of contract/pricing negotiations. Pane gave input on Comparative Effectiveness modeling to Senator Baucus and Conrad for discussion in healthcare reform in 2008 and has moderated panel discussion around quality and outcomes, including organizations such as AHRQ and QIO's. He presented to pharma/bio companies on quality and outcome related issues, including changes in healthcare with impact on industry and the use of the Premier Prospective Data Base. Pane received his bachelor's of science in Pharmacy from St. John's University School of Pharmacy in Jamaica, NY, and graduate studies in leadership at The University of Pennsylvania, Wharton School of Business, Leonard Davis Institute in Philadelphia, and Thunderbird College through Mid Western University.

## Forum Speakers *(continued)*

**John Pritchard** is General Manager and President of Medical Distribution Solutions Inc. (MDSI)—the publisher of *The MAX* (The Major Account Exchange), *The Journal of Healthcare Contracting*, and ACO InSights. *The MAX*, used by GPOs and suppliers, is the industry's leading online strategic database that helps suppliers drive compliance of GPO and IDN contracts. *The MAX* categorizes more than 1,200 IDNs into four stages, so suppliers quickly know which IDNs can deliver high compliance. *The Journal of Healthcare Contracting* is the only publication solely focused on the healthcare-contracting arena. Collaboration amongst stakeholders in the contracting arena is vital for efficiency, profitability, and sometimes even the survival of members in this arena. *The Journal of Healthcare Contracting* facilitates open, meaningful communication for its community. No other publication reaches all people responsible for the success of contracting initiatives for their organizations and executives involved in the healthcare contracting business. Readers include 5,000 hospital CEOs, 7,500 IDN executives, and 1,300 GPO executives. Pritchard holds a BS in Consumer Services from The Ohio State University, and an MBA from the James J. Nance School of Business at Cleveland State University, with an emphasis in Industrial Distribution and e-Commerce.

**Curtis D. Rooney** is President of the Health Industry Group Purchasing Association (HIGPA). He is responsible for the association's strategic, government relations, and communications efforts to advance the healthcare Group Purchasing Organization industry. Prior to becoming President of HIGPA, Mr. Rooney was the Senior Associate Director and Counsel, Federal Relations, for the American Hospital Association (AHA) from 1999 to 2006. He was responsible for a number of issues including disaster preparedness, Medicare payment issues, medical liability reform, mental health services, telemedicine, and ERISA. Mr. Rooney was an attorney with the law firm of Arent Fox Kintner Plotkin & Kahn, practicing in the Health Law Group in Washington, DC. He has also been Washington Counsel to the American Medical Association (AMA) in the Division of Legislative Counsel and Counsel to the Association of Private Pension and Welfare Plans (APPWP) (now the American Benefits Council). Mr. Rooney has written and spoken extensively on politics, Medicare, telemedicine, ERISA, and healthcare reform. He sits on a number of boards including the Healthcare Industry Supply Chain Institute (HISCI), the Center for Telehealth and E-Health Law (CTeL), and the Children of Kibera Foundation. He received a Bachelor of Arts from The George Washington University and Juris Doctor from The Catholic University. He is married to his college sweetheart and has two children.



**Melissa A. Schulman** is recognized as one of the most prominent Democratic lobbyists in Washington. She joined The Bockorny Group in 1998, after almost 14 years of service as one of the top Democratic Leadership Staffers in Congress and as a Senior Aide to current House Majority Leader Steny Hoyer (D-MD). She continues to serve as a key outside advisor to both the House and Senate Democratic leadership on policy issues and has often been hailed as one of Washington's "go-to" lobbyists by Capitol Hill media. While working on the Hill, Schulman was cited among Roll Call's list of Top Fifty Congressional staff. As a consultant, Schulman is cited as a leading Democratic lobbyist in publications such as *The Hill* and *National Journal Magazine*. Schulman is known for her deep relationships across Capitol Hill, particularly with the moderate Members of Congress, and is a proven and effective legislative strategist adept at building and managing advocacy coalitions on behalf of her clients. She regularly works with corporations and trade associations through complicated legislative, regulatory, and political projects, developing legislative champions and securing victories. Before joining The Bockorny Group, Schulman served as Executive Director of the Democratic Caucus and Policy Director to Representative Hoyer, currently House Majority Leader. Prior to her tenure in Representative Hoyer's office, Schulman worked with Representatives Thomas Manton (D-NY) and Geraldine Ferraro (D-NY).

**Randall Stanicky, CFA**, joined Goldman Sachs in 2001. He works in the Healthcare Group focusing on pharmaceutical companies. Prior to joining Goldman Sachs, Stanicky worked as a research associate in the healthcare group at Citigroup Global Asset Management. He holds a Bachelor of Commerce degree from the University of British Columbia and is a Chartered Financial Analyst.

**John VanEeckhout, PharmD**, joined Child Health Corporation of America (CHCA) in 2000. He is responsible for maintaining and facilitating the clinical relationships between CHCA and the owner hospitals' Pharmacy Directors Forum, Home Care Directors Forum (dissolved in 2008), and Pharmacy Buyer Forum. He is also responsible for developing and facilitating clinical relationships between the pharmaceutical manufacturers and the forum member to assist owner hospitals to assess and improve pediatric pharmaceutical care. VanEeckhout is involved with the Solutions/Performance Improvement (PI) Division of CHCA, where he works with the PI staff members in a clinical advisor role. He also works closely with CHCA Collaborative Initiatives in the area of ADE Benchmarking and ADE Sustain and Spread Collaborative and other patient medication safety initiatives. Through the Financial Services Division of CHCA, VanEeckhout is responsible for overseeing the CHCA PBM Collective. He brings a great deal of knowledge and expertise related to drug procurement, purchasing, and clinical management to CHCA. Before joining CHCA, he was the Director of Pharmacy at Children's Hospital of The King's Daughters in Norfolk, Virginia and the Director of Pharmacy at the Children's Hospital in Dayton, Ohio. John has held both management and clinical positions in pharmacy practice. He attained a Doctorate of Pharmacy from the University of Cincinnati and Bachelor of Science in Pharmacy from North Dakota State University, Fargo.

# Our Mission, Vision, and Values



## Our Mission

### Defining Our Purpose

The mission of the Health Industry Group Purchasing Association focuses on five key areas:

- **Advocacy:** We work collaboratively with all legislative and regulatory authorities to ensure fair and efficient procurement practices in an open and competitive market within the health industry.
- **Education:** We provide educational opportunities designed to improve efficiencies in the purchase, sale, and utilization of all goods and services within the health industry.
- **Ethics:** We uphold the ethical conduct of business practices within the industry and the standards adopted by the Healthcare Group Purchasing Industry Initiative that are intended to strengthen the integrity of the healthcare supply chain.
- **Information:** We enhance the awareness of our members' efforts to support the delivery of high-quality, cost effective healthcare.
- **Liaison:** We promote meaningful dialogue between health industry organizations engaged in group purchasing and other industry entities on issues of mutual interest.

## Our Vision

### Preparing for the Future

As one of the nation's leading healthcare trade associations, HIGPA strives to have a long-term, positive impact. All of our efforts are focused on realizing our vision for tomorrow. We envision a world in which:

- An open forum exists for the exchange and promotion of best practices in the non-labor cost side of healthcare and for the exploration of complex issues in healthcare cost control.
- Cost-efficient, high-quality healthcare is more widely available.
- Innovative approaches flourish, and standards of practice and excellence are maintained, in the healthcare products market.
- Free market dynamics for healthcare products are maintained.
- Beneficial and legally allowable cooperation is not disrupted by the proprietary interests of industry competitors.
- HIGPA is an acknowledged national leader in speaking for and shaping the field of healthcare purchasing.
- HIGPA is a leader in providing educational and networking opportunities to our members.

## Our Values

### Identifying Our Guiding Principles

To accomplish our mission and realize our vision, we adhere to these values:

- **Responsibility:** Our activities focus ultimately on benefiting the patient.
- **Responsiveness:** We actively communicate with our members.
- **Quality:** We provide high-quality products and services to its members and other customers that represent a powerful return on their investment of membership dues and fees.
- **The Power of Information:** We take the lead in information collection, analysis, and dissemination and in education aimed at enhancing its members' competitiveness.
- **Neutrality:** We provide a neutral forum for the exploration of healthcare cost issues and of legally acceptable buyer-seller cooperation.
- **Integrity, Honesty, and Credibility**
- **Advocacy:** We take a leadership role in shaping national policy on behalf of its members.
- **Fair Competition:** We contribute to the maintenance of an open, competitive market.
- **Innovation:** We look for in product and service development and delivery.
- **Courage:** We take positions on sensitive and potentially controversial issues.
- **Institutional Leadership:** We strive to be a model of exemplary practice for other trade associations.



## Our Mission

The Healthcare Industry Supply Chain Institute (HISCI) is a collaborative association that represents the entire healthcare supply chain, including suppliers/manufacturers and group purchasing organizations. HISCI serves to improve and increase efficiencies within healthcare through best practice sharing, education and networking.

The HISCI promise to its members is to be a “performance improvement” organization. HISCI will provide a solutions-centered forum where healthcare providers can interact with suppliers, manufacturers, distributors, and group purchasing organizations to focus on the root causes of healthcare supply chain inefficiencies by participating in collaborative supply chain analysis, and developing specific education and training offerings based upon those findings.

# HIGPA Antitrust Policy

The Health Industry Group Purchasing Association (HIGPA) has, throughout its existence, followed a rigorous program of compliance with the Sherman Act and other antitrust statutes. This Policy statement provides a reference for members of HIGPA and others who attend Association functions. All who attend HIGPA meetings should read and understand this statement.

Adherence to the guidelines below will avoid potential violations by individuals, member firms, and HIGPA itself. Violations of the antitrust laws are serious criminal violations, punishable by jail terms and substantial monetary fines, as well as treble damage civil penalties. HIGPA is committed to full compliance with the antitrust laws. The guidelines set forth below have been established by the Board of Directors to prevent any possibility of violation.

## **I. Subjects Which May Not Be Discussed**

Any agreement as to price among competitors is a violation of the Sherman Act, regardless of the reasonableness of the price set or whether the agreement is to raise, lower, peg, or stabilize price levels. It follows that any discussion of price or price levels at Association meetings is not permitted. An Association meeting is any meeting of the Board of Directors or any other group of members convened by the Association to conduct Association business. It does not include trade or vendor exhibits or shows that may be arranged in conjunction with an Association meeting. This includes any discussion of prices of products, supplies, or service. Similarly, there must be no discussion of any elements of company operations, which might influence price, such as:

- a) Company costs of operations, supplies, or services
- b) Allowances or discounts
- c) Terms of sale
- d) Margins
- e) Plans of individual companies concerning production, distribution, or marketing of particular products; and
- f) Changes in industry production, capacity, or inventories, except historical data.

Any agreement not to compete among business firms also violates the antitrust laws. Accordingly, no discussion of division of territories or customers, or limitation on nature of business,

may be held at any HIGPA function. Joint refusals to deal (boycotts) are likewise unlawful, and no discussions related to this practice are permitted. Included within this prohibition are any discussions of black lists and any unfavorable reports involving particular suppliers.

## **II. Meetings**

These standards apply to all Board, Executive Committee, committee, and all other meetings sponsored by HIGPA and all meetings attended by HIGPA members in that capacity. The agenda should be strictly followed; there must be no deviations, particularly in so far as subjects described in Item I, above, might be discussed. During meetings, participants should conduct themselves as though the meeting were open to the public. Minutes of each meeting should be prepared by a designated secretary or staff member, and made available to all in attendance following the meeting.

In the case of HIGPA-sponsored meetings, HIGPA staff or a member of the Executive Committee will be in attendance at all times. HIGPA's Chairman and/or President may direct that legal counsel shall attend certain meetings. Informal meetings between or among competitors can be dangerous from a legal standpoint. HIGPA urges its members to conduct any such meetings in strict adherence to these guidelines. If counsel announces that a particular question, statement, or discussion at a meeting borders on an area of antitrust sensitivity, the discussion will end immediately. If anyone in attendance at a HIGPA meeting has a question about whether a discussion is proper or not, the question should be raised immediately and counsel will determine whether the discussion should be terminated. If counsel is not present, the attendee should request the HIGPA Chairman and/or President to end the discussion until legal advice can be obtained; if the discussion is not ended, the participant should leave the meeting. While it is impossible to cover every contingency that might arise, it is essential that all HIGPA members and staff have at least a basic understanding of the Federal Antitrust Laws. These guidelines are offered as part of HIGPA's commitment of maintaining healthy competition necessary to a strong business community.



## **Improving Efficiencies within the Healthcare Supply Chain**

The Healthcare Industry Supply Chain Institute (HISCI) is a collaborative association that represents the entire healthcare supply chain, including suppliers, manufacturers, and group purchasing organizations.

HISCI is dedicated to improving and increasing efficiencies within the healthcare supply chain through best practice sharing, education, and networking. It is the only organization that brings together all elements of the supply chain to help improve the healthcare industry.

The HISCI promise to its members is to be a 'performance improvement' organization. The Institute provides a solution-centered forum where healthcare providers can interact with suppliers, manufacturers, distributors, and group purchasing organizations to focus on the root causes of healthcare supply chain inefficiencies by participating in collaborative supply chain analysis and developing specific education and training offerings based upon those findings.

**Become a HISCI member!**

**Visit [www.hisci-net.org](http://www.hisci-net.org) for more information.**

# Mark Your Calendar!

**2011 International Expo**

October 12-14, 2011

JW Marriott Hotel Washington DC

Washington, DC

Stay tuned to  
[www.higpa.org/expo](http://www.higpa.org/expo) and  
[www.hisci-net.org](http://www.hisci-net.org)  
for more information