



Fall Hospital Pharmacy



# agenda

October 28–30, 2019  
Kansas City, MO



**BD**

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# agenda

monday october 28



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11:30am–7:00pm

## Registration for Suppliers & Sponsors

11:30am–4:00pm

### Provider Registration

This special Provider Registration is for all Hospital Pharmacy Directors and GPO Executives. Relax and enjoy a light meal & networking with your peers as you register for the conference. Lunch will be served between noon and 3:00pm.



12:00pm–4:00pm

### Supplier Showcase

Select Suppliers will showcase their products, services and technology. Showcases are designed to provide a limited number of supplier attendees with an opportunity to demonstrate their products, services and solutions for the provider executives. To maximize this experience for everyone, only Providers and Supplier attendees from companies with a showcase exhibit will be permitted into the showcase area. Please contact us to learn how you can participate.

2:30pm–2:50pm

### Supplier Orientation

All Suppliers are welcome to attend this orientation meeting. This informational orientation meeting is an excellent opportunity for first time Supplier attendees to gain a clear understanding of our conference, specifically the **reverse** expo and how it works.

4:15pm–5:30pm

### Provider Orientation & Sponsor Spotlight

All Hospital Pharmacy Directors and GPO Executives are required to attend this orientation meeting, which will provide important information pertaining to the conference and introduce a few of our sponsors.

5:30pm–6:15pm

## Welcome Reception & Networking Event



6:30pm–8:00pm

### Hospitality Suites Hosted by our Sponsors *Providers ONLY*

8:00pm–9:30pm

### Hospitality Suites Hosted by our Sponsors *All Attendees*



7:00am–6:00pm

## Registration Desk Open

Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

7:00am–8:00am

## Breakfast



8:00am–9:30am

## Opening Remarks & Keynote Address

### *Five Steps to Make the Impossible Possible*

#### Ben Nemtin

Ben Nemtin is the #1 New York Times bestselling author of *What Do You Want to Do Before You Die?* and a star of MTV's highest rated show ever on iTunes and Amazon called *The Buried Life*. As the co-founder of *The Buried Life* movement, Ben's message of radical possibility has been featured on The Today Show, The Oprah Winfrey Show, CNN, FOX, and NBC News. President Obama called Ben and *The Buried Life* "inspiration for a new generation", and Oprah declared their mission "truly inspiring". An acclaimed keynote speaker, Ben has headlined business conferences and Fortune 100 leadership teams around the world, garnering standing ovations from AIG, Anthem, Amazon, FedEx, Harvard, Microsoft, Verizon, and more. Global Gurus ranked Ben as one of the Top 30 Best Organizational Culture Thought Leaders in the World in 2019.



It all stems from a battle Ben had with depression over a decade ago. In an attempt to feel more alive, he created the world's greatest bucket list with his three best friends. They borrowed a rickety old RV and crisscrossed North America, achieving the unthinkable. And most importantly, every time they accomplished a dream, they helped a complete stranger cross something off their bucket list. From playing basketball with President Obama to having a beer with Prince Harry, from reuniting a father and son after seventeen years to surprising a young girl with a much-needed bionic arm—Ben's bucket list quest has inspired millions to thrive personally and professionally.

These experiences have taught him that articulating and prioritizing your personal goals is not a selfish act, but one that creates a positive ripple effect that inspires others to live their best life. Ben weaves the remarkable story of how *The Buried Life* grew from 100 impossible dreams into a global movement and connects his lessons to the fabric of our daily lives.

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Ben's message of radical possibility combined with his 'Five Steps to Make the Impossible Possible', leaves audiences not only inspired but also equipped with tools to tackle the seemingly insurmountable. Ben's system of achieving impossible goals demystifies daunting tasks by turning 'dreams' into 'projects' and creates inspiration through action and accountability. Ben reminds us that it's never too late to start your list and leave your lasting impact on the world.

#### **Learning objectives:**

***After attending this presentation, attendees will learn:***

- *Why prioritizing personal goals is vital to your well-being, the well-being of those around you and your career*
- *How to unbury your dreams and keep them unburied*
- *To identify the #1 thing that holds you back from accomplishing your dreams*
- *How to accomplish seemingly impossible goals*
- *To identify the #1 regret people have at the end of their life and how to not have that regret*
- *To identify the most important dreams in your life and take actionable steps toward them*

#### **Coffee Break**

9:30am–9:45am



**RhoGAM®**  
**Ultra-Filtered PLUS**

[Rh<sub>0</sub>(D) Immune Globulin (Human)] (300 µg)

9:45am–10:45am



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PHARMACEUTICALS

#### **Educational Session**

##### ***Revenue Cycle Management: Part 1***

*Co-Presenter* **Susan Marx Mashni, Pharm D, BCPS**

Dr. Mashni is currently the VP/Chief Pharmacy Officer for the Mount Sinai Health System in New York. In this role, Sue oversees pharmacy practice at the eight Mount Sinai hospitals, as well as retail, clinic and specialty pharmacies at Mount Sinai.

Previous to this role, Sue was the Chief Pharmacy Officer of Mercy Health system, headquartered in Cincinnati, Ohio overseeing pharmacy practice in 23 hospitals, over 25 retail pharmacies and 20+ ambulatory pharmacy practice sites in Mercy Health. Sue's team saved over \$50 million dollars in formulary cost savings, and standardized over 400 order sets for use across Mercy Health. Mercy Health received Epic's "Success at Seven" award for formulary management in 2015.

Sue attended the Ohio State University for both her BS Pharm and Pharm D degrees. She regularly presents at national meetings on medication management, standardization of formularies as well as the pharmacist's role in the electronic health record.

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Dr. Mashni is also an Adjunct Professor at UC College of Pharmacy and serves on the several national advisory boards, including Wolters Kluwer and Epic Pharmacy Advisory Boards.

Dr. Mashni lives in Manhattan with her husband. They have three adult children and one very precious grandbaby.

**Co-Presenter Travis Allread**

Travis Allread is Program Director, Pharmacy Services for Bon Secours Mercy Health. In this role, he oversees inventory management, pharmaceutical sourcing, distribution strategy, and non-pharmaceutical contracting for thirty-five acute care hospitals across 5 states. In his previous roles with Mercy Health he led the implementation of Epic Willow Inpatient and Willow Inventory across 21 owned and two affiliate acute care facilities. His EHR responsibilities included operational design, clinical content standardization, and pharmacy charge capture and reconciliation. Dr. Allread received his PharmD from the University of Cincinnati James L. Winkle College of Pharmacy in 2011.

**Learning objectives:**

***After attending this presentation, attendees will learn to:***

- Describe STRATEGIES to overcome challenges that affect the pharmacy's bottom line
- Review key PRINCIPLES for establishing revenue integrity
- Outline PROCESSES to effectively avoid and manage errors and denials
- Identify SYSTEMS that quickly and effectively evaluate revenue impacts due to formulary, contracting, regulatory, or payor requirement changes

**Educational Session**

***Revenue Cycle Management: Part 2***

A continuation of the previous session.

11:00am–12:00pm



11:45am–1:00pm



**Lunch**





1:30pm–3:30pm



4:00pm–5:00pm



The Hospital Pharmacy Directors and GPO Executives host the exhibit booths in this very unique **reverseexpo**.

## Educational Session

### *Integrating Specialty Pharmacy Practice within Health Systems*

#### **Andy Pulvermacher**

Andy brings deep experience and knowledge of healthcare products, services and IDN experience to his role, and is highly sought after for his robust understanding of clinical patient management, product utilization, billing and reimbursement and 340B utilization within the IDN space.

He has hands-on experience in specialty pharmacy, supply chain, and patient service development, having created the Specialty Pharmacy program at UW Health. These end-user perspectives are critical to clients who are considering an IDN solution or working to optimize a current market position.

Andy's career began with clinical roles in Oncology and Pediatrics, thus understanding of the clinical and business aspects of IDN product management. He has served in an authorship role for the development of specialty pharmacy accreditation standards. He is a highly-visible leader for several national committees tasked with assisting IDNs with the development of specialty pharmacy strategies and is involved in organizations to support and expand the practice of pharmacy.

#### **Learning objectives:**

##### ***After attending this presentation, attendees will learn:***

- *The key driving forces that led to Health System Specialty Pharmacy Development and how those forces are evolving*
- *How the future drug pipeline is positioned to deliver cell-based and gene therapy treatments for chronic diseases*
- *How the shifting focus of payers on outcomes to therapy is resulting in an elevated focus on data and EMR extraction for payment*
- *The integration and support of Pharmacy services to the patient journey will be critical to delivering system and clinical value to Specialty care models*



## dinner+entertainment

6:30pm–9:30pm

*On Tuesday night, join us at Union Station—*

Where Kansas City Connects for an evening of world-famous Jack Stack BBQ, open bars, live music and dancing in this iconic setting. Built in 1914, Union Station draws tourists from all over the world. In addition to the marvel of the Grand Hall's 95-foot ceiling, three 3,500-pound chandeliers and the six-foot-wide clock, you'll also find an interactive science center: Science City. Named one of the country's 25 best science centers, Science City is a place of wonder, where you can throw the "don't touch" mindset out the window.



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Sponsors



6:45am–7:45am



7:00am–12:00pm

8:00am–10:00am



10:30am–11:30am



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## Breakfast

## Registration Desk Open

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## Educational Session

### ***Business Opportunities for Specialty Pharmacy***

#### *Co-Presenter* **Bhavesh Shah, R.Ph, BCOP**

Bhavesh Shah, R.Ph, BCOP, earned a bachelor of science in pharmacy degree at Massachusetts College of Pharmacy and Health Sciences subsequent to receiving a biochemistry degree from Loyola University Chicago. A board-certified oncology pharmacist, Mr. Shah is presently the director of Specialty and Hematology/Oncology Pharmacy Services at Boston Medical Center. In this role, he is responsible for the clinical and operational efficiency of the cancer center, specialty pharmacy, and various ambulatory specialty areas. He is also director of industry relations and contracting for Corner Stone Health Solutions, a specialty pharmacy consulting arm owned and operated by Boston Medical Center Health System. Among his numerous responsibilities, he oversees specialty pharmacy PBM and payer contracting, LDD access, specialty pharmacy accreditation, clinical development of rare disease programs, quarterly business review of specialty pharmacy pipeline agents and strategic planning for health plan formulary, specialty pharmacy revenue cycle management, value based contracts, rebates, and pricing methodologies and oversees non-service-related revenue contracts and health economic research. Mr. Shah also oversees clinical support for specialty programs for a managed care medicaid plan with over 400,000 lives.

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He has research experience in cancer-related anorexia and cachexia syndrome, prevention of chemotherapy-induced nausea and vomiting, treatment of iron deficiency anemia, and digital health technology. He is a reviewer for the Annals of Pharmacotherapy and has written articles in the Journal of Oncology Pharmacy Practice, Supportive Care in Cancer, and Biology of Blood and Marrow Transplantation. Mr. Shah has presented both nationally and internationally in the specialty pharmacy arena, 340b, and the field of hematology/oncology pharmacy.



**Co-Presenter Alexander Pham, PharmD, MBA**

Alex Pham has for many years directly led and implemented BMC's internal development of specialty pharmacy services, retail operations and provider/business relationships. He draws his experience from nearly a decade of chain retail, ambulatory, and specialty pharmacy operations experience. He has worked extensively on specialty pharmacy and 340B strategy alongside senior leadership at several health systems. Under his direction, Pham has led clinic strategy and optimized operations, built disease state and population health screening programs, and developed the proprietary care management software that CHS and its clients leverage. Pham operationalized the specialty pharmacy program that delivered the growth of top line pharmacy revenue at BMC to its current level of over \$350M. Prior to BMC, he worked in pharmacy operations at CVS Health Corporation as a District Pharmacy Supervisor.

Pham received his Doctorate of Pharmacy from the Massachusetts College of Pharmacy and Health Sciences and also holds a MBA from Northeastern University.

**Learning objectives:**

***After attending this presentation, attendees will learn to:***

- *Describe specialty pharmacy and identify key steps in valuating opportunity to develop a business plan for the "C" Suite*
- *Design a specialty pharmacy program to produce meaningful financial and clinical outcomes*
- *Develop revenue cycle management and financial reporting strategies to create and sustain robust specialty pharmacy business*
- *Discuss strategies to optimize capture, create new lines of business, and establish scalable but sustainable infrastructural and operational processes*

join us in **kansas city**



## Contact Information

### Supplier Registration and Sponsorships

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### Provider Registration

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