

Access to Innovative Cancer Therapies in 2009 4th Annual Oncology Economics Forum

*Issues, Challenges & Opportunities Related to
Healthcare Reform and Payer Coverage Decisions in Oncology*

May 13 & 14, 2009 • Hyatt Regency Reston • Washington, DC

Day One Agenda Wednesday, May 13, 2009

- 8:00** *Registration/Check-In and Breakfast*
- 9:00** **Welcome and Opening Remarks**
- 9:15** **Healthcare Reform: Current & Future Perspectives and the Impact on Oncology**
Steven Stranne, MD, JD, *Partner, Bryan Cave, LLP, Washington, DC*
- Examining the Impact of the 2008 Elections and the Current Status of Healthcare Reform
 - Identifying Who's Who in the New Administration and Their Potential Impact upon Oncology
 - Exploring Legislative and Regulatory Proposals That Have the Potential to Impact Manufacturers, Pharmacies, PBMs and Health Plans
- 10:00** **Legislative Update and Developments Impacting Access to Cancer Care**
Joseph S. Bailes, MD, *National Authority on Healthcare Policy & Economics*
- Congress and the New Administration: Their Healthcare Agenda and the Implications for Cancer Care
 - Legislative and Regulatory Update
 - Oncology Coverage and Access Issues
- 10:45** *Morning Break*
- 11:15** **Healthcare Reform and Cancer Care: 2009 and Beyond**
Panel Session
Moderator: Marc Samuels, JD, *Partner, HillCo Partners*
Joseph S. Bailes, MD, *National Authority on Healthcare Policy & Economics*
Jayson S. Slotnik, JD, *Associate, Hogan & Hartson, LLP, Washington, DC*
Steven Stranne, MD, JD, *Partner, Bryan Cave, LLP, Washington, DC*
Laurel Todd, *Director, Reimbursement & Economic Policy, BIO*
- Discussion Concerning the Impact of Healthcare Reform: How Will New Policies Affect Access to Cancer Care?
 - How Will Current and New Legislation Affect Cancer Drug Utilization?
 - What Can Oncology Stakeholders Expect in 2009, 2010, and Beyond?

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- 12:15** *Luncheon*
- 1:30** **Establishing Enduring Value in an Atmosphere of Uncertain Change**
Rhoda Dunn, Senior Director, Oncology Marketing Strategies, The Mattson Jack Group, Inc.
- Overview of Factors Impacting Market Success
 - Insulating Cancer Drugs from Utilization Challenges
 - Defining Issues, Managing Challenges and Developing Value in an Environment of Change
- 2:15** **Private Payer Perspective Regarding Oncology Coverage Initiatives & Issues**
Burton F. Vanderlaan, MD, FACP, Regional Medical Director, Aetna
- Comparison of Oncology Expenditures with other Health Benefits
 - Trends Impacting Payer Coverage Decisions for Cancer Therapies
 - Role of Evidence Based Support and Value Based Purchasing
- 3:00** *Afternoon Break*
- 3:30** **Evolving Initiatives within the Oncology Provider and Payer Sectors – the Provider Perspective**
Dean H. Gesme, Jr, MD, FACP, FACPE, Medical Oncologist, Minnesota Oncology Hematology, Past Chair, ASCO Clinical Practice Committee
- Effects of Clinical Pathway Implementation
 - Importance of Payer/Provider Partnerships in 2009 and Beyond
 - Overview of Patient Assistant Program Initiatives
- 4:15** **Payer/Provider Initiatives Impacting Access to Cancer Care Panel Session**
Rhoda Dunn, Senior Director, Oncology Marketing Strategies, MattsonJack
Dean H. Gesme, Jr, MD, FACP, FACPE, Medical Oncologist, Minnesota Oncology Hematology, Past Chair, ASCO Clinical Practice Committee
Burton F. Vanderlaan, MD, FACP, Regional Medical Director, Aetna
- Discussion of Provider/Payer Initiatives: Challenges & Opportunities
 - Key Factors Impacting Access, Coverage, and Payment from the Provider and the Payer Perspective
 - How Payers are Changing the Way They Manage Oncology: The Outlook for 2009 and Beyond
- 4:45** **Summary Remarks**
- 5:00- 7:00** *Faculty & Attendee Reception*

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Day Two Agenda Thursday, May 14, 2009

- 8:00** *Breakfast*
- 9:00** **Opening Remarks and Review of Day One**
- 9:15** **Comparative Effectiveness in Oncology and the Impact upon the Oncology Provider and Payer Sectors**
Grant Bagley, MD, JD, *Partner, HillCo Partners*
- Role of Comparative Effectiveness in Oncology: What Can We Expect?
 - Policy/Legislative Update on Comparative Effectiveness
 - Considerations of Comparative Effectiveness on Medicare Part D
- 10:00** **Specialty Pharmacy Trends in Oncology**
Bob Glasgow, *Senior Vice President, Commercial Solutions, AmerisourceBergen Specialty Group*
- Evolving Trends for Oral Oncology Distribution
 - Contracting Considerations for the Pharmaceutical Manufacturer
 - Challenges Related to Specialty Pharmacy Product Access
- 10:45** *Morning Break*
- 11:15** **Issues & Trends Impacting Access to Cancer Care in the Hospital Setting**
Christian Downs, JD, *Executive Director, ACCC*
- Legislative & Regulatory Issues Impacting Hospital Out-Patient Departments
 - Policy Changes in 2009 and Recommendations for 2010
 - Update Regarding Off-Label Coverage Issues
- 11:45** **Drug Compendia Update / Forum Overview *Panel Session***
- Drug Compendia Update Regarding Oncology Coverage
 - Implications of Healthcare Reform upon Access to Cancer Care
 - Trends in Payer Oncology Coverage Policies
- 12:15** **Closing Remarks**
- 12:30** *Oncology Forum Adjourns*