PROGRAM AGENDA:
Day One
Tuesday, October 20, 2009

8:00  Registration/Check-In and Breakfast

9:00  Welcome

9:15  National Policy & Legislative Update on Oncology Coverage

Joseph Bailes, MD, National Authority, Healthcare Policy & Economics

How are cancer care policies evolving and what are the legislative changes taking place that will impact access to cancer care? This presentation will address critical areas of concern including:

- Comparative Effectiveness
- Oncology Specific Medicare Payments
- Pay for Performance/Value Based Purchasing
- Off-Label Coverage
- Personalized Medicine/Biomarkers

10:00  Funding Oncology Healthcare

Jayson S. Slotnik, JD, Associate, Hogan & Hartson, LLP, Washington, DC

What are the key issues impacting affecting cancer care? This presentation is designed to provide answers based on the current time line and also to provide a realistic look at how oncology will be affected in the not too distant future:

- The 111th Congress and the New Administration
- Coverage Expansions and Restructuring
- Congressional input Regarding Coverage and Reimbursement based on CER Findings
- MMA: Physician Setting, Hospital Out-Patient Pricing, OIG Reports

10:45  Morning Break

11:15  Medicare Contractor Update: Reimbursement and Coding Issues Impacting Oncology

Elaine Jeter, MD, Medicare Part B Director, Palmetto GBA

This presentation will enable you to hear from a Medicare carrier perspective in regard to oncology coverage and determination issues including:

- Medicare Coverage Determinations: MACS, RACS, NCDs, and LCDs
- Agency Discretion in Coverage including Local Medicare Contractors Discretion in Covering Off-Label Drugs
- Least Costly Alternative (LCA), Functional Equivalence, Inherent Reasonableness

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12:00  Luncheon

1:15  Medicare Update: Access Issues Affecting Oncology
      John Akscin, Vice President, Government Relations, McKesson Corporation, McKesson Specialty Care Solutions
Since 2005, the Medicare Modernization Act (MMA) has continued to evolve and impact the payment of oncology therapies. MMA pricing provisions continue to evolve and much can be speculated regarding the discretion that CMS has to affect payments. This Medicare update will address issues impacting oncology stakeholders including:
      - MMA Update Regarding Payment
      - Federal Outlook Regarding Cost Containment
      - Key Drug Policies on the Horizon

2:00  Trends in Oncology: A Market Place Perspective
      Darren A. Warner, Senior Consultant, Forecasting, MattsonJack, a KantarHealth Company
      Patricia Ensor, R.Ph., Senior Vice President, MattsonJack, a KantarHealth Company
As the healthcare arena continues to adjust to the challenges presented by increased costs, access to cancer care is being impacted at a progressive rate. This candid, informative presentation will address some of the obstacles that the oncology market place faces including:
      - Defining Barriers Affecting Access to Cancer Therapies
      - Issues Impacting the Drug Development Process
      - Adjusting to Value-Based pricing and Drug Coverage
      - Defining the Role of Targeted Therapies

2:45  Afternoon Break

3:15  Private Payer Overview Regarding Oncology Coverage & Reimbursement
      As public policies have been impacted by MMA, the private payer sector also is progressively adjusting coverage policies regarding oncology. This presentation will present a private payer perspective regarding current and future initiatives related to cancer care access and coverage including:
      - Innovative Strategies to Address Costs and/or Quality of Care in Oncology
      - Healthcare Costs Related to Oncology & Payer Responses to Escalating Costs
      - Chemotherapy Drug Reimbursement & Coverage Criteria
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4:00  Panel Session: Payer Initiatives Regarding Oncology Coverage Decisions  
This important panel session will convene the afternoon speakers for an interactive discussion regarding a variety of issues related to payer coverage decisions and reimbursement including:
- Challenges from a Payer Perspective Impacting Access to Care
- CMS Outlook Regarding Oncology Payment Changes
- Defining Value and the Overall Anticipated Impact of CER in Oncology

4:45  Summary Remarks by Program Co-Chair

5:00- 7:00  Faculty & Attendee Reception
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8:00  Breakfast

9:00  Co-Chair Opening Remarks and Review of Day One

9:15  The Utility of Biomarkers in Oncology
Roger Halualani, Principal, Epiphany Partners
With the evolving acceptance and validation of new biomarkers by payers and oncology providers, there is so much surrounding the utility of cancer biomarkers in drug development and in the clinic that remains to be defined. This presentation will provide an opportunity to gain a better understanding of the current biomarker market and will provide valuable insight regarding the future.

- Distinguishing Various Types of Biomarkers
- Overview of Established Biomarkers
- What are the key challenges facing the biomarker market?
- What can we expect in 2009 and beyond?

9:45  Issues, Challenges and Opportunities: The Oral Oncology Drug Market
Amit Patel, PhD, Senior Research Manager, Medical Marketing Economics, LLC
Kevin Patterson, Vice President – Partner, Medical Marketing Economics, LLC
Carlton N. Sedberry, Senior Director, Medical Marketing Economics, LLC
As more oral therapies enter the oncology marketplace, issues impacting access and reimbursement continue to grow ultimately impacting all oncology stakeholders. This presentation will review the most critical issues affecting the oral oncology drug market including:

- Overview of Payer Landscape and Trends
- Practice Economics: Response to Oral Therapies and Reduction in Reimbursement
- Coordination of Patient Support (Reimbursement, Rx Access)

10:15  Morning Break

10:45  What Role Will Biosimilars/Follow-on Biologics (FOB) Play in Oncology and the Impact in the Not Too Distant Future
Kevin Patterson, Vice President – Partner, Medical Marketing Economics, LLC
Carlton N. Sedberry, Senior Director, Medical Marketing Economics, LLC
3rd Annual National Forum on Issues & Challenges Facing Oncology Stakeholders

October 20 & 21, 2009  Charlotte, NC

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11:15  Panel Session: Program Overview - Issues & Challenges Facing Oncology Stakeholders
This closing panel session will convene several program speakers to address the overall most critical concerns facing oncology stakeholders. This will serve as a review for the program and will provide attendees with an interactive opportunity to address the topics most critical to their needs.

11:45  Co-Chair Closing Remarks

12:00  Oncology Forum Adjourns