



# SPECIALTY PHARMACY CURRENTS™

Brought to you by **ARMADA**  
Health Care

## 5TH ANNUAL ARMADA SPECIALTY PHARMACY SUMMIT TO SET STAGE FOR 2009 & BEYOND

**2009** ARMADA  
SPECIALTY  
PHARMACY  
SUMMIT

THE WYNN - LAS VEGAS  
March 10-13, 2009

Las Vegas, NV – The Wynn Hotel will once again provide the setting for the 5th Annual Specialty Pharmacy Summit hosted by Armada Health Care. The popularity of this event is unparalleled within the industry. Registrations are already running well ahead of 2008's record setting pace. This nationally recognized event has become the nation's leading networking opportunity for Specialty Pharmacy manufacturers, providers, healthcare organizations, and

other industry stakeholders. **Participants in 2009 will represent more than 50% of the total annual U.S. Specialty Pharmaceutical expenditure.**

As this industry matures, the new directions that are chosen will directly influence its destiny, especially given the rapidly changing healthcare environment that is expected over the next few years. Because of this collective responsibility a significant portion of the Summit content will be focused on shaping that destiny. More than 24 presentations cover the wide spectrum of the specialty pharmacy channel. Key topics of note include the specialty pharmacy pipeline, evolving clinical programs, personalized medicine, specialty infusion, chain store specialty programs, specialty pharmacy management for payors and increasing pharmacy valuation.



Attendance in 2008 was a more than tenfold increase from the inaugural Armada Specialty Summit

### SP – Offering Solutions

The specialty pharmacy model continues to establish itself as a critical component of manufacturers' strategic product management and distribution solutions. Increasingly, specialty pharmacy is finding a new role in the payor arena. We are pleased to see diversity expand for this year's event with the number of health plan and other payors in attendance increasing fivefold over last year. Additionally, the Armada Specialty Pharmacy Network made significant progress in offering integrated and mutually beneficial solutions for manufacturers, payors, as well as our specialty pharmacy members. And that is why the upcoming Summit has been designed to spotlight new solutions for all industry stakeholders.

For registration, a comprehensive agenda, and hotel information please visit [www.armadasummit.com](http://www.armadasummit.com) or call Armada Health Care at 973-564-8004.

## WHO SHOULD ATTEND?

<b>Specialty Pharmacy Providers</b>	<b>Pharmaceutical Manufacturers</b>	<b>Health Plans and Other Payor Organizations</b>
<ul style="list-style-type: none"> <li>Hear about the latest industry innovations and trends</li> <li>Learn about emerging industry opportunities and better understand what will present the biggest challenges to their businesses</li> <li>Meet with their peer organizations from around the country to discuss important industry issues</li> </ul>	<ul style="list-style-type: none"> <li>Meet with more than 100 specialty pharmacy organizations</li> <li>Present their specialty products to potential distribution and dispensing partners</li> <li>Discuss their unique channel expectations</li> <li>Collaborate with specialty pharmacies to coordinate product specific development opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Learn about the most critical issues in specialty pharmacy</li> <li>Learn ways to work collaboratively with specialty pharmacies to obtain 'win-win' clinical and financial results</li> <li>Meet with principals of specialty pharmacies to discuss specialty pharmacy solutions</li> </ul>

## SUMMIT HIGHLIGHTS

### Managed Care Leadership Panel

*Payor Panel: Payors are integral to the management of specialty pharmacy therapy and have profound impact on how these products reach patients. A panel representing major payors will tackle the complex question of cost vs. value. Our key opinion leaders include Al Heaton, RPh from BCBS-MN, Michael Fine, MD, Sr. Medical Director, HealthNet of CA, Mark Rubino, R.Ph, Former Chief Pharmacy Officer of Aetna and Morris Levine, Former Senior VP of Excellus BCBS.*

### Business Sessions

*Presentations on key industry topics have been selected for this year's Specialty Pharmacy Summit. Attendees can select from three tracks of interest that include:*

- Specialty Pharmacy Provider Issues
- Manufacturer/Supplier Channel Focus, and
- Payor Management & Reimbursement Issues

### Continuing Education Credit

*Select sessions have been developed for pharmacists, nurses and specialty physicians to earn continuing education credits. Check the agenda for times and locations of these valuable sessions.*

### Exhibits & Manufacturer Meetings

*Dozens of leading manufacturers of specialty / biotech products exhibited at the 2008 Specialty Pharmacy Summit and a record turnout is expected in 2009. Representatives will be accessible for attendees to meet with and to discuss product specific strategies and distribution opportunities.*

### Wholesaler Meetings

*Wholesalers are the lynch pin in the specialty pharmacy distribution channel and Armada is pleased to have all the leading specialty distributors participating at this year's Specialty Pharmacy Summit.*

*Specific hours are reserved for attendees to meet and discuss how, by working more closely, wholesalers can assist specialty pharmacy providers to optimize their purchasing strategies.*

## KEYNOTE SPEAKER TO BROADEN HORIZON



### **Mr. Stanley Blaylock**

Armada Health Care is pleased to announce that Mr. Stanley Blaylock will be one of the distinguished guest speakers at this year's Specialty Pharmacy Summit.

As an executive officer of Walgreen Co. and President of Walgreens Health Services, Walgreens managed care division, Stan Blaylock is responsible for enhancing Walgreens over 6,600 community-based pharmacies through complementary integrated pharmacy services including specialty pharmacy, mail order pharmacy, pharmacy benefit management, home infusion therapy, institutional pharmacy and medical on-site pharmacy. Approximately 7,000 employees currently report up through his organization. In addition, Mr. Blaylock is responsible for expanding Walgreens payor relationships and the approximately \$35 billion of payor contracts for Walgreens pharmacy services. In August of 2007, he sponsored Walgreens acquisition of Option Care, which strengthened the company's position in specialty pharmacy and led to its market-leading position in home infusion/specialty infusion.

Prior to joining Walgreens, Mr. Blaylock co-founded Medmark (Specialty Pharmacy Solutions) in 2003 and served as its Executive Vice President – Chief Financial Officer and Chief Administrative Officer, until his promotion to President and CEO in 2005. Mr. Blaylock was instrumental in Medmark raising over \$40 million of strategic and venture capital to fund its investment in infrastructure and rapid growth. He led and negotiated the sale of Medmark to Walgreens, which closed in August 2006.

**Specialty Pharmacy Currents** is published bi-monthly by  
Armada Health Care  
51 JFK Parkway (2nd Floor)  
Short Hills, NJ 07078

To subscribe to **Specialty Pharmacy Currents** or receive future issues by email, please contact us at: [info@armadahealthcare.com](mailto:info@armadahealthcare.com) or call 973-564-8004



Online registration for the 5<sup>th</sup> Annual Armada Specialty Pharmacy Summit is available at [www.armadasummit.com](http://www.armadasummit.com).

If you wish to register via fax, please fill in the below form and fax to Armada Health Care at 973-564-8010.

For additional information contact Armada Health Care at 866-766-4002 or email [summit@armadahealthcare.com](mailto:summit@armadahealthcare.com)

### Attendee Registration Information:

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ Suite #: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

### Please Note:

Reserve your Room Early to Guarantee the Armada Health Care Specialty Pharmacy Summit room block rate of \$249/Night.

For room reservations, please call The Wynn directly and state you will be attending the 2009 Armada Health Care Specialty Pharmacy Summit.

Wynn Reservations: **1-888-320-9966**

Armada Summit Rate Code: **8ARMA0309**

Please Fax Summit Registration to 973-564-8010 or for online registration visit [www.armadasummit.com](http://www.armadasummit.com)

With any questions, call Armada at 866-766-4002 or email [Summit@armadahealthcare.com](mailto:Summit@armadahealthcare.com)



## *5th Annual Armada Health Care Specialty Pharmacy Summit Agenda*

### **DAY 1: Tuesday March 10th, 2009**

- 9:00AM – 5:00PM      **Summit Registration**
- 11:00AM – 2:00PM      **Summit Meet & Greet/ Networking Event**  
All Attendees, Vendors, and Spouses/Guests are Welcome!
- 2:00PM – 3:00PM      **Armada Member Meeting**  
(Armada Member Pharmacies Only)
- 4:00PM – 8:00PM      **Exhibit Hall Set – Up**

### **DAY 2: Wednesday March 11th, 2009**

- 7:00AM – 5:00PM      **Summit Registration**
- 7:00AM – 8:30AM      **Buffet Breakfast**
- General Session:**
- 8:30AM – 9:00AM      **Welcome & Opening Remarks**  
Lawrence Irene, R.Ph. CEO,  
Armada Health Care  
Anthony Bonelli, President,  
Anthony Bonelli Associates, Inc.
- 9:00AM – 9:45AM      **“Specialty Pharmacy Landscape for 2009 & Beyond”**  
Stanley Blaylock, President,  
Walgreens Health Services,  
Senior Vice President, Walgreen Co.
- 9:45AM – 10:30AM      **“State of the Specialty Pharmacy Industry” Address**  
Rusty Hailey, Pharm.D, DPh, MBA  
Chief Pharmacy Officer Vice President,  
Pharmaceutical Services,  
Coventry Health Care, Inc.
- 10:30AM – 11:00AM      **Morning Break**
- 11:00AM – 12:30PM      **Managed Care Leadership Panel on Specialty Pharmacy**  
Michael Fine MD,  
Senior Medical Director, HealthNet  
Al Heaton Pharm. D.,  
Pharmacy Director, BCBSM  
Morris Levene MBA,  
Former Senior VP, Excellus BCBS  
Mark Rubino R.Ph,  
Former Chief Pharmacy Officer, Aetna  
Moderator - Burt Zweigenhaft, CEO,  
Biopharma Partners
- 12:30PM – 1:30PM      **Buffet Lunch**

- 12:30PM – 3:00PM      **Afternoon Exhibits & Networking**  
“One on One” Meeting time with Vendors
- 3:00PM – 3:45PM      **Wholesaler Meetings & Presentations**  
AmerisourceBergen  
Cardinal Health  
H.D. Smith  
McKesson
- 5:30PM – 7:30PM      **Summit Evening Reception**  
Cocktails & Hors D’oeuvres  
All Attendees, Vendors, and Spouses/  
Guests are Welcome!

### **DAY 3: Thursday March 12th, 2009**

- 7:00AM – 5:00PM      **Summit Registration**
- 7:00AM – 8:30AM      **Continental Breakfast**
- 7:00AM – 8:00AM      **MS: The New Treatment Paradigm (1.0 Credit Hour)**  
*A Pathway to Success for Improved Patient Outcomes*  
Jack Burks, MD, Neurologist  
University of Nevada School of Medicine  
Supported by Bayer HealthCare Pharmaceuticals
- 9:00AM – 9:45AM      **Differentiate your Specialty Pharmacy by Developing Clinically Unique Programs**  
Mona Chitre Pharm. D.,  
Director of Clinical Services, Excellus BCBS
- 9:00AM – 9:45AM      **Personalized Medicine and Genetic Testing and its Emerging Role in Specialty Pharmacy**  
Supported by YgeneX  
Perry Dimas, VP, Payor Relations,  
Precision Therapeutics  
Moderator: Gene D. Morse, Pharm.D. FCCP,  
BCPS - Associate Dean, Clinical and Translational Research Director,  
Pharmacotherapy Research Center  
The University of Buffalo
- 9:00AM – 9:45AM      **The Specialty Pharmacy Pipeline**  
Rich Mercure R.Ph, VP, Specialty Trade Relations, CVS Caremark
- 10:00AM – 10:45AM      **Selling to Payors in the Era of Payor-Integration: Strategies to get your fair share of acute and chronic referrals**  
Bob Charles, Staff VP, Client Services & Sales,  
PrecisionRx



**DAY 3 cont'd: Thursday March 12th, 2009**

- 10:00AM – 10:45AM **Specialty Pharmacy in the Chain Market**  
Bill Sullivan, Specialty Pharmacy Solutions  
Greg Drew BS Pharm, R.Ph, Pharmacy Expertise, LLC, Former VP, General Manager, Rite-Aid Health Solutions
- 10:00AM – 10:45AM **Immunization Opportunities in the Specialty Channel**  
Speaker TBA  
Supported by VaxServe, a Sanofi-Pasteur Company
- 11:00AM – 11:45AM **The Legislative and Political Landscape for Specialty Pharmacy “The View from Washington”**  
Jason Slotnick, Attorney at Law, Hogan & Hartson  
Marc Samuels, Partner, HillCo Partners
- 11:00AM – 11:45AM **“Overview of IVIG”**  
BDI-Grifols Cooperative Presentation  
Virginia, Kraus RN, BSN  
Medical Science Liaison, Grifols USA
- 11:00AM – 11:45AM **Integrating Your Specialty Pharmacy Practice with Evidenced Based Programs**  
Terrance Killea, Pharm D., VP, Vice President, IHM-Clinical and Fiscal Integration, Wells Fargo Insurance, Former VP, Pharmacy Services, Regence Blue Shield of Idaho
- 12:00PM – 1:00PM **Lunch**
- 1:00PM – 1:45PM **Utilizing Patient Assistance Programs**  
David Suchanek R.Ph. Partner/ VP of Biotech & Specialty Services, D2 Pharma Consulting LLC, Former Vice-President of Pharma Programs, CuraScript
- 1:00PM – 1:45PM **Armada Health Care: Developing Strategies for Specialty Pharmacy**  
Thomas Cohn, Chief Information Officer, Armada Health Care
- 1:00PM – 1:45PM **Specialty Drug Reimbursement Trends & Observations**  
John Aforismo B.SC. Pharm. R.Ph.  
CEO & President, RJ Health Systems International
- 1:00PM – 1:45PM **Core Services in Specialty Pharmacy**  
Nicholas Saraniti,  
Chief Executive Officer/Director of Operations, Commcare Pharmacies
- 2:00PM – 2:45PM **Healthcare 2009: Doom and Gloom or Land of Opportunity?**  
Presented by Provident Healthcare Partners

- 2:00PM – 2:45PM **Physicians and “What we expect from Specialty Pharmacy”**  
Daniel McCrone, MD, Chief Medical Officer, Biopharma Partners - Former Chief Medical Officer, Empire BlueCross BlueShield
- 2:00PM – 2:45PM **Harnessing Technology in Improving Patient Adherence**  
Adee Feinstein, Vice President, Patient Adherence Solutions, AssistMed, Inc.
- 2:00PM – 2:45PM **HIV Pharmacy Essentials**  
Joel Zive B.S. Pharm D., Vice President, Zive Pharmacy Inc.
- 3:00PM – 3:45PM **Specialty Drug Prior Authorization and Understanding the Processes to Achieve Coverage and Reimbursement**  
Paul Polansky, Executive Vice President, Sanovia
- 3:00PM – 3:45PM **ERISA, Labor, Employer Coalitions and Self Insured Payors New Marketing Opportunities**  
Malcolm Howard, ACHE, Chief Strategy Officer, Broadreach Medical Resources  
Philip Faicco, Director, Labor Markets, Broadreach Medical Resources  
Jim Chrisafulli, Director of Pharmacy, 1199 National Benefits & Pension Fund
- 3:00PM – 3:45PM **Contracting and Reimbursement for Specialty Pharmacies with Managed Care Payors**  
Ellen Scharaga R.Ph, Vice President, Pharmacy Services, Advanced Care, Inc. Former Vice President, Pharmacy, Group Health Inc.
- 4:30PM – 7:30PM **Evening Exhibits & Reception**  
Cocktails & Hors D’oeuvres  
“One on One” Meeting time with Vendors  
All Attendees, Vendors, and Spouses/ Guests are Welcome!

**DAY 4: Friday March 13th, 2009**

- 7:00AM – 8:30AM **Continental Breakfast**
- 9:00AM – 11:00AM **“Poolside” Networking & Meetings**
- 8:30AM – 11:30AM **Exhibit Break Down**

**5th Annual Armada Health Care Specialty Pharmacy Summit Concludes**



# *The 5th Annual Armada Specialty Pharmacy Summit*

*March 10-13, 2009*

*[www.armadasummit.com](http://www.armadasummit.com)*

*Be a part of Specialty Pharmacy's Premier National Event!*

*Information and Registration Forms Enclosed*

©2007, Armada Health Care, LLC. All rights reserved.

*Register Today!*  
March 10-13, 2009  
5th Annual Armada Specialty Pharmacy Summit  
[www.armadasummit.com](http://www.armadasummit.com)

PRESORTED  
FIRST CLASS MAIL  
PAID  
U.S. POSTAGE  
Westfield, N.J.  
Permit No. 1

**ARMADA**  
*Health Care*  
51 JFK Parkway  
Short Hills, NJ 07078