



AccessMED

PATIENT ACCESS SUMMIT

SEPTEMBER 29 – SEPTEMBER 30, 2010

INTERCONTINENTAL KANSAS CITY AT THE PLAZA
KANSAS CITY, MISSOURI

GAIN

AN UNDERSTANDING OF THE
LATEST PATIENT ACCESS TRENDS

LEARN

WHAT'S AHEAD IN
PATIENT ACCESS AND REIMBURSEMENT

DISCUSS

CURRENT CHALLENGES AND OPPORTUNITIES
WITH INDUSTRY EXPERTS AND COLLEAGUES

COMPLIMENTARY REGISTRATION

PLEASE **CLICK HERE** TO REGISTER
OR COMPLETE THE ATTACHED FAX BACK FORM.

DAY 1 Wednesday, September 29, 2010

- 8:30 am** Registration
- 9:00 am** Welcome and Opening Address
Scott Dulitz, *Vice President and General Manager, AccessMED*
Carol Dewitt, *Vice President, Business Development, AccessMED*
- 9:30 am** Healthcare Reform – Implications to Patient Access
Brenda Morrow, *Vice President, Emeritus, Payor Policy, AccessMED*
Matt Brow, *Vice President of Corporate Communications, Government Relations & Public Policy, US Oncology*
Marc Neubauer, M.D., *Kansas City Cancer Center*
- 10:45 am** Break
- 11:00 am** REMS – Understanding the Impact on Distribution Channels
Dean Erhardt, *Principal, D2Pharma*
- 11:40 am** Marketplace Requirements for Account Managers – Role of 3rd Party Influencers
Bruce Edelen, *CEO, Oncology Reimbursement Management*
- 12:10 pm** Networking Lunch
- 1:15 pm** Named Patient Programs and Manufacturers' International Distribution Strategies
Teri Gautier, *President & CEO, Pharmaceutical Trade Services, Inc.*
- 2:00 pm** Healthcare Market Dynamics – Current Trends and Beyond
Lee Blansett, *Senior Vice President and Practice Leader, Kantar Health*
- 2:45 pm** Break
- 3:00 pm** How Cure Magazine Empowers Patients on Their Cancer Journeys
Lynne Anderson, *Managing Editor, CURE Magazine*
- 3:30 pm** How to Assist the Underinsured with AccessAdvantage – A Unique Cost Sharing Program
Lori Barouh, *Manager, Products and Services, AccessMED*
- 4:00 pm** Patient Assistance Programs and Their Impact on Provider Offices
Sharon Roeder, *Director, Reimbursement Services, US Oncology*
- 4:30 pm** Roundtable Discussions
Leveraging Technology to Create Patient Access Solutions
Moderator - Scott Dulitz, *Vice President and General Manager, AccessMED*
Healthcare Reform and It's Impact on Patient Assistance Programs Reimbursement Programs
Moderator - Brenda Morrow, *Vice President, Emeritus, Payor Policy, AccessMED*
Patient Access and Reimbursement Program Considerations for New Product Launches
Moderator - Richard Ford, *Director of Reimbursement Consulting, AccessMED*
- 5:30 pm** Cocktail Reception

DAY 2 Thursday, September 30, 2010

- 8:00 am** Opening Address
- 8:15 am** Universal Healthcare Coverage – What can the US Learn from the Canadian Public Health System
David Vance, *President/Founder, David Vance & Associates Inc.*
- 9:15 am** Compendia 101
Amy Schroeder, *Compendia Consultant*
- 10:15 am** Break
- 10:30 am** Personalized Medicine: Facing Challenges and Seizing Opportunities to Improve Patient Care
Anthony Tremblay, *Vice President for Development, National Foundation for Cancer Research*
- 11:30 am** Reimbursement Strategies for the Product Life Cycle
Richard Ford, *Director of Reimbursement Consulting, AccessMED*
- 12:30 pm** Networking Lunch
- 1:30 pm** Closing Remarks

Conference Chairs

Scott Dulitz, MBA, *Vice President and General Manager, AccessMED*

Scott has overall responsibility for the business including new business development, consulting, and the development and execution of patient access strategies and support services for AccessMED's pharmaceutical manufacturer clients. Scott's 12+ years of experience designing and operating patient assistance and reimbursement support services, coupled with his background and expertise in information technology, helps him to partner with AccessMED's clients to design and implement innovative business processes and solutions which have the greatest impact on patient access.

Carol DeWitt, *Vice President, Business Development, AccessMED*

Carol brings over 30 years of expertise in the healthcare industry. She has over 18 years of insight within managed care companies including network development, contract negotiations, and implementation of reimbursement methodologies. Currently, Carol is responsible for new business development and consulting services at AccessMED.

Conference Speakers

Lynne Anderson, *Managing Editor, CURE Magazine*

Lynne Anderson is a journalist with expertise in medical and business reporting and editing. Lynne has over 20 years in daily newspapers, covering topics ranging from growth and development to cancer and heart disease.

Lori Barouh, *Manager of Programs and Services, AccessMED*

Lori brings over 25 years of experience in healthcare, marketing, and project management. She has held various positions within a pharmaceutical company including managed care, product marketing, and information systems support. Today, she is responsible for marketing initiatives, new business development, and contract management at AccessMED.

Lee Blansett, MBA, *Senior Vice President and Practice Leader, Kantar Health*

Lee Blansett has extensive experience with providers, commercial and public reimbursement, and with managed care. He is currently collaborating with oncology medical groups and previously with Stanford Medical Center, Kaiser Foundation Health Plans, and APM Consultants.

Matt Brow, *Vice President of Corporate Communications, Government Relations & Public Policy, US Oncology*

Matt brings over 15 years of expertise and experience in the legislative and political arena. He currently leads US Oncology's federal and state legislative and regulatory activities, oversees all network government affairs related research and analysis projects, and public outreach and grassroots advocacy efforts.

Bruce Edelen, *CEO, Oncology Reimbursement Management*

Bruce brings 30 years of experience in the pharmaceutical industry specializing in pricing, reimbursement and patient access, and sales management. Prior to forming ORM, he led the oncology reimbursement team at Eli Lilly and was instrumental in developing the pricing and reimbursement strategy for the entire oncology portfolio.

Dean Erhardt, MBA, *Principal, D2Pharma*

Dean provides over 20 years of strategic marketing and management experience across both pharmaceutical and consumer product arenas. His areas of expertise include analysis and development of pharmaceutical support programs, pharmaceutical and consumer product distribution, and specialty pharmaceutical product management.

Richard Ford, MBA, *Director of Reimbursement Consulting, AccessMED*

Rick Ford is an expert in reimbursement of specialty drugs. Rick's expertise includes channel marketing strategies, formulary and pricing, coverage and coding strategies, financial assistance program development, as well as the management of product support systems.

Teri Gautier, *President/CEO of Pharmaceutical Trade Services (PTSI)*

Teri Gautier is a leader in the U.S. Export industry. She founded PTSI, which specializes in exporting U.S. pharmaceutical, OTC, and nutritional supplement products not yet licensed in the importing country on a named-patient basis. PTSI has been recognized by numerous government organizations for its exceptional export services and industry leading standards.

Brenda Morrow, *Vice President, Emeritus, Payer Policy, AccessMED*

Brenda is an experienced healthcare reimbursement specialist who has worked for over 20 years with pharmaceutical companies, physicians, hospitals, their business managers and other advisors. She is co-author of the *Oncology Guide to Medicare* and other publications on specialty healthcare reimbursement.

Marc Neubauer, M.D., *Kansas City Cancer Center*

Dr. Neubauer is based at the Kansas City Cancer Center where he currently serves as Chair of Hematology/Oncology. He is a P and T executive committee member at US Oncology, as well as the Chair for the US Oncology Pathways Task Force. He has numerous publications with a focus in lung cancer.

Sharon Roeder, B.A., C.P.C., *Director of Reimbursement Services, US Oncology*

Sharon brings over 30 years of experience in clinical and administrative positions within the reimbursement and practice management areas. Over the last decade, her focus has been on oncology reimbursement. Recently, she successfully launched the Patient Assistance Support program at US Oncology, which she continues to manage.

Amy Schroeder, *ACCC, Compendia Consultant*

Amy Schroeder brings over 20 years of clinical experience, including 15 years as a pharmacist. She held positions at the U.S. Pharmacopeia, eventually specializing in oncology drug information. She currently is working as a Compendia Consultant.

Anthony Tremblay, *Vice President for Development, National Foundation for Cancer Research*

Tony has more than 30 years of experience in academic, administration, fundraising, nonprofit program development, organizational and board development, and strategic planning. Today, he is responsible for developing major corporate and foundation support for NFCR research programs, as well as institutional collaborations that support the NFCR mission to find cures for all types of cancers.

David Vance, *President/Founder, David Vance & Associates*

David has over 20 years of experience in healthcare and consumer marketing, with such Fortune 500 companies as Johnson & Johnson, Burroughs-Wellcome (Glaxo), and Merck & Company. His work experience includes the United States, Canada, as well as the Caribbean, with in-depth industry experience in the healthcare sector including OTC's, prescription pharmaceuticals, Rx-to-OTC switches, medical devices, and biotechnology.

More Details

CONTACT INFORMATION

For more information, please contact us today at (866) 663-3969 or e-mail us at accessmedsummit@accessmed.com.

REGISTRATION

Please **click here** to register or complete the attached fax back form.

AccessMED will cover conference costs including all sessions and lunches. Attendees are responsible for their travel, accommodations, and incidental expenses.

Please register by August 15, 2010.

HOTEL

The AccessMED Patient Access Summit will be held at:

InterContinental Kansas City at the Plaza
401 Ward Parkway
Kansas City, Missouri 64112

A Special Rate of \$159.00 has been arranged for attendees. Please make sure to say you will be attending the **AccessMED Patient Access Summit** to take advantage of this special rate.

For reservations, please call the hotel directly at *816-756-1500*.

<http://www.kansascityic.com/>

AIRPORT

Located just a 20 minute drive from downtown Kansas City, Kansas City International Airport is one of the nation's most convenient airports. From KCI, it's quick and easy to reach any destination in the metro area.



Please complete this form and fax it to 913-663-5589.
Please print or type all information.
You may duplicate this form for multiple registrations.

Name _____
First name Middle Name or Initial Last Name

Title and Department _____

Therapeutic Area _____

Company Name _____

Street Address: _____

City _____ **State** _____ **ZIP** _____

Telephone _____ **FAX** _____

Email Address _____



If you need special accommodations, please indicate your needs here: _____

Special Meal (Dietarian) Request: _____
