

The Alliance Annual Meeting 2018:

# KEEPING A LID ON SPECIALTY RX COSTS

Tuesday, September 11, 2018 | 8 a.m. - 12 p.m.  
The Monona Terrace, Madison, Wis.



## AGENDA

- 7:45 - 8:15 a.m.      **Registration, Breakfast & Sponsorship Showcase**
- 8:15 - 8:20 a.m.      **Welcome and Opening Remarks**, Cheryl DeMars
- 8:20 - 9:20 a.m.      **Specialty Pharmacy Trends**, Alex Jung
- 9:20 - 9:55 a.m.      **Annual Meeting Business Presentation**
- 9:55 - 10:10 a.m.      **Networking & Sponsorship Showcase**
- 10:10 - 11:10 a.m.      **Biosimiliars**, Brenda Motheral
- 11:10 - 11:40 a.m.      **The Need to Transform Pharmacy Benefits: Challenges and Strategies**, Cheryl Larson
- 11:40 - 12:00 p.m.      **Independent Clinical Expertise and PBM Partnership, Key to Managing Specialty Pharmacy**, Wayne Salverda
- 12:00 p.m.      **Closing Comments & Adjourn**, Cheryl DeMars

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**Alex Jung**  
Managing Director, Parthenon - EY



Alex Jung is a managing director in the Parthenon-EY practice of Ernst & Young LLP where she works primarily on strategic transformation projects. Jung has worked with many health care and life sciences companies across the country. She has developed and implemented large-scale plan design and funding strategies such as the introduction of innovative consumer-driven health care plans, health savings accounts and health improvement initiatives, including onsite pharmacies and clinics for her former clients.

Jung led corporate strategy at Walgreens and has performed work on several large-scale transactions, mergers and acquisitions, including the divestiture of Walgreens' pharmacy benefit manager, acquisition of AllianceBoots and other assets. She has been quoted in numerous articles in the Chicago Tribune, Business Insurance, Workforce Management magazine, Crain's Chicago Business and other industry publications.

She is a regular speaker at events such as the California Governor's Women's Conference, World Health Care Congress, Midwest Business Group on Health, Crain's Annual Health Care Conference, the Benefits Management Expo, the Self-Insurance Institute of America National Conference, John Marshall Law School and the Human Resources Management Association of Chicago, where she serves as chair for the Total Rewards Interest Group.

**Brenda Motheral**  
President & Co-Founder, Artemetrx



Over the last 20 years, Dr. Motheral has held executive leadership positions in research, product development and strategy in the pharmacy benefit and population health management industry. Her work has focused on leveraging data analytics for cost containment and quality of care initiatives, identifying and designing new clinical programs, and implementing large health services programs. Dr. Motheral has worked with more than 30 plan sponsors in the last two years on the analysis, design and implementation of specialty drug solutions. She has published more than 50 peer-reviewed manuscripts and has received national research awards from the Academy for Managed Care Pharmacy and the International Society for Pharmacoeconomics and Outcomes Research. Dr. Motheral holds a Ph.D. focused in health economics from The University of South Carolina, a master of business administration degree and a bachelor's degree in Pharmacy from The University of Kentucky.

In 2011, Dr. Motheral became president of Artemetrx and oversees the vision and operation of Artemetrx Specialty Drug Solutions™ and Artemetrx Health™ to bring innovation and thought leadership to the pharmacy and medical benefits industries. She previously held the position of executive director of Pharmacy Benefit Management Institute as well as leadership management positions at Healthways and Express Scripts. She also worked at Aetna as a relationship manager and at Union Bank as the vice president of benefits.

**Cheryl Larson**  
President & CEO, MBGH



Cheryl Larson is president and CEO of the Midwest Business Group on Health, a non-profit organization of over 130 mid to jumbo, self-funded, regional and multi-state, public and private employers. Coalition activities include educational programs, health benefits research, benchmarking and community-based initiatives focused on increasing the value of health benefits and health care services to MBGH Members – represented by human resources, health benefits and health care professionals.

She oversees all coalition activities including advocacy, membership, administration, research projects and educational activities, working closely with MBGH's employer-led Board of Directors to establish the strategic direction of the coalition. Larson joined MBGH in 1983 as the director of membership development, returning in 2006 as vice president after spending 10 years with a population health management company.

Larson leads MBGH's National Employer Initiative on Specialty Drugs, the first major purchaser-driven research project that supports employers in managing the higher costs of biologic and specialty drugs by helping them make critical and informed decisions. She is a nationally-recognized speaker on employer best practices in managing specialty drugs, value based benefit design, wellness, wellbeing, consumerism, engagement and benefit communications.

**Wayne Salverda, R.Ph.**  
Senior Director of Clinical Services, National CooperativeRx



Wayne Salverda is responsible for the development, evaluation, recommendation and monitoring of pharmacy benefit management (PBM) clinical programs and initiatives. He is available as a clinical resource to members as well as staff. This often includes meeting with cooperative members to review reports and provide plan design consultation. Wayne is a licensed pharmacist with more than 20 years of pharmacy experience including PBM, managed care and retail pharmacy markets.