



KNOWLEDGE CAMP FOR DECISION-MAKERS



Knowledge Camp is a learning, conditioning, and coaching experience for pharmacy benefits management, customized for your organization. The goal of Knowledge Camp is to help you understand the competitive market and improve your ability to drive disclosure of details on PBM services important to you. Assessing PBM performance is done more effectively by a trained eye with personal knowledge of your benefit and disclosure goals.

- **3 days intensive learning**
- **Customized success plan**
- **Best practices “Knowledge Camp”**
- **Personalized benchmarking**

Upon acceptance to the program, you are invited to send a delegation to Knowledge Camp (up to 3 decision-makers). Each Knowledge Camp experience is customized to help you get from where you are to where you want to be, with a full range of support along the way.

Benchmarking

During Camp we will take you through our 7-tier benchmarking strategy, where you will be scored on 18 questions based on your current strategy. We will then compare your score to fiduciary standards and show you how you compare.

Camp

Camp is a 3-day immersive experience hosted at TransparentRx HQ in Summerlin. You will enjoy morning exercise and evening culinary experiences. The first two days of Camp are instruction and impact sessions (workshop). The last day is an exam and/or presentation day where each cohort has the chance to present their success plan.

Success Planning

During Camp, the focus is you and your success. Using the data collected during Camp, your delegation works directly with a PBM Consultant and Clinical Pharmacist to develop a success plan specific to your organization. Your PBM Consultant will continue to work with you after your 3-day immersive Knowledge Camp experience.

Summerlin is an affluent master-planned community in the Las Vegas Valley of Southern Nevada. It lies at the edge of the Spring Mountains and Red Rock Canyon to the west. This rapidly growing community occupies over 22,500 acres and according to its developers, "has grown to encompass more than 230 parks, more than two dozen public and private schools, 14 houses of worship, nine golf courses, three resort hotels, world-class recreational facilities, retail and entertainment centers, well-established office parks, a state-of-the-art medical center, and more.



The schedule at our Summerlin HQ is as follows:

Tuesday:

Check in at your leisure

Wednesday:

⌚ 6:00 am Optional hike Red Rock Canyon or state-of-the-art fitness center

⌚ 8:30 am Welcome

– Knowledge Camp @ TransparentRx HQ or onsite at your location –

⌚ 7:00 pm Dinner

Thursday:

⌚ 6:00 am Optional hike or state-of-the-art fitness center

⌚ 8:30 am Q&A

– Knowledge Camp @ TransparentRx HQ or onsite at your location –

⌚ 7:00 pm Dinner

Friday:

⌚ 6:00 am Optional hike or state-of-the-art fitness center

⌚ 8:30 am Breakfast

– Knowledge Camp @ TransparentRx HQ or onsite at your location –

⌚ 3:00 pm Check out

Weekend:

If you decide to stay, we can help you book show tickets, Hoover Dam tours and other weekend activities.

What's in it for you?

- Off-site & On-site
- 3 days in Las Vegas or at your headquarters
- Certified Pharmacy Benefits Specialist™ track
- Continuing Education Recertification Credit up to 16 hours for SHRM, HRCI, L&H, CPhT and Pharm.D. licensees
- Customized Success Plan
- Harvard-style case study discussion

Is Knowledge Camp Right for You?

Knowledge Camp is for HR, finance, insurance, consulting and pharmacy leaders who...

- Want to achieve maximum performance with their pharmacy benefits plan
- Are currently self-funded or are considering self-funding their pharmacy or specialty pharmacy benefit
- Want to crush peer performance benchmarks and achieve new heights
- Want to strengthen and empower managers and team leaders

There are two versions of Knowledge Camp which allow you to tailor the ultimate pharmacy benefits management learning experience.

1. Knowledge Camp: Off-site

- 3 days in Las Vegas, Nevada
- Interactive impact sessions and learning
- Harvard-style case study discussion
- Best practices "Knowledge Camp"
- Customized success plan
- Certified Pharmacy Benefits Specialist™ Track (optional)

2. Knowledge Camp: On-site

- 3 days at your headquarters (offsite at nearby location)
- Harvard-Style case study discussion
- Experiential pharmacy cost-containment activities
- Immersive leadership training in the context of Pharmacy Benefits Management Project
- Certified Pharmacy Benefits Specialist™ Track (optional)

Featuring:

Tyrone Squires: Founder and Managing Director, PBIA
Clinical Pharmacists: TBD
Representatives from a Pharmaceutical Manufacturer: TBD

Upcoming Knowledge Camp Dates (Las Vegas)
DATE: TBD

For questions or if you would like to request additional information, please contact
PBIA: info@pharmacybenefitinstitute.com | (702) 389-1159

DAY 1

45 minutes	8:00 - 8:45	Welcome
60 minutes	8:45 - 9:45	I. Introduction to Pharmacy Benefits Management

A. Industry Structure Overview

1. Market Dynamics Driving the PBM Industry
2. Macro Trends in Drug Spending and Utilization
3. PBM Profiles and Landscapes
4. Major Challenges Facing the PBM Market
5. PBM Legislative and Regulatory Environment
6. Important Trade Organizations

B. Industry Capacity Overview

1. PBM Operations
2. PBM Capacity Considerations

C. Local Market Structure and Roles of Pharmacy Networks

15 minutes	9:45 - 10:00	Quiz #1
15 minutes	10:00 - 10:15	Break/Poll Questions
75 minutes	10:15 - 11:45	II. Fundamentals of PBM Pricing

D. Supply Chain Overview

E. Key Pricing Terms & Applications

F. PBM Financials & Pricing

1. Administrative Fees (Claims Processing)
2. Pharmacy Reimbursement and the Cost of Pharmaceuticals
3. Rebate Administration and Payment

15 minutes	11:45 - 12:00	Quiz #2
30 minutes	12:00 - 12:30	Lunch
90 minutes	12:30 - 2:00	III. Cost Containment Strategies for the Pharmacy Benefit

G. Cost Containment Terms & Applications

H. Problems associated with legacy PBM business models

1. Business ramifications: cost, lifestyle and quality

I. Plan Sponsor Strategies

AGENDA

- 1. Price
- 2. Product Mix
- 3. Drug Utilization Management
- 4. Cost Share

J. Business Outcomes

K. Recommendations

15 minutes	2:00 - 2:15	Quiz #3
90 minutes	2:15 - 3:45	IV. Plan Design for the Pharmacy Benefit

L. Key Plan Design Terms & Applications

M. Funding Options

N. Pharmacy Benefit & Components

- 1. How components interact
- 2. How components can be structured to provide a comprehensive benefit to employees while limiting the financial burden on an employer

O. Pharmacy Benefit & Components

P. Recommendations

15 minutes	3:45 - 4:00	Quiz #4
15 minutes	4:00 - 4:15	Break
45 minutes	4:15 - 5:00	V. Case Study – Team Exercise
2 hours	7:00 - 9:00	Team Dinner (optional)

DAY 2

30 minutes	8:00 - 8:30	VI. Q&A
90 minutes	8:30 - 10:00	VII. PBM Contracts

A. Advanced Plan Design Considerations

B. Types of PBM Service Agreements

- 1. Fee-for-Service Contracts
- 2. Risk Sharing (Shared Savings) Contracts
- 3. Capitated Contracts
- 4. Fiduciary Contracts

C. Parts of a PBM Service Agreement

D. Recommendations for Plan Sponsors

E. What's the bottom line?

15 minutes	10:00 - 10:15	Quiz #5
15 minutes	10:15 - 10:30	Break/Poll Questions
90 minutes	10:30 - 12:00	VIII. PBM Procurement

F. Industry Perspective

G. Request for Proposal (RFP) Process

H. Business Models

1. Traditional
2. Pass-Through AND/OR Transparent
3. Fiduciary

I. Pricing Arrangements

J. Steps in Selecting a PBM Vendor

15 minutes	12:00 - 12:15	Quiz #6
30 minutes	12:15 - 12:45	Lunch
90 minutes	12:45 - 2:15	IX. Specialty Pharmacy Management

K. What is a specialty drug?

L. Who takes specialty drugs?

1. What conditions do they treat?

M. Where are specialty drugs dispensed?

N. How much do specialty drugs cost?

O. Recommendations: what can plan sponsors do to manage specialty drug costs?

15 minutes	2:15 - 2:30	Quiz #7
15 minutes	2:30 - 2:45	Break/Poll Questions
15 minutes	2:45 - 3:00	X. Final Examination Profile
120 minutes	3:00 - 5:00	XI. Case Study Preparation – Team Exercise
120 minutes	7:00 - 9:00	Dinner

DAY 3

30 minutes	8:30 - 9:00	XII. Breakfast
60 minutes	9:00 - 10:00	XIII. Final Examination Profile (CPBS® Track Only)
240 minutes	10:00 - 2:00	XIV. Case Study Defense
60 minutes	2:00 - 3:00	Checkout

AGENDA

Accreditation Information



In support of improving patient care, this activity has been planned and implemented by UNC-Chapel Hill Eshelman School of Pharmacy and Pharmacy Benefit Institute of America. The University of North Carolina is jointly accredited by Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education.



CPE

This application-based activity will award 20.00 contact hours (2.000 CEUs) of continuing pharmacy education credit in states that recognize ACPE providers.

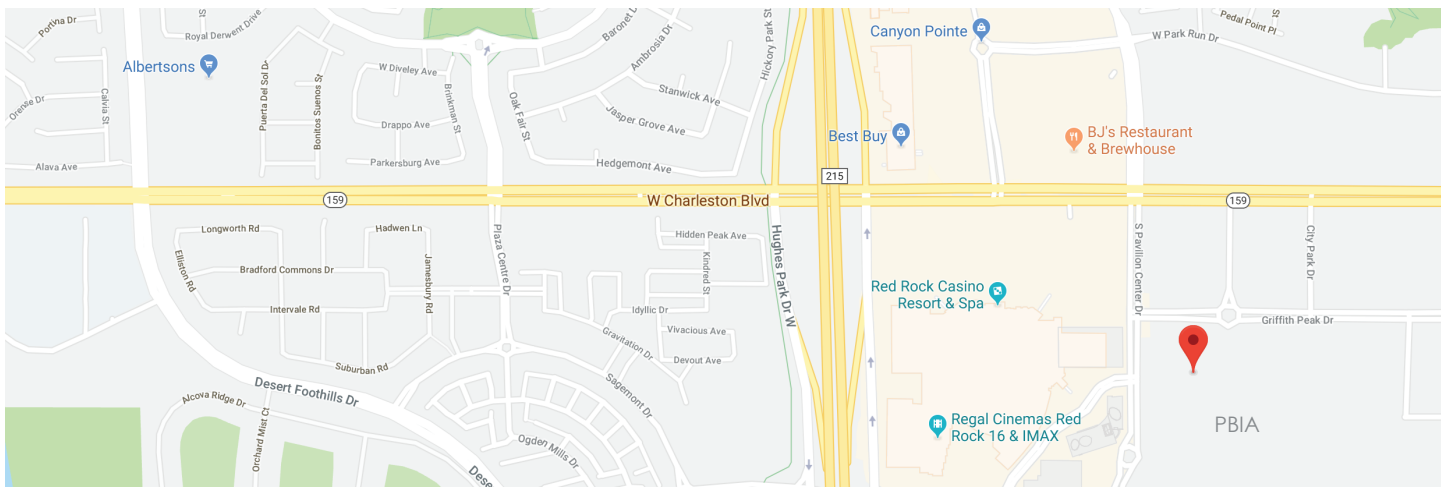


The use of this seal confirms that this activity has met HR Certification Institute's® (HRCI®) criteria for recertification credit pre-approval.



TransparentRx is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CPSM or SHRM-SCPSM. This program is valid for 12 PDCs for the SHRM-CPSM or SHRM-SCPSM. For more information about certification or recertification, please visit www.shrmcertification.org

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