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## Webinar: Value Based Rx Contracting Tactics and Techniques


– a HealthcareWebSummit Event, 1PM Eastern, Thursday, September 14th, 2017

Navigating Legal and Regulatory Complexities  
Value Based Rx Contracting Tactics and Techniques

	<b>Thursday, September 14th, 2017</b> 1:00 - 2:00 p.m. Eastern (10:00 a.m. to 11:00 a.m. Pacific)	<b>Register for \$195</b> Call 209.577.4888 or <a href="#">click to register</a> <a href="#">REGISTER NOW &gt;</a>
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- Tactics and techniques in developing and executing successful value based Rx contracts
- Navigating legal and regulatory complexities in value based pharmaceutical arrangements

- ▶ Considerations in determination and documentation of targeted outcomes, and the processes involved
- ▶ Anti-kickback statute and discount safe harbors as they apply to value based contracts
- ▶ Patient privacy regulations to consider when establishing contracts and HIPAA risks in data collection
- ▶ Basis for government price reporting and how it affects contract considerations

Faculty: William A. Sarraille Partner Sidley Austin, LLP	
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## Registration

	<b>Navigating Legal and Regulatory Complexities Value Based Rx Tactics and Techniques</b> Thursday - 9/14/17- 1pm Eastern	<a href="#">LEARN MORE &gt;</a>
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**Individual Registration Fee: \$195.** Post-Event Materials: \$45 for attendees; \$260 for non-attendees after the event.

[REGISTER NOW >](#)

[Corporate Site licensing](#) also available (see inside for details) **Use the form on the back page to fax or mail your registration** or call 209.577.4888

**Online:** To register or get detailed information on the web, go to:

<http://healthwebsummit.com/valuerx091417.htm>

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## Overview

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Value-based pharmaceutical contracts, sometimes referred to as risk sharing agreements between pharmaceutical manufacturers and health plans or other purchasers are critical in today's very complex and costly healthcare marketplace. These agreements allow placement of high-risk, high-cost and often times specialty pharmaceutical products onto purchaser formularies through basing payment on outcomes as opposed to volume metrics. The concept has become popular in single payor systems, and is beginning to take flight in the U.S. as evidenced by several high profile value based contracts between pharmaceutical manufacturers and health plans. However, as with every new concept in the U.S. health care arena, there are growing pains, fear and uncertainty.

Tactics and techniques in developing and executing successful value based pharmaceutical contracts start with assessing value and defining risk from both the pharmaceutical manufacturer and purchaser perspectives, and specifying the role of applicable third party data assessors in value determinations. Contract terms must be negotiated within the risk definition and risk tolerance of both parties. The targeted outcomes, and the processes in determining and documenting them, need to be fully examined, including: the consequences of failing to meet the outcome and any payment increase for proven value; the development of criteria for demonstrating outcomes and value of product; the timeframes involved and responsibility for evaluation of results; and determination of the parties to be responsible for data collection and the procedures involved.

In order to establish a value-based contract, pharmaceutical manufacturers as well as purchasers must understand the complexity of these agreements and the legal implications associated with it. Manufacturers will need to ensure safe harbor protection under the Anti-Kickback Statute to enter qualified value based contracts. As there is a greater exchange of more data between stakeholders, manufacturers must mitigate HIPAA risks including reporting of adverse events and sharing of patient data. They must also understand the legal regulations necessary to take into account within value based contracts.

Special concerns must be addressed in pharmaceutical value based agreements with non-traditional purchasers such as hospitals, hospital systems, integrated delivery networks (IDNs) and ACOs. These challenges include rebates and government programs, and incorporating provisions in regard to these agreements to compliantly address best price calculations.

Please join us Thursday, September 14, 2017 at 1 PM Eastern as Sidley Austin's William A. Sarraille discusses trends; alternative structures; legal and compliance issues; network features, benefits and disadvantages; and current examples around the country in the HealthcareWebSummit event: *Value Based Rx Contracting Tactics and Techniques: Navigating Legal and Regulatory Complexities*.

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## Learning Objectives

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After attending this webinar, attendees will be able to:

1. Explore various tactics and techniques to be applied in developing and executing successful value based pharmaceutical contracts.
2. Examine considerations in determination and documentation of targeted outcomes, and the processes involved.
3. Understand the anti-kickback statute and discount safe harbors as they apply to value based contracts
4. Identify patient privacy regulations to consider when establishing value-based contracts
5. Evaluate HIPAA risks related to the collection and sharing of patient level data and reporting of adverse events
6. Discuss the basis for government price reporting and how it affects contract considerations.
7. Engage in interactive learning through online question submission, attendee feedback and opportunity for follow up questions, and networking with attendees, faculty and other professionals through dedicated LinkedIn group.

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## Who Should Attend

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### Interested attendees would include:

- C-Suite Executives
- Legal, Regulatory and Compliance Executives and Staff
- Contracting Executives and Staff
- Value and Outcomes Based Payment Executives and Staff
- Pharmaceutical benefit Executives and Staff
- Managed Market Executives and Staff
- Planning and Strategic Executives and Staff
- Business Intelligence Staff
- Other Interested Parties

### Attendees would represent organizations including:

- Life Science Organizations
- Health Plans
- PBMs
- Third Party Administrators
- Employers
- Hospitals and Health Systems
- Accountable Care Organizations
- Provider Networks
- Government
- Consulting Organizations
- Solutions Providers
- Associations, Institutes and Research Organizations
- Media
- Other Interested Organizations

# Corporate Pricing, Terms and Conditions

## Individual vs. Corporate Site License Pricing

- Individual registrations cover a single phone line.
- Multiple persons may listen via speaker phone for the individual registration fee.
- Each individual receives a unique dial-in ID that is not re-useable.
- Corporate pricing is available when registrations are desired for more than one phone line.

## Corporate Site License Attendee Registrations

- Organizations individually register all participants for web access and e-mail delivery unless arranged otherwise with MCOL, but corporate pricing will apply based on the number of employees registered

## Eligibility

- Corporate pricing is only available to single organizations, or parent organizations and their affiliates.
- Professional Associations or other groups of separate organizations may not combine for corporate pricing.

## Pricing Schedule

**Events Priced at \$195 Individually:** Site License pricing for one of any \$195 individual events is based upon the number of covered phone lines, according to the following table

### Price Schedule

Covered Phone Lines /Logins	Total Price
Under 10	\$870.00
10-29	\$2,005.00
30-74	\$4,425.00
75-174	\$9,230.00
175-249	\$12,525.00
250+	Call for quote

Equivalent Price per employee and total savings compared to individual \$195.00 price\*:

Covered Phone Lines /Logins	Price per Line	Total Savings
Under 10	\$174.00	\$605.00
10-29	\$100.25	\$3,895.00
30-74	\$88.50	\$10,325.00
75-174	\$73.84	\$27,645.00
175-249	\$59.64	\$49,425.00

\* based upon the midpoint of employees in each range