

what's on the agenda?

The 2021 Crossroads agenda will incorporate the following topics: state and federal legislative updates related to Medicaid, cannabis education, gene therapy, high cost drug reimbursement, PBM transparency, and much more.

July
12-14

2021

NASHVILLE

JW MARRIOTT
201 8TH AVE SOUTH

About the Conference

THE TERM CROSSROADS SYMBOLIZES OUR INTENT:

to bring together separate sectors to find common ground and innovative solutions for issues related to Medicaid.

■ *Crossroads: An Artia Solutions Conference was the first event of its kind in 2018 for Medicaid stakeholders.*

In 2021, we will bring together Medicaid pharmacy administrators, Medicaid Managed Care representatives, drug manufacturers, healthcare providers, pharmacists, advocacy groups, patients, public officials, and other Medicaid stakeholders to explore issues impacting patient access to medications.

AGENDA

The Artia Advantage

Join members of the Artia Solutions team for a complimentary, hands-on session detailing our Medicaid monitoring services, (including the Artia App and the Artia Atlas), our analytics services, drug launch services, and more. All are welcome. Box lunches will be provided.

- **Greg Kitchens, PHARM D** Chief Information Officer, Senior Partner, Artia Solutions
- **Chad Bissell, PHARM D, MBA** Senior Director, Pharmacy Operations
- **Mary Stoots, PHARM D** Director, Clinical Technology, Artia Solutions
- **Kinsey Caldwell** Director, Analytics
- **Allison Scott, MPH** Director, Market Access

Medicaid 101

Industry veterans from Artia Solutions will kick off Crossroads with an extensive overview of Medicaid, its history, evolving requirements, and recent changes. Designed for pharmaceutical account managers, students, those new to the industry and those seeking a refresher, session topics will include fee-for-service, managed Medicaid, Puerto Rico Medicaid, preferred drug lists, statewide PDLs, Medicaid purchasing pools, dual eligibility, and supplemental rebate bid mechanics.

Medicaid 101 is a separate \$500 registration fee.

- **Matt Dull** Chief Operating Officer, Senior Partner, Artia Solutions
- **Eric Kimelblatt** Senior Director, Managed Markets, Artia Solutions
- **Greg Kitchens, PHARM D** Chief Information Officer, Senior Partner, Artia Solutions
- **Helaine Gregory** Senior Director, Puerto Rico/Virgin Islands Operations, Artia Solutions
- **Brad Burris** Director of Government Accounts, Global Blood Therapeutics



KEYNOTE

Unstoppable Cultures: Creating & Sustaining Organizations of Enduring Greatness

Ginger Hardage is a dynamic communicator whose content is steeped in experience and rich in wisdom. In our 2021 opening keynote, she will walk you through critical characteristics of unstoppable cultures. You will undoubtedly leave with both practical and inspiring ideas on how to begin the journey of building the culture you always dreamed of for your organization.



- **Ginger Hardage** former Senior Vice President of Culture and Communications, Southwest Airlines

The US Pharmaceutical and Medicaid Market: Trends, Issues, & Outlook

Doug Long has considerable experience with and a unique perspective on the changing U.S. healthcare marketplace and pharmaceutical distribution. This data-driven session will highlight which strong forces are driving real changes in healthcare and Medicaid.

- **Doug Long** Vice President of Industry Relations, IQVIA

Cannabis is Here, Getting into the Weeds on Legislative Mandates & Coverage Issues

Learn more about the mechanisms of action of cannabinoids, including cannabidiol (CBD) and tetrahydrocannabinol (THC), their current and speculative role in the management of various medical conditions and the 12-24 month forecast of the new drug pipeline. Current findings pertaining to these agents in the medical literature will be reviewed, and their potential in the future of health care will be discussed, including considerations surrounding legislation and regulation.

- *Speakers TBA*

Medicaid Update: The State of the Industry

Join George Kitchens, CEO of Artia Solutions, as he gives a quick look at what's new in Medicaid—current trends, a look into the future of Medicaid, and more.

- **George Kitchens, RPH** Chief Executive Officer, Senior Partner, Artia Solutions

Medicaid Legislative Updates from the Federal and State Vantage Point

Explore recent changes to Medicaid on the state and federal level, including eligibility requirements, the federal rebates bill, and more. Speakers will detail pertinent updates to Medicaid and discuss the implications of these changes on health care coverage now and in the future.

- *Speakers TBA*

Medicaid Drug Launches: A Comprehensive Approach to a Successful Launch

Strained budgets, new policies and regulations, and unique drugs for rare diseases demand innovative approaches in launching a new drug into the Medicaid space. Artia Solutions staff members and industry veterans will share their vision in what is needed now, and into the future, in successful new drug launches.

- **Michael Garner, PhD** *President and CEO, The Garner Group*
- **Allison Scott, MPH** *Director, Market Access*

Approaching High Drug Cost, Rare Disease Drug Therapies

Join state Medicaid directors for an open-minded session discussing the pressures that state Medicaid programs are facing with new and innovative drug therapies, including the impact on state budgets. In the following panel, state Medicaid directors, PBMs, and other stakeholders will discuss how pharmaceutical companies and state Medicaid programs can collaborate in designing solutions for new drug therapies that result in improved clinical outcomes and cost effectiveness.

- *Speakers TBA*

Intercepting Type 1 Diabetes: New Data, Treatments, and More

Type 1 diabetes (T1D), an autoimmune disease caused by the destruction of beta cells, affects 1.6 million Americans. In this session, subject matter experts will dive into the drug pipeline that offers treatment options that may significantly delay the onset of insulin dependent T1D in pre-symptomatic patients.

- *Speakers TBA*

The Continuing Trend of Carve-Outs and State-Wide PDLs

Join industry experts and state Medicaid directors for an analytical look at why more states are moving toward a pharmacy carve-out or state-wide PDL.

- *Speakers TBA*

Gene Therapy 101: Principles of Gene Transfer Therapy

What exactly is gene therapy and gene editing, and what are the currently available gene transfer therapies? Join specialists from Sarepta Therapeutics to learn the role and characteristic of the common elements of gene transfer therapy, as well as near-term pipeline gene therapy products.

- *Speakers TBA*

Pricing Transparency in the Pharmaceutical Supply Chain: Manufacturer to Patient

In this panel discussion, hear perspectives from thought leaders regarding supply chain pricing transparency in the Medicaid pharmacy benefit space. Key discussion areas will focus on delivery system comparisons, pricing/rebate transparency and core PBM component considerations for decision makers. Real-world perspectives will be provided by a seasoned Medicaid PBM consultant along with a former state Medicaid pharmacy director.

- **Michael Sharp, RPH** *President, SharpRx Pharmaceutical Consultation Services, Inc.*
- **Emily Baker, PHARM.D, BCPS, MBA, MHA** *President and CEO of NorthStar HealthCare Consulting*
- *Additional Speakers TBA*

The Evolving Role of Specialty Pharmacy in Medicaid

With an influx of new drugs targeting rare diseases, the role of specialty pharmacy is growing. How can specialty pharmacy bring more value to the Medicaid program, as well as pharmaceutical companies, physicians, and patients?

- *Speakers TBA*



**REGISTER TODAY
AND SAVE**

Early-bird (ends Feb 26, 2021) | **\$2,450**
Standard (Feb 27 - Jun 25, 2021) | **\$2,950**
On-site (Jul 12, 2021) | **\$3,200**
Artia Solutions client rate | **\$2,200**

