



PARTNERSHIP FORUM

No. 2  2021

Digital Therapeutics: The Evolving Role of Digital Therapeutics

AUG. 31-SEPT. 1, 2021 | VIRTUAL



WELCOME



Thank you for your participation in this important Partnership Forum, which will explore the use and coverage of digital therapeutics in the US health care system.

AMCP has been at the forefront of health care innovation for over 30 years, and today we continue that proud tradition by taking a leadership position on the exciting, emerging field of digital therapeutics.

Digital therapeutics are in the marketplace with indications to prevent, manage, and even treat conditions ranging from diabetes and asthma to depression and substance use disorder. These devices are indeed on the frontier of health care.

We acknowledge that building systems to support coverage of these products may be daunting. But so was the challenge in the late 1980s of managing medications for hundreds of millions of Americans. AMCP was up to the task then and is up to the task today. Managed care pharmacy is in an ideal position to help ensure patients have access to digital therapeutics that improve the overall health and wellbeing of our patients.

This Partnership Forum has two goals: the first is to explore the current market space for digital therapeutics, including the evidence for the products, place in care model, and challenges that patients face in accessing therapies. The second goal is to identify challenges and payer needs related to the evidence for digital therapeutics.

During our invitation-only Partnership Forums, we rely on a range of perspectives, including those of payers, integrated delivery system leaders, HEOR analysts, academicians, providers, pharmaceutical manufacturers, and other health care stakeholders. Our efforts here collaboratively help shape the changing health care landscape.

Thank you to our generous sponsors that make this event possible: Akili Interactive, Pear Therapeutics, Pfizer, PhRMA, Simon-Kucher & Partners, Takeda, Theranica, and Woebot Health.

Following the forum, AMCP will produce proceedings documenting findings and recommendations in an upcoming issue of AMCP's *Journal of Managed Care + Specialty Pharmacy*, which is widely disseminated to decision makers around the country. Also, we also plan to present a webinar summarizing the findings and recommendations.

I look forward to this AMCP Partnership Forum and its resulting findings and recommendations.

Thank you for your participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Susan Cantrell". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

Susan A. Cantrell, RPh, CAE

AMCP CEO

MODERATOR

Joe Honcz, RPh, MBA

Principal
C4i

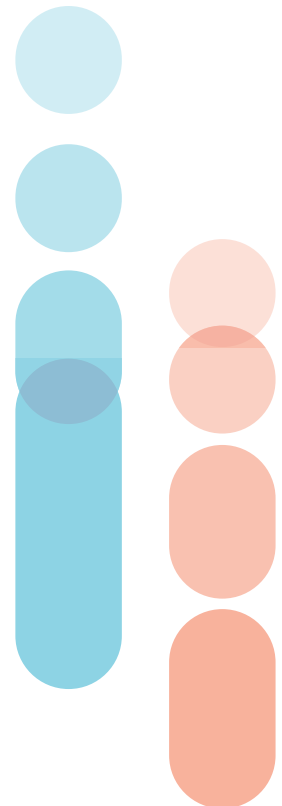
With more than two decades in the insurance, managed care/pharmacy benefit management (PBM), and pharmaceutical industries, Joe is a recognized expert in clinical cost of care strategies, product development, and innovation. Prior to starting C4i, he led clinical and product strategy teams at Humana, Aetna, Health Net, and Anthem. During this time, he led initiatives focused on improving the health of patients while lowering the cost of care.

Joe was in a senior leadership position at HealthNet, heading up product development and management. While at HealthNet, he managed the product life cycle from idea to execution for all commercial insurance business and product types. Before HealthNet, Joe held various roles of increasing responsibility at Anthem BCBS. A key accomplishment of his while at Anthem includes building and launching Medicare Part D.

Joe developed disruptive healthcare technology and programs focused on Cardiovascular and Diabetes during his time in Atena's Innovative Labs. Some notable accomplishments are the deployment of the mSToPS clinical trial to find and treat patients with silent Afib, a hyper-personalized metabolic syndrome intervention that reduced CV risk and the cost of care in one year. In addition, Joe led the cost of care management for both Pharmacy and Medical lines of business, achieving over their goals of \$650M and \$850M respectively.

Since starting C4i, Joe has been involved in projects such as the end-to-end support for the launch of novel therapies across multiple therapeutic categories. As part of each launch, he has led the payer value proposition development, price/contracting assessment studies, and conducted payer research which includes moderating advisory boards. His current areas of research and publication include value transformation, digital therapeutics, changes in the healthcare landscape, and legislative impacts on healthcare cost and access.

Joe's extensive managed care knowledge is augmented by a diverse work experience that includes opportunities at Pfizer, CVS Health, and Walgreens. He received his Bachelor of Science in Pharmacy and a Masters in Business Administration from the University of Connecticut. He is a Registered Pharmacist and a member and diplomat for the Academy of Managed Care Pharmacy.



AGENDA

TUESDAY, AUGUST 31

12-5pm ET

Presentation: An overview of the pre-survey results as it relates to current managed care perspectives on the digital therapeutic market space.

Panel Discussion: Discuss the challenges that various stakeholders face with digital therapeutics.

Breakout Session 1: Review and provide feedback on the AMCP's draft goals and guiding principles for digital therapeutics.

Report out and discussion

HOSTED BY AMCP IN PARTNERSHIP WITH



WEDNESDAY, SEPTEMBER 1

12-5pm ET

Welcome and Day 1 Debrief

Panel Discussion: Discuss solutions and future opportunities on digital therapeutics implementation.

Breakout Session 2: Review and provide feedback on draft guiding principles.

Report out and discussion

Forum Summary and close



PARTICIPANTS



Jeffrey Abraham

Vice President, Co-Lead Digital Health and Health IT Practice
Health Advances

Jeff Abraham co-leads the Digital Health and Health IT Practice at Health Advances, a strategy consulting firm that focuses exclusively on the health care industry. His 15-year career in health care spans digital health and therapeutics, medtech, biopharma, and health care services. He holds extensive expertise related to commercialization, global market access, product development, and evidence generation. Prior to joining Health Advances, Abraham held executive roles in market access, trade, and commercial functions at Akili Interactive. He serves as a digital therapeutics task group co-lead for the National Council of Prescription Drug Programs and a Scientific Leadership board member for the Digital Medicine Society.



Sherry Andes, RPh, PharmD, BCPS, BCPP, BCACP, BCGP, PAHM, FAMCP, CDP

Sr. Managed Markets & Health Outcomes Liaison
Acadia Pharmaceuticals

Dr. Sherry Andes is an accomplished pharmacist with more than 20 years of experience encompassing community pharmacy, managed care, and pharmaceutical industry. Dr. Sherry Andes currently serves as a senior managed markets and health outcomes liaison with Acadia Pharmaceuticals. She has 17 years of experience in managed care including health plan administration, pharmacy benefits management, retail, mail service, and specialty pharmacy distribution. She has previously worked for large national payers including Anthem, Humana, and OptumRx. During her tenure in managed care, she has presented and published on topics including pipeline and trend management, P&T/formulary and utilization management, Medicare Part D, comparative effectiveness research, and drug information. Dr. Andes has been an active member of AMCP holding various roles, including committee member, chair/vice chair of multiple AMCP committees and task forces, serving as a diplomat to colleges of pharmacy, and helping to launch and support the Ohio-Kentucky AMCP regional affiliate. She was the recipient of the Acadia 2016 MSL award of excellence as well as an AMCP Spirit of Volunteerism award. In 2018, Dr. Andes was named a Fellow of AMCP.



Timothy Aungst, PharmD

Associate Professor of Pharmacy
MCPHS University

Timothy Aungst, PharmD, is an associate professor of pharmacy practice and clinical pharmacist in the home health care setting. He is passionate about integrating digital health into the pharmacy profession with more than a decade of experience as a subject matter expert on digital therapeutics, digital biomarkers, medication adherence, and next-generation drug delivery devices, and remote patient monitoring. He published numerous articles on digital health and served as a national and international speaker on the topic.

PARTICIPANTS



Julie Balter, JD

Clinical Innovations Program Manager
Alliance of Community Health Plans

As the Innovation Programs Manager, Julie Balter, JD, helps shape and execute the Alliance of Community Health Plan's clinical innovation strategy, which guides its learning and innovation efforts. In this role, she supports ACHP's Pharmacy Director Community, research portfolio, and clinical programming. Prior to ACHP, she worked for the National Association of Community Health Centers, where she served as the specialist of provider networks supporting accountable care efforts. Julie completed her Juris Doctorate at American University, Washington College of Law. She received her undergraduate degree from the George Washington University with a major in communication and minors in statistics and organizational sciences.



Chris Barr

Senior Director
Simon-Kucher & Partners

Chris Barr is a senior director at Simon-Kucher & Partners, a global management consultancy focused on TopLine Growth. Barr focuses on supporting clients in monetizing digital health innovations. Chris has supported more than 10 digital therapeutics assets in the last three years from leading startups to major pharmaceutical companies.



Rick Bartels, MBA

Managing Partner
DTxCC (Digital Therapeutics
Commercialization Consultants)

Rick Bartels, MBA, is the managing partner of Digital Therapeutics Commercialization Consultants, LLC (DTxCC) a business consultancy focused solely on the digital therapeutics (DTx) and digital health (DH) sector. DTxCC specializes in market access, business strategy, and go-to-market planning. Clients range from DTx startups to pharma companies. Prior to founding DTxCC, Bartels enjoyed a career with AstraZeneca and CSL Behring where he held numerous senior level leadership roles with expanding scopes of responsibility. Bartels holds a bachelor of science degree in business and a master of business administration degree from Russel Sage College. He has also served as adjunct professor at the University of Sciences in Philadelphia.

PARTICIPANTS



Chris Blair

Director of Clinical Research
Takeda Pharmaceutical Company

Chris Blair is the director of clinical research at Takeda Pharmaceutical Company overseeing and supporting collaborative RWE research in US Medical with a focus on research utilizing digital innovations across Takeda's therapeutic areas. In this capacity he has the opportunity to create and/or deploy innovations while using the tools and rigor of research to examine the outcomes. Prior to his role at Takeda, Blair's career focused on research examining new innovations that improve health care for patients and clinicians in one of the largest health care systems and ACOs in the United States. He supported the creation of a system-wide research institute, as well as developed and led a patient-centered outcomes research service line focused on real-world research examining digital innovations to improve infrastructure, patient's lives, and the clinical processes supporting clinicians. Blair is a recognized leader within research and has a proven track record for collaborating with investigators, community, industry, and universities to use the tools and rigor of research to design and demonstrate outcomes related to innovations.



Arturo Cabra, MSc, BEc

AD, Scientific and Health Policy Initiatives
ISPOR

Arturo Cabra, MSc, BEc, has extensive experience in the development and execution of market access strategies (Health Economics – Reimbursement, Evidence Generation and Dissemination) for medical technologies in health care systems around the world. He also has a deep knowledge of the changing health care landscape and is adept at developing shared performance agreements incorporating strong analytics-based perspective, resulting in new innovative partnerships, (strategic alliances). Cabra is currently the leader of the HTA and Payer Engagement Initiative at ISPOR. He is accountable for developing and executing the strategy to improve the use of the HEOR methodologies among payers and promote the design and implementation of HTA's around the world. Other areas of his expertise include value-based payment (VBHC), health innovation, research, marketing, and strategic alliances focused on supporting health care innovation showcasing the economic value of the medical technologies. Cabra also has experience leading multicultural and multidisciplinary teams with proven record.



S. Vivien Chan, PharmD

Director, Formulary and Contracting
Costco Health Solutions

Vivien Chan, PharmD, has more than 20 years of experience in managed care pharmacy. Before joining Costco Health Solutions, she was the director of the clinical account management and quality/Stars program development teams at Regence BC/BS. Prior to that, Dr. Chan spent 18 years at Group Health Cooperative in WA (now Kaiser Permanente WA). Her last position there was serving as the manager of clinical operations where she was responsible for formulary/policy management, prior authorization operations, and Medicare Stars performance. Dr. Chan completed her pharmacy residency at Group Health Cooperative. She received her doctor of pharmacy at University of Washington, and bachelor of science degree in pharmacy at University of Wisconsin-Madison.

PARTICIPANTS



Kevin Chang, PharmD

Clinical Pharmacist Consultant
Cambia Health Solutions

Kevin Chang, PharmD, is a clinical pharmacist consultant at Cambia Health Solutions. In this role, Dr. Chang is responsible for developing evidence-based formulary and utilization management recommendations to ensure safe and effective use of medications. He provides oversight for several therapeutic areas including autoimmune diseases, neurology, and orphan/rare conditions. He also contributes to the development and maintenance of various cost-stewardship initiatives. Dr. Chang earned a bachelor of science in neurology, physiology, and behavior from the University of California, Davis. He earned his doctor of pharmacy from the University of Washington School of Pharmacy. He completed a managed care pharmacy residency with OmedaRx. He currently serves on the AMCP Format Executive Committee.



Astha Chopra

VP, Chief of Staff to Chief Medical Officer
Magellan Health

Astha Chopra is currently the VP for Clinical Effectiveness at Magellan. Chopra has worked in the health care for the last 15 years and has covered a variety of domains including, medical, behavioral health, diagnostic imaging, and pharmacy. She specializes in the identification of cost of care opportunities and the development and execution of strategies to address them. She has an in-depth understanding of risk adjustment models and quality rating methodologies (primarily HEDIS and Star) across Medicare, Medicaid, and exchange lines of business. She leads the Rx innovation department that explore solutions like digital therapeutics.



Steven Emrick

Director, Translational Informatics/
Digital and Innovation
US Pharmacopeia

Steve Emrick is the director of translational informatics, digital and innovation at USP, a newly formed division that aims to scale the public health impact of USP standards in digital workflows, tailor product offerings with end user need, as well as coordinate with other private, professional, and regulatory stakeholders who are working to solve informatics challenges across the industry. Before coming to USP, Emrick spent almost 10 years at the National Library of Medicine (NLM), directing customer support and data quality of many NLM Health Data Standards and Tools, such as Unified Medical Language System, RxNorm, SNOMED CT, the Value Set Authority Center, and AccessGUDID. Emrick graduated from Juniata College in Huntingdon, PA, with a degree in molecular biology and a minor in French. After graduating, he served for five years in the U.S. Army as a signals intelligence analyst and Korean linguist. Emrick served in the 2nd Infantry Division, as well as the 532nd Military Intelligence Brigade at various duty stations throughout the Korean Peninsula. He currently resides in Silver Spring, MD with his wife and three children.

PARTICIPANTS



Amber Gilbert

Managing Director
Cyan Health

For more than 20 years, Amber Gilbert has shared her deep managed markets experience with leading biopharmaceutical and digital health companies, addressing a host of challenges across disease categories. She has expertly developed access and reimbursement strategies and supported several successful product launches in major specialty and chronic conditions. In her role as managing director at Cyan Health, Gilbert leads a growing team of talented professionals in the development of powerful insights, strategies, and tactics that support market access for clients' brands.



Zachary Goodman, MD

Clinical Innovation Director
Evernorth

Dr. Zac Goodman is a physician and clinical innovation director at Express Scripts and is based out of the Lab in St. Louis. Given his background, Dr. Goodman works on innovative solutions for patients and providers. Notably, he is part of the team that launched the Evernorth Digital Health Formulary, the industry's first formulary specifically designed to provide patients access to best-in-class digital health solutions while ensuring value for payers in return for their health care investment. Dr. Goodman is a leader at the Lab – the industry's premier health care innovation center located in St. Louis, Mo. The Lab is comprised of over 150 data scientists, decision designers, and clinical specialists all dedicated to driving new solutions and optimal patient interactions. Since its opening in 2010, the Lab has played host to some of the nation's most influential health care decision makers, innovators, and thought leaders.



Pat Gleason, PharmD, FCCP, FAMCP, BCPS

Assistant Vice President, Health
Outcomes
Prime Therapeutics

Dr. Gleason leads Prime's clinical health outcomes assessment team in developing and improving pharmacy benefit management programs. Through integrated medical and pharmacy claims data analysis, he assesses clinical program opportunities and post-implementation outcomes. In addition, he negotiates and fulfills pharmaceutical manufacturer value-based purchasing agreements. Dr. Gleason has more than 40 peer-reviewed publications. He is on the AMCP Board of Directors and is an adjunct professor at the University of Minnesota, College of Pharmacy. He is a board-certified pharmacotherapy specialist (BCPS), an elected Fellow of the American College of Clinical Pharmacy (FCCP) and an elected Fellow of AMCP (FAMCP).

PARTICIPANTS



Alyssa Guest, PharmD

Clinical Pharmacist
IPD Analytics

Alyssa Guest, PharmD, is a clinical pharmacist at IPD Analytics. At IPD, she is responsible for helping to provide formulary, clinical, contracting, and market-access decision-making support to its subscribers with curated insights and analysis. She earned her doctor of pharmacy degree from Midwestern University Chicago and went on to complete a PGY-1 Managed Care Pharmacy residency with Blue Cross Blue Shield of Michigan.



Dorothy Hoffman, MPP

Access Innovation Lead
Pfizer

Dorothy Hoffman serves as access innovation external engagement lead in Pfizer's Healthcare Innovation Center. The Healthcare Innovation Center is responsible for exploring new partnerships across the health care ecosystem to catalyze value-based health care centered on equitable and affordable access for patients. Hoffman has more than 17 years of experience working in the biopharmaceutical and health care industry. Most recently, she served as vice president of prescription drug policy at UnitedHealth Group. Hoffman earned a certification in design thinking and a master of public policy.



Jim Hopsicker, RPh, MBA

Sr. Leader, Health and Pharmacy Management
MVP Health Care

Jim Hopsicker is responsible for health care clinical operations at MVP, which includes utilization management, care management, behavioral health and pharmacy management. Jim utilizes more than 25 years of managed care experience to engage all stakeholders to optimize health care outcomes and continuously improve quality of care. Hopsicker earned his MBA from Union Graduate College and holds a bachelor of science degree in pharmacy from the Albany College of Pharmacy and Health Sciences. Jim is adjunct faculty at the Albany College of Pharmacy and Health Sciences in the department of pharmacy practice, and serves as a preceptor for three pharmacy schools.

PARTICIPANTS



Paul Jeffrey, PharmD

Senior Director of Pharmacy
MassHealth

Dr. Jeffrey is senior director of pharmacy for MassHealth. He is responsible for the pharmacy benefit for 1 million of MassHealth's 1.85 million members and coordinating pharmacy clinical and business relations with the state's Medicaid managed care plans. Dr. Jeffrey is associate professor of family medicine and community health at University of Massachusetts Medical School. He received his undergraduate pharmacy degree from Massachusetts College of Pharmacy and his doctor of pharmacy from Duquesne University, completing a residency in hospital pharmacy at Mercy Hospital, Pittsburgh. Dr. Jeffrey is current President of the Academy of Managed Care Pharmacy. He has contributed many presentations and publications to the field of pharmacy practice.



Theresa Juday, RPh

Director, Specialty Product Development
CVS Health

As a Director of Specialty Product Innovation for CVS Health, Theresa Juday leads a team that works to develop innovative client strategies focused on managing specialty trend and improving patient outcomes as well as the specialty pharmacy experience for members, payers, and providers. Prior to joining the product team, she served as a senior clinical professional that supported our sales and clinical team members and their clients with specialty pharmacy and trend management solutions. Juday has been with CVS Caremark since 2006. Her previous experience includes developing and implementing client strategies focused on specialty trend, patient outcomes, and adherence programs to improve the specialty pharmacy experience for members, payers, and providers. In addition, she has provided continuing education around rare disease in the retail, specialty pharmacy and PBM sectors. Juday holds a bachelor of science from Butler University's College of Pharmacy and has been a certified asthma educator.



Kelli Kovak, RPh, MBA

Executive Vice President, MedWise HealthCare
Division
Tabula Rasa HealthCare

Kelli Kovak, RPh, MBA is the executive vice president of the MedWise HealthCare division of Tabular Rasa HealthCare where she is responsible for the overall leadership and strategic direction among health plans, health systems, community pharmacies, and other entities. Kovak has more than 30 years of experience in the managed health care space driving growth and operational performance. She has managed and operated divisions and companies ranging from \$3 million to \$4 billion in revenue. Kovak earned a bachelor of science in pharmacy from Purdue University and received a master of business administration in finance and international business from the University of Illinois.

PARTICIPANTS



Monique Levy, Masters in Psychology

Chief Strategy and Commercial Officer
Woebot Health

Monique is a commercial leader with a track record in bringing innovation to the healthcare market. Monique's track record includes executive-level positions at leading bio, data and consumer health technology companies, where she worked with top scientists and technologists to develop novel products and innovative commercial partnerships. Before joining Woebot Health, Monique was chief strategy officer at the precision CNS biotechnology company BlackThorn Therapeutics, where she led corporate and platform strategy, and corporate development. Before that she was global head of strategy, partnerships and products at the precision medicine company iCarbonX Group. Monique has also held executive level positions at PatientsLikeMe and Decision Resources Group, and served on Google Health's Advisory Board.



Abigail Lore, MPA

Director
PhRMA

Abigail Lore, MPA, is the director of policy and research at PhRMA. At PhRMA, she is responsible for developing educational materials and research studies on a range of issues impacting innovative biopharmaceutical companies including FDA policy issues, the R&D process, and emerging technologies such as digital health tools and cell and gene therapies. Before joining PhRMA in 2019, she worked at a patient advocacy organization as a project manager. Lore came to Washington, D.C. via New Hampshire to attend American University, and fell in love with the city including the running and biking trails, endless restaurants to try, and the D.C. sports teams. Lore has seen the first-hand benefits of biopharmaceutical research and is passionate about advocating for a strong STEM workforce as well as the patients they work to help.



Gregory Lyles

Vice President Market Access
Akili Interactive Labs

As the VP for Market Access at Akili Interactive, Greg Lyles comes with more than 19 years of pharmaceutical experience ranging from sales to marketing to market access. As the head of the access team, Lyles is charged with developing strategies that will secure access for EndeavorRx and the coming products within the Akili portfolio. In his most recent role in market access at Otsuka, Lyles was responsible for developing and implementing strategic marketing plans to maximize performance of managed care contracts for regional and national accounts across all payer segments and customer groups as well as being responsible for leading the development of comprehensive strategies to secure product access across the portfolio in three core therapeutic areas: digital therapeutics, neuroscience, and nephrology. Lyles also led the charge for building partnerships within the commercial groups and providing input into commercial brand strategies from a market access and pricing perspective. As the market access lead for digital therapeutics.

PARTICIPANTS



Tim Mariano, MD, PhD, MSc

Vice President and Medical Director
Woebot Health

Tim Mariano MD, PhD, MSc, received a bachelor of science in biomedical engineering from Harvard College and a master of science in cognitive neuroscience from the University of Oxford. He completed the Medical Scientist Training Program at Case Western Reserve University, receiving an MD and PhD in biomedical engineering. He then completed a research-track psychiatry residency at the Warren Alpert Medical School of Brown University. Dr. Mariano's research focuses on developing novel technologies to treat neuropsychiatric diagnoses such as major depressive disorder and chronic pain. These approaches include noninvasive brain stimulation (NIBS) modalities including transcranial direct current stimulation (tDCS) and low-intensity focused ultrasound (LIFUS) and digital health. He was previously faculty at Harvard Medical School and medical director in late-stage clinical development at Sage Therapeutics, Inc. He currently serves as vice president and medical director of Woebot Health.



Yuri Maricich, MD, MBA

Chief Medical Officer and Head of
Development
Pear Therapeutics

Dr. Maricich is a licensed, board-certified physician, investor, clinical developer, and strategist. He works to improve patient health and our health care system by investing in, advising, and providing leadership at innovative firms. At Pear Therapeutics, he leads the clinical, regulatory, and quality groups as the chief medical officer and head of development. He leads and manages the development programs from discovery/TPP stage, through translational, clinical development, regulatory submission, and review as well as medical affairs. In addition to overseeing subsequent pipeline programs across a broad-spectrum of disease areas, he has led the reSET, reSET-O, and Somryst programs. Prior to joining Pear, Dr. Maricich worked with and led successful teams and programs at healthcare & life science/ biotech (HLS) firms, including Corixa (acquired by GlaxoSmithKline), Xdynia (acquired by Cavion), Cavion (acquired by Jazz Pharmaceuticals) and AWS. He founded a digital health firm while a med student that used AI and NLP to structure clinical data. Dr. Maricich completed his education and training at Harvard University, the University of Washington, the University of Notre Dame, and the University of Virginia.



Danielle Massie, PharmD

Rx Manager, Business Development
Moda Health

Danielle Massie joined Moda Health in 2018 as a manager of business development within clinical pharmacy. In this role, she works closely with pharmaceutical industry partners and Moda clinical pharmacists to develop innovative strategies supporting areas of growth, perform contract review and negotiations, and manage the rebate program. Massie is a graduate of the University of Washington, studying microbiology prior to receiving her doctor in pharmacy degree. Experience includes working as a decentralized ambulatory care pharmacist in family medicine, health plan consultant, and medical science liaison. Massie is an active member of AMCP, and a licensed and registered pharmacist in both Oregon and Washington.

PARTICIPANTS



Samir Mistry, PharmD, MBA

Vice President of Pharmacy
Capital Blue Cross

Samir Mistry has two decades of experience in managed care pharmacy, focusing on strategies to improve quality and lower costs through effective contracting, provider engagement, and developing innovative programs. He has worked for both large publicly traded companies and small, innovative start-up companies. Mistry has deep domain knowledge in pharmacy trend management, innovative contracting models, program development and utilization management. He is currently the vice president of pharmacy strategy and services at Capital Blue Cross and held leadership roles in health plans and pharmacy benefit managers. Mistry earned his doctor of pharmacy from the University of the Sciences in Philadelphia and completed a residency in managed care pharmacy practice. He recently completed a masters in business administration at Indiana University's Kelley School of Business.



Andy Molnar

Chief Executive Officer
Digital Therapeutics Alliance

Andy Molnar is the CEO of the Digital Therapeutics Alliance, a trade organization focused on the needs of the clinically validated digital therapeutics industry. He has spent the last three and a half years focusing on how to commercialize software as a medical device (SaMD) products, most recently as vice president of market access and government affairs at Cognoa and senior director of market access and payer data strategy at Pear Therapeutics. Molnar spent most of his time working on generating meaningful evidence for payers, commercial planning, and working with various government agencies and trade organizations to update policy for reimbursement.



Elisabeth Oehrlein, PhD, MS

Assistant Vice President, Research and Programs
National Health Council

Elisabeth M. Oehrlein, PhD, MS, is the assistant vice president, research and programs at the National Health Council, joining the organization in July 2018. In this role, Dr. Oehrlein crafts the NHC's annual research and programmatic agenda in service to our mission and leads the NHC's research and programmatic work on value, real-world evidence, and patient engagement. She is a mixed-methods researcher with expertise in epidemiologic, qualitative, and patient-engagement methods, as well as patient-focused medical product development. Her research interests include developing new methods for applying patient-provided information when developing real-world evidence to ensure studies reflect the "real world" as closely as possible, as well as developing new methods for patient-journey mapping.

PARTICIPANTS



Andrey Ostrovsky, MD

Managing Partner
Social Innovation Ventures

Dr. Andrey Ostrovsky was the former chief medical officer of the US Medicaid program. He is the managing partner at Social Innovation Ventures where he invests in and advises companies and non-profits dedicated to eliminating disparities. He also advises federal and state regulators on how to incorporate human centered design into policy making. He previously operated a series of methadone clinics in Baltimore, Md. Prior to working on the front line of the opioid use disorder crisis, Dr. Ostrovsky served as the chief medical officer for the Center for Medicaid and CHIP Services, the nation's largest health insurer, where he advocated to protect the program against several legislative efforts to significantly dismantle the program. He also led efforts to streamline Medicaid and make it more customer-centric. Dr. Ostrovsky holds a medical doctorate and undergraduate degrees in chemistry and psychology, magna cum laude, from Boston University and is a member of Phi Beta Kappa. He also completed his pediatrics residency training in the Boston Combined Residency Program at Boston Medical Center and Boston Children's Hospital where he was a clinical instructor at Harvard Medical School. He is currently teaching faculty and attending physician at Children's National Medical Center.



Michael Pace, MBA

Founder & President
PalmHealth.co

As Founder and President of PalmHealth.co, Mike Pace provides market access, commercialization, and evidence generation executive advisory and strategic consulting services to digital health, biopharmaceutical, and medical device firms around the world. Pace formed and led the trailblazing market access, health economics and real-world evidence team at Pear Therapeutics, from May 2019 until March 2021. Prior to joining Pear, he was senior vice president and divisional principal at ICON plc, where he led the firm's value strategy consulting practice and pricing and market access team in the U.S. and Europe. Pace held chief commercial, product and business development roles with digital health companies including OM1 and Beansprout Networks (acquired by IQVIA), as well as leading sales, marketing, training and leadership development and managed markets functions during his tenure with specialty and primary care biopharmaceutical leaders EMD Serono, Allergan, and Sanofi predecessor companies. Pace earned his Bachelor of Science degree in business administration in finance and banking from the University of Missouri-Columbia and his Master of Business Administration degree in entrepreneurship and marketing from the FW Olin School of Business at Babson College.

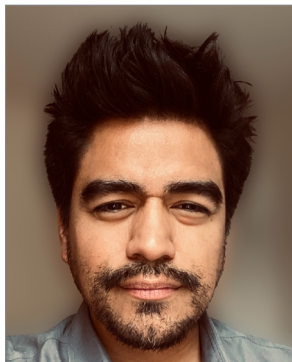


Vimal Reddy, PharmD

Senior Director – Formulary Strategy
OptumRx

Vimal Reddy PharmD, senior director of formulary strategy, graduated from The Ohio State University College of Pharmacy, and completed a managed care post graduate residency program at Ohio State Health Plan. Reddy began his professional career serving as a clinical pharmacist responsible for Medicare quality and clinical programming. He went on to lead large health plan client relationships across the country prior to his current role at OptumRx leading enterprise formulary strategy. Throughout his career, Vimal has been an active member of AMCP working to advance access to high-quality, cost-effective care.

PARTICIPANTS



Carlos Rodarte

Co Founder & President
Veriteos, Inc.

Carlos Rodarte is the president and co-founder of Veriteos Inc. which builds infrastructure that enables a more trustworthy health care data ecosystem. Formerly, Rodarte held executive roles at Health Catalyst (IPO) and patientslikeme (acq. United Health Group) and founded HealthRhythms, a mental health focused company building digital biomarkers and digital therapeutics, and Volar Health, a strategic innovation consultancy supporting strategic planning and commercial development for health systems, payors, digital health companies, and the life sciences industry. Earlier in his career, he was a life sciences management consultant at Frankel Group (acq. Huron Consulting Group), supporting a range of global R&D, market access, and strategic planning efforts. Rodarte is an advocate for health care data transparency, actively plays a role in creating economic incentive models that counter the adverse impact of structural inequities, particularly in health, and believes in openly fostering discussion about hardship, mental health, and resilience.



Eileen Sakai, PharmD, MSHI

National Pharmacy Benefits and Formulary
Strategy Lead
Kaiser Permanente

Dr. Sakai has a diverse pharmacy background, including Hospital Pharmacy, clinical consulting, group purchasing organization (GPO) consulting, managed care, pharmacy benefits management (PBM), and health care informatics. She leads multidisciplinary groups by setting scope and direction, guiding the team to work collaboratively towards a common goal. At Kaiser Permanente, she promotes and supports the safe, appropriate, and cost-effective use of pharmaceuticals throughout Kaiser Permanente. As the national pharmacy benefits and formulary strategy lead, she provides expertise and consultation in areas of product development, benefit design, and marketing, with the end goal of improving member service, affordability, and patient care.



Jordan Silberman, MD, PhD

Director of Clinical Analytics and Research,
Digital Care Delivery
Anthem, Inc

Jordan Silberman, MD, PhD is Director of Clinical Analytics and Research, Digital Care Delivery, Anthem, Inc. He leads scientific and statistical strategy for digital health initiatives and implements digital disease self-management solutions that measurably improve health outcomes. A behavioral scientist and experienced data analyst, Jordan has more than a decade of experience in digital health. He champions evidence-based approaches to digital health innovation and co-founded Anthem's Digital Health Evidence Committee. Jordan performs advanced claims analyses to develop data-driven strategies for population health management and quality metric improvement. He previously served as Head of Clinical Programs and Outcomes Research at Vida Health. Jordan's interests include adapting rigorous health economics and outcomes research (HEOR) methods to evaluate digital therapeutics and scalable interventions for health behavior change. Jordan earned an MD (honors in research), a PhD (psychology), and a certificate in quantitative methods (statistics) from the University of Rochester, as well as a master's degree in psychology from the University of Pennsylvania. His research has been covered by The New York Times, USA Today, CNN, NPR, and others.

PARTICIPANTS



Alit Stark-Inbar, PhD

VP Medical Information
Theranica Bio-Electronics

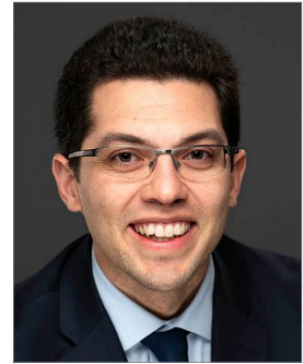
Alit Stark-Inbar, PhD, is the vice president of medical information at Theranica Bio-Electronics, the creators of Nerivio — a non-invasive, wearable, app-controlled, remote electrical stimulation (REN) device for the acute treatment of migraine. Dr. Stark-Inbar leads the company's strategy, creation, and utilization of clinical and medical information to health partners. As a medical science liaison (MSL), she establishes and maintains relationships with KOL in pain/headache management, and care. Previously, she held leadership positions as chief scientist officer, director of research, and independent consultant in the neuro-tech space. She completed her post-doctoral degree in neuroscience at the University of California, Berkeley.



Nathan Tatro, MA

Deputy Director of Digital Health
American Psychiatric Association

Nathan Tatro, MA, is the deputy director of digital health at APA, within its division of programs, policy, and partnerships. In this position, Nate staffs APA's committee on mental health information technology and committee on telepsychiatry and is responsible for responding to federal regulations around digital health. He works across departments at APA and with APA membership to develop many products related to electronic health records, telemedicine, and mobile mental health (mHealth) with APA App Advisor. Tatro received his bachelor of arts in psychology from Lycoming College (2003) and his masters in psychology from George Mason University (2010). He has previously worked for the American Psychological Association, AppleTree Institute for Education Innovation, and Western Psychiatric Institute and Clinic at the University of Pittsburgh Medical Center.



Aaron Turner-Phifer

Director, Health Policy
JDRF

Aaron Turner-Phifer is the director of health policy at JDRF. He has more than a decade of experience advising and crafting public policy at the federal, state, and local levels. Turner-Phifer has experience working on health care quality initiatives and public policy that impacts prescription drug benefits, commercial insurance markets, as well as Medicare, Medicaid, and health insurance marketplace enrollees. He is an expert political and policy analyst with a unique understanding of the intricacies associated with the development of health care policy. He achieved his master of health administration degree from the George Washington University.

PARTICIPANTS



Jamie Van Iderstine

Senior Vice President, Client Engagement
Cyan Health

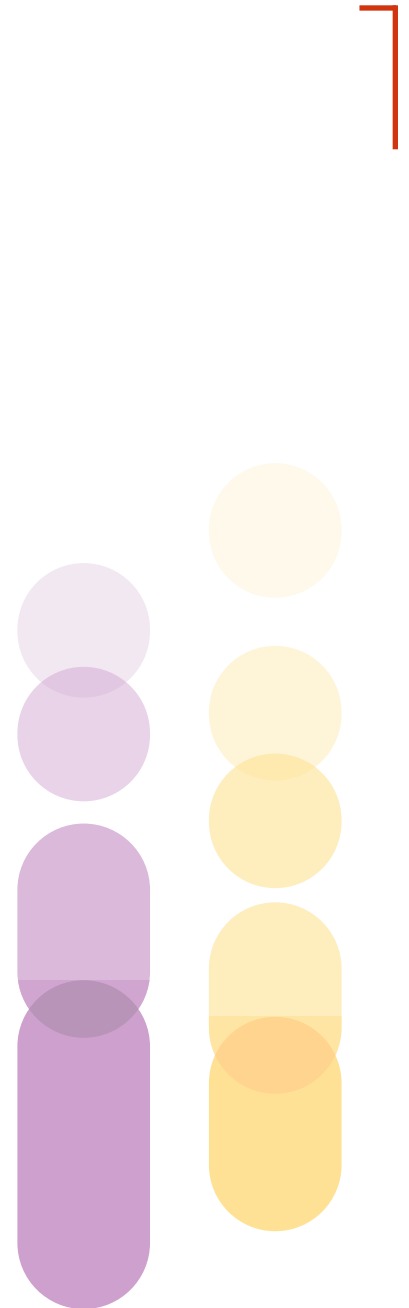
Jamie Van Iderstine is an accomplished market access professional with a deep and nuanced understanding of the highly complex and rapidly evolving payer landscape. She has led agency teams in developing strategies and value communication resources to support numerous pharmaceutical payer launches. Her experience spans multiple therapeutic categories, across all points in the product lifecycle, and a variety of market scenarios. She is actively engaged with clients in the digital therapeutics space. Jamie has helped to drive the market access industry conversation through insightful published content and speaking engagements.



Renee Wallace, PharmD

Clinical Account Executive
Serve You Rx

Renee Wallace has a unique blend of pharmacy industry and Fortune 500 business experience, drawing from an impressive PBM background to help clients manage drug trend through claims data analysis and clinical program upsell to best serve their members. As a Clinical Account Executive at Serve You Rx, Wallace is well prepared to balance member needs with client goals from new plan implementation through annual renewals. She also supports the company's Provider Network Audit program and is quickly becoming the subject matter expert on digital therapeutics, evaluating and overseeing the addition of several new products to national formularies.



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Thank You

To our distinguished participants and guests.

About AMCP

AMCP is the professional association leading the way to help patients get the medications they need at a cost they can afford. AMCP's diverse membership of pharmacists, physicians, nurses, and professionals in life sciences and biopharmaceutical companies leverage their specialized expertise in clinical evidence and economics to optimize medication benefit design and population health management, and help patients access cost-effective and safe medications and other therapies. AMCP members improve the lives of nearly 300 million Americans served by private and public health plans, pharmacy benefit management firms, and emerging care models.

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To improve patient health by ensuring access to high-quality, cost-effective medications and other therapies.



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Findings and recommendations from this event will be published in an upcoming issue of AMCP's *Journal of Managed Care + Specialty Pharmacy* and will be widely disseminated to decision makers around the country.