CLINICAL & BEHAVIOR

Inextricably Linked.

You’re invited to learn more
Outcomes Conference
April 11-13, 2011
Hyatt Regency at the Arch
St. Louis, Missouri

EXPRESS SCRIPTS®
“The good physician treats the disease. The great physician treats the patient.”

Sir William Osler
Founding Professor of Medicine, Johns Hopkins Hospital
1849 - 1919
Achieving the best clinical outcomes is only possible through understanding and managing patient behavior.

Last year, *Express Scripts identified the staggering cost of sub-optimal behavior in the pharmacy benefit*. With over $1 trillion in pharmacy-related waste projected over the next three years, there’s no time to lose in addressing the problem.

Plan sponsors know the best way to get optimal plan results is mandatory pharmacy programs, but may be reluctant to implement them. We’re leveraging our advanced understanding of behavior with proven interventions to bridge the gap between programs that are well accepted and those that are highly effective.

*Express Scripts has proven solutions to wring out the waste and improve care – making trend a decision, not an outcome.*

Join Express Scripts experts and distinguished guest speakers at the 15th annual Outcomes Conference. We’ll review the current pharmacy benefit landscape and explain the latest research and solutions to achieve better care through optimal behavior.
AGENDA

Monday, April 11

We invite you to kick off the Outcomes Conference with a visit to our new state-of-the-art Technology & Innovation Center upon your arrival in St. Louis. It’s an opportunity you won’t want to miss. We’ll make it easy for you – a uniformed greeter will meet you in the baggage claim area and escort you to complimentary shuttle transportation. The Center is located just minutes from the airport and is on the way to the hotel. Once you finish the visit, you will be transferred to the Hyatt Regency St. Louis at the Arch. Below are details regarding the agenda, registration and travel process. If you’d rather go directly to the hotel and bypass the tour, please indicate your preference at the time you register for the conference.

Visit Details

Upon arrival at the Center, you will participate in a 30-minute tour of the Pharmacy, and a 30-minute exploration of the Research & New Solutions Lab. Built on our belief that greater insights into human behavior lead to greater value for clients, the Lab produces solutions that work today. Through the technology and talent in the Lab, we are turning data into insights and insights into proven solutions. It defines the path to greater care and zero waste through the working application of the behavioral sciences. We promise you’ve never seen anything like it in healthcare.

Conference Registration – Noon to 6 p.m.

Upon your arrival at the hotel, please stop at the Outcomes Conference registration desk to pick up your conference materials between noon and 6 p.m.

Welcome Reception – 6:30 p.m. to 10 p.m.

Join fellow conference participants for cocktails and dinner at the hotel. Meet new colleagues and get reacquainted with familiar faces.
Tuesday, April 12

**Good Intentions, Bad Behavior and a Better Tomorrow**

*Steve Miller, MD, MBA*
*Senior Vice President and Chief Medical Officer*
*Express Scripts*

*Kit Sundararaman, PhD*
*Senior Director, Consumerology® Solutions Group*
*Express Scripts*

Would you believe $1 trillion better? Dr. Steve Miller and Dr. Kit Sundararaman will present groundbreaking research, data and solutions that will change the way you think about the prescription benefit along with healthcare and wellness in general. This engaging discussion will give the audience all the facts, perspectives and confidence necessary to tackle our most daunting challenges: the wasteful spending of $1 trillion over the next three years, the management of specialty drugs and the ability to implement effective consumer-friendly programs.

**Eat that Elephant!**

**How Little Steps Lead to Big Change**

*Bob Nease, PhD*
*Vice President, Chief Scientist – Research & New Solutions Group*
*Express Scripts*

All of us, both personally and professionally, periodically face challenges of daunting size. From getting your employees to make better health-related decisions to squeezing into that outfit you looked so good in back in high school, change is tough. In fact, the level of effort required for truly meaningful change often paralyzes us from the start. Dr. Bob Nease will explain how you can apply a set of proven principles to succeed in achieving big changes in healthcare and benefit usage … one bite at a time.
Connected: How Social Networks Affect Health and Wellness

Nicholas Christakis, MD, PhD, MPH
Professor of Sociology, Professor of Medical Sociology and Professor of Medicine
Harvard University

We are embedded in social networks – complex chains of friends, coworkers and acquaintances – that touch nearly every aspect of our lives. Careful examination of these links has led to a striking discovery that a broad range of health-related behaviors and outcomes spread like a virus through these networks. Dr. Nicholas Christakis will reveal what drives humans to form social networks, and how our individual tendencies toward obesity, smoking, happiness, depression and even altruism are affected by those same tendencies by others in our networks. You’ll also see why your behavior matters not just for you, but society at large.

Breakout Sessions

Express Scripts experts will lead informal, small-group sessions on a variety of topics. Prior to the conference, you will receive an invitation to sign up for the sessions of your choice.

Wednesday, April 13

Perspectives on Healthcare Reform

The Honorable William H. Frist, MD
Former Senate Majority Leader (2003-2007)
Co-Chair, Partnership for a Healthier America

The current administration and the U.S. Congress passed massive healthcare legislation that will dramatically transform health coverage in the country once fully implemented. During the 2010 midterm elections, many voters expressed their dissatisfaction with the direction of the country and many Americans are calling for change of the recently passed health law. Former Majority Leader and heart transplant surgeon Dr. Bill Frist will discuss how the law is likely to be changed over the coming years, and how it will affect patients, nurses and doctors, insurers, and small and large businesses.
America’s Other Drug Problem: Therapy Adherence

Brian Seiz, PharmD
Vice President, Clinical Services
Express Scripts

The relative value of therapy adherence is not the same across all drug classes and health conditions. Brian Seiz will describe multiple approaches to driving more adherent behavior, and review recent pilot results to see what worked (dose alerts) and what did not (pill boxes). You’ll hear the latest about our proprietary predictive modeling, as well as current pilots in progress. Following a brief discussion about physician strategies relative to adherence, you’ll get a preview of new proven solutions that will launch in 2011.

When Less Is More:
Why Decreased Drug Innovation Will Cost You More

Susan Lang, MBA, MA
Senior Vice President and Chief Supply Chain Officer
Express Scripts

It is well documented that the pharmaceutical industry is in a period where they are having trouble bringing new products to the marketplace. While the lack of product innovation should moderate prices, life cycle management of current products results in new tricks and tactics that increase costs. In this provocative discussion, Susan Lang will reveal many of these tactics and discuss how management by plan sponsors is more important now than ever before.
How to Register

2. Choose “Outcomes Conference,” then sign up using the registration link.
3. To begin, enter your registration number. Your personal registration number is on the back of the invitation. You may request a new registration number by emailing OutcomesConference@Express-Scripts.com or faxing your request to 866.628.7140.
4. Select “Submit” once you have completed all fields on the registration form.

*Note: During registration, you will be asked for a credit card number. If you cancel or make changes to your air or hotel reservation, fees will be charged to this credit card, as will any incidental hotel fees you incur as a hotel guest.*

If you do not have Internet access, you may register by fax. Call 800.871.0283 to request a registration form, and fax your completed form to 866.628.7140.

What Happens After I Register?

- Upon receipt of your registration, a Carlson Wagonlit travel agent will create a travel itinerary that will enable you to arrive in time for a visit to the Express Scripts Technology & Innovation Center. The proposed itinerary will be emailed to you for review.
- Please approve your travel itinerary by email to the travel agent at Outcomes2011@Carlsonwagonlit.com within 24 hours of receipt. If you require different arrangements, please contact OutcomesConference@Express-Scripts.com.
- Due to airline regulations, the travel agency is only able to hold a travel reservation for 24 hours before releasing the reservation. If you are unable to confirm your travel itinerary within 24 hours, please understand that your original selections may change.
- Once your final itinerary is booked, you are responsible for any costs associated with changes in your booking. Such costs will be charged to your credit card.
- If you require additional assistance with travel arrangements, please contact Outcomes2011@Carlsonwagonlit.com. An Outcomes Conference agent will contact you within 72 hours during regular business hours, Monday through Friday.
Frequently Asked Questions

When is the registration deadline?
Thursday, March 31, 2011. Register early since space is limited. We accept registrations on a first-come, first-served basis.

Who pays for the conference?*
Express Scripts will pay for your air travel, hotel, roundtrip airport transportation and all group meals during the conference. All travel must be booked through the Express Scripts Reservation Desk. Please review the “How to Register” section.

What if I need to change my airline ticket or cancel?
Please contact the travel agency at Outcomes2011@Carlsonwagonlit.com.

*Note: You will be responsible for any costs associated with changes and will be billed for the full cost of the ticket if you cancel. Tickets are not transferable or refundable.

What happens when I arrive in St. Louis?
After collecting baggage, you will be escorted to a complimentary shuttle that will transfer you to the Express Scripts Technology & Innovation Center. The Center is located just minutes from the airport and is on the way to the hotel. Upon arrival at the Center, you will participate in a 30-minute tour of the Pharmacy, and a 30-minute visit to the Research & New Solutions Lab. When you finish, you will be transferred to the Hyatt Regency St. Louis at the Arch.

If you’d rather go directly to the hotel and bypass the tour, you will be escorted to complimentary shuttle service that will transfer you directly to the Hyatt Regency St. Louis at the Arch.

How should I dress?
Dress is business casual for all sessions and events. Please bring a light jacket or sweater. Historically, the temperature in the General Session ballroom has been cool.
*The Express Scripts Outcomes Conference is dedicated to the education of those who attend and is not used as a forum for sales. Express Scripts’ facilitation of this research-based educational event is in no way intended to influence the benefit purchasing decisions of those in attendance, and Express Scripts recognizes that such decisions are to be made by plan sponsors in the best interest of their members and participants. Express Scripts realizes that some government or corporate representatives who receive invitations may have restrictions regarding payment of travel expenses for the conference. We encourage you to check with your corporate ethics officer or your agency ethics official before booking travel arrangements.

Arrangements for self-payment of travel expenses may be made by contacting OutcomesConference@Express-Scripts.com.

Additional Questions or Comments?

Questions regarding airline travel should be emailed to: Outcomes2011@Carlsonwagonlit.com.

Questions regarding hotel accommodations should be emailed to: jbesser@macmeetings.com.

Email all other questions or comments to: OutcomesConference@Express-Scripts.com, or fax them to 866.628.7140.