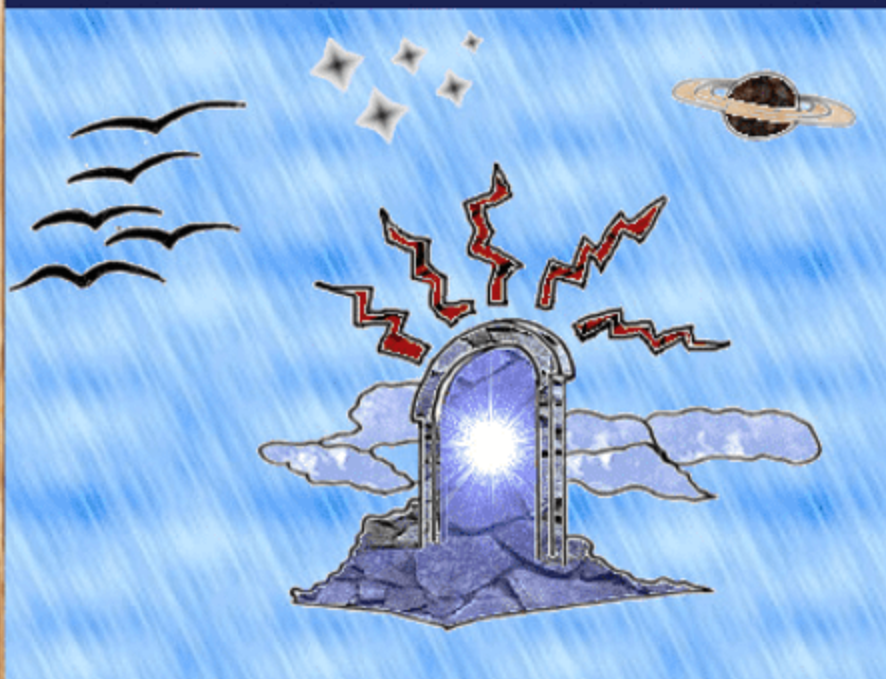


Unconventional Wisdom Series

Managed Care and Healthcare Reform  
Class on Nov 17 at the Embassy Suites  
in South San Francisco, CA



**Jean Patrick Tsang, PhD & MBA (INSEAD)**

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West Coast, finally! Indeed, we are running a class on managed care and healthcare reform in South San Francisco on Thursday Nov 17 (Embassy Suites near the airport). Hope the location is more convenient for you this time than the East coast and the Midwest, and also that Thursday Nov 17 does not conflict with major prior commitments. That's the last class we'll be running this year. The morning of the class is dedicated to the fundamentals of managed care and the afternoon to healthcare reform and its implications on pharma.

Below are the managed care topics we'll cover:

1. Fundamental concepts – Formulary access, impact of a change in formulary access on market share, tier and physician access, examples of benefit design, managed care index, co-pay and OOP, etc.
2. Tools and techniques to measure impact – Expressing a change in formulary in terms of tier and physician restriction, direct and indirect impact, plan-plan spillover, test vs. control, lag effect, control for extraneous effects, conservation of spillover, tipping point theory, etc.
3. Historical deals to assess the value of a currently envisioned deal – Recognize different types of deals based on therapeutic area and geography, take-the-lead vs. follow-suit deals, common rules of thumb to spot unpromising deals, etc.
4. Bridging Databases – Why bridges are no luxury, tips and traps to avoid when bridging various databases such as IMS Xponent PlanTrak, FingerTip Formulary and MediMedia, Wolters Kluwer PLD/DCL, etc.
5. Pull-through – Identify physicians to interact with upon changes in formulary access. (wins)
6. Future outlook – Implications of healthcare reform moving forward, recent trends towards performance-based contracting, etc.

In the second part of the class, we'll cover the following healthcare reform topics:

1. What is healthcare reform in a nutshell? Odds it will be repealed? Major amendments moving forward?
2. Why the individual mandate? Why is it so crucial?
3. What are provisions that are specific to pharma? Implications?
4. Where are the areas of opportunity for pharma?

Class size is limited to ensure quality interactions and is on a first-come first-served basis.

Date: Thursday, November 17, 2011.

Venue: Embassy Suites (San Francisco Airport) on 250 Gateway Boulevard, South San Francisco, CA 94080 -- Phone: (650) 589-3400.

To reserve a room, please call Mimie Dalnish at (650) 246-3178.

Below the agenda:

8.45 - 9.30	Fundamentals of Managed Care
9.30 - 10.45	Contracting & Pull-Through
10.45 - 11.00	Break
11.00 - 12.00	Impact & Spillover
12.00 - 12.30	Managed Care Databases
12.30 - 1.30	Lunch
1.30 - 2.00	Questions & Answers
2.00 - 3.00	Healthcare Reform in a Nutshell
3.00 - 3.15	Break
3.15 - 4.15	Implications for Pharma
4.15 - 4.45	Questions & Answers

I will be running the class with the help of my colleagues.

The admission is \$895 until Friday October 28, \$995 thereafter until Wednesday November 9 and \$1095 thereafter. You can either sign up on the web site's registration page or by phone by calling Igor at (847) 679-8278. Ask about our group discounts for parties of 3 or more. For more information about the class, please visit our Managed Care website.

Here is what previous attendees think of this class. We ran 3 of those classes earlier this year.

1. Olde Mill Inn in Basking Ridge, NJ on Tuesday September 27, 2011

“Great class, covers a wide spectrum of topics & challenges the industry faces.”

“Presenters articulate, knowledgeable & well informed. Detailed and comprehensive information on topics provided.”

“Fun class & catchy examples. Filled in the holes of my "swiss cheese" MC knowledge. Like the humor & mood of the session.”

“A lot of content - very good detail on managed care elements. “

“Comprehensive overview of Healthcare Reform, its history and interesting insights as to its future. Also the book will be a valuable resource to have!”

“Good overview of concepts, gives up-to-minute info on Healthcare Reform developments.”

“Class was very informative and the "book" will be very useful as a future reference. Integrating the easy to understand analogies and the humor really helped. ”

“Good background of data & healthcare reform.”

“Excellent. Provided great managed care overview. Highlighted key data sources to use & why. ”

“Good – lots of info. HC is very interesting. Great examples in layman’s terms.”

“Very informative.”

“Good overview. Liked reform discussion and detailed examples from analysis section.”

## 2. Drake Hotel in Chicago on Thursday, June 16, 2011

“Class was great. Very enthusiastic and engaging. Great class!”

“Great class, full of valuable insights and actionable intelligence. Very good value for the money. Witty and impactful presentation. Excellent refresher in some areas, thought-provoking – in others.”

“Very timely for us – we are doing target list refresh next week.”



“Health Care Reform was very informative.”

“Time well spent. Informative from knowledgeable professionals.”

“The presenters are extremely knowledgeable.”

“Very good. A great level of detail that is explained really well. Great information in understanding trade-offs in contracting.”

“Greatly appreciate the very detailed slides that you provided.”

“Very dynamic lecturer, great analogies, helpful examples, easy to understand.”

“Very detail focused.”

“Very well done, especially liked the contracting and pull-through.”

“Nicely packaged information to gain a better understanding of managed care.”

“Great information. Love the case studies that play out a real-life situation. Very helpful & applicable to retaining information.”

“The conference was extremely well done.”

### 3. Ritz Carlton in Philadelphia on Wednesday, April 20, 2011

“Great course! A good combination of solid topic information and data coupled with thought-provoking opinions and perspectives. You also have a unique presentation style that piques interests and maintains attention.”

“Very good introduction to managed care, pull-through and health care reform.”

“Great overview in a nutshell. Ideal for senior management; required to contribute to decision making.”

“ Broad content of MM & HCR essentials with opportunity to discuss special questions with knowledgeable facilitators.”

“Very informative. Very high level. Attendees should be seasoned in managed care business.”

“Good for managed care professional.”

“Lots of out-of-the-box ideas. Many topics relevant. Steeped in analytics. Very forward looking and "opportunity seeking."

“Great content + great thinking on the evolution of analytics that needs to happen in order to increase profitability. The intersection of provider + managed care contracting analytics was very interesting.”

“Provided a good overview of MM industry and ways to view our business through a different lens.”

“Would recommend this to contracts and pricing/accounting team; many examples, and insights for making good contracting decisions. Would also recommend to BIs/Analytics teams; they are the most important group for grounding and establishing expectations/baselines.”

“Great class! Good insights on plans and payers! Very interesting discussion of HCRA.”

Look forward to seeing you there in South San Francisco soon.

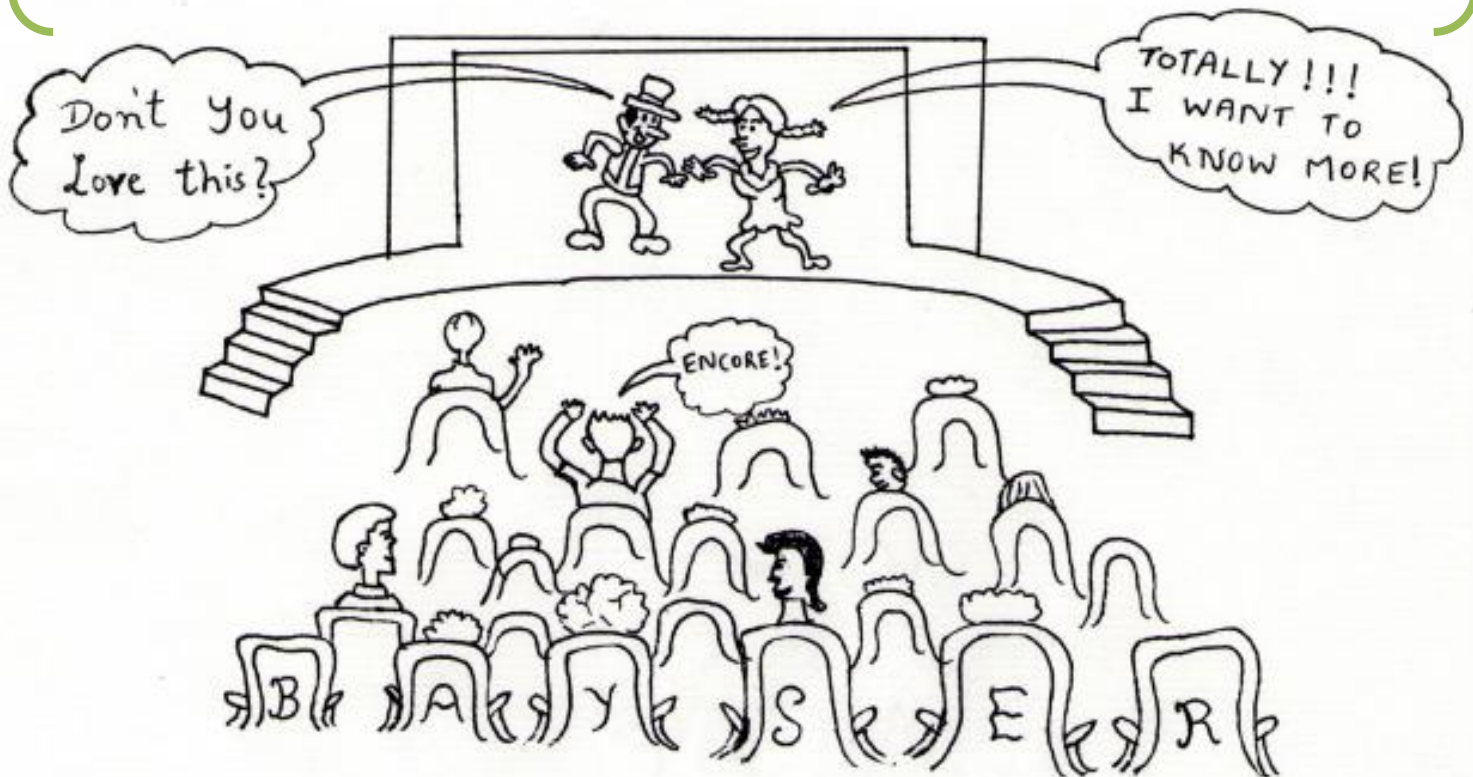


**JP Tsang, PhD & MBA (INSEAD)**

**Founder & President**

*Jean-Patrick Tsang is the Founder and President of Bayser, a Chicago-based consulting firm dedicated to pharmaceuticals sales and marketing. JP has worked on 250+ projects to date including ROI optimization, data strategy, and study design to mention just these. JP publishes and gives talks on a regular basis and runs one-day classes on various subjects related to data and analysis.*

*In a previous life, JP deployed Artificial Intelligence to automate the design of payloads for satellites and was the adviser of two PhD Students. JP holds a Ph.D. in Artificial Intelligence from Grenoble University and an MBA from INSEAD in France. He was also the Recipient of the PMSA Lifetime Achievement Award in 2015. He can be reached at (847) 920-1000 or [bayer@bayer.com](mailto:bayer@bayer.com).*



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