

NOVEMBER 5, 2019

# 340B COMPLIANCE WORKSHOP

ARKANSAS HOSPITAL ASSOCIATION  
8: 30 A.M. - 3:30 P.M.



## Workshop Summary

Safety-net hospitals struggle to stretch scarce resources to provide crucial services to their patients. The 340B program is essential in ensuring that hospitals are able to continue to provide pharmacy care to their most vulnerable patients.

The experts at this interactive workshop will share valuable insights on how safety-net hospitals can effectively navigate the 340B program, improve patient outcomes, and help low-income and rural patients access essential pharmacy services.

## Target Audience

CEOs, CFOs, COOs,  
Pharmacy Leadership,  
340B Liasons

## Presented by



American College of  
Healthcare Executives  
*for leaders who care®*



ARKANSAS  
HEALTH  
EXECUTIVES  
FORUM

## Workshop Schedule

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- 8:30 a.m.     **Registration and Breakfast**
- 9:00 a.m.     **Welcome and Introductions**  
Tina Creel, VP of Member Services, Arkansas Hospital Association  
President, AHA Services  
John Bretz, Director of Strategic Relations, SUNRx
- 9:15 a.m.     **340B Legislative and Regulatory Update**  
Molly Collins Offner, Director for Policy Development,  
American Hospital Association
- 10:15 a.m.   **340B Innovation in Contract Pharmacy, Split Billing, and Discount  
Cards for the Uninsured**  
Cary Green, National Director of Sales, SUNRx
- 11:15 a.m.   **"It's Not You, It's Me."**  
*To Troubleshoot Your 340B Program Problems, Start with the Contracting Entity*  
Jennifer Crask, JD, Director of Compliance, Contract Pharmacy Insight
- 12:15 p.m.   **LUNCH**
- 1:00 p.m.     **340B Compliance and Additional Savings: Best Audit Practices**  
Aaron Lott, PharmD, President AuthorityRx
- 2:00 p.m.     **ACHE Panel Discussion: Marketing and Money**  
*Linking New Products, Services, and ROI*  
Moderator: John Bretz, Director of Strategic Relations, SUNRx  
James Wellborn, PharmD, Director of Pharmacy, St. Bernards Medical Center  
Layton Kelly, PharmD, Assistant Director of Pharmacy, UAMS Medical Center  
Scotty Parker, PharmD, Assistant VP for Ancillary Services, Unity Health  
Aaron Lott, PharmD, President, AuthorityRx
- 3:30 p.m.     **Evaluation and Adjournment**

## Continuing Education Credits

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**ACHE panel is approved for 1.5 hours of ACHE Face to Face Credits.** This workshop is presented locally by the Arkansas Hospital Association and the Arkansas Health Executives Forum. The American College of Healthcare Executives has awarded 1.5 ACHE Face-to-Face Education credit hours to this program. To receive credit, participants' names MUST appear on the sign-in sheet and appropriate registration fees must be paid.

**The Arkansas Hospital Association is authorized to award five (5) hours of pre-approved ACHE Qualified Education credit (non-ACHE face-to-face) for the November 5 program toward advancement or recertification in the American College of Healthcare Executives.** Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

# Workshop Highlight: ACHE Panel Discussion

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## Marketing and Money: Linking New Products, Services, and ROI

*Learn how effectively articulating and sharing your 340B story can impact your hospital's ROI.*

Panelists will discuss the various challenges and opportunities that 340B entities face related to the strategic marketing and communications of their 340B programs within their communities. In many cases, the patient value proposition can also provide value to the hospital itself.

### Two areas of focus:

1. Creating a communications strategy for "Telling Your 340B Story."
2. Identifying specific hospital initiatives that, as part of the communications strategy, can provide candidates with effective stories to share - especially initiatives that provide both value for vulnerable populations as well as an opportunity for ROI.

When developing new products and services, healthcare professionals must have a comprehensive understanding of their customers – their needs, values and communication preferences. Accordingly, a well thought out marketing strategy is vital to the success of your organization. To stay competitive, the strategy must continuously measure effectiveness and make appropriate adjustments.

**Ready to register?**  
*Flip to page 7 of this brochure...*



## Meet the presenters

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### **Cary Green**

*SUNRx*

Cary Green joined SUNRx in July 2016 as Director of Sales. Highly diverse sales leader with a masters in health administration and over 25 years of experience in pharmaceuticals, biotechnology, hospital administration and home care. Cary began working in 340B within the pharmaceutical industry in 1993 to implement and manage 340B contracts with eligible entities, insure compliance with Medicare best price, develop audit procedures to uncover diversion and later negotiating exclusive contracts with 340B academic DSH hospitals. Business development and operational experience in hospital administration and home health.

### **John Bretz**

*SUNRx*

John Bretz is an accomplished health care executive with extensive subject matter experience in health care supply chain, distribution channel optimization, product development, population health, strategic marketing, and health care consumerism. Bretz has 25 years experience in executive leadership with Assurant Health where he was responsible for 17 states, and 5 years experience as a Black Belt Six Sigma with ICF International (large consulting company) working in both commercial and government health care sectors. Bretz now is responsible for leading SunRx's strategic business partner relationships and strategy.

### **Mary Collins Offner**

*American Hospital Association*

Molly Collins Offner is currently Director for Policy Development at the American Hospital Association (AHA). She has been in the health policy field for over 30 years. As a member of AHA's policy team, she specializes in health insurance reform, Medicaid, the Children's Health Insurance Program (CHIP) and other access and coverage related issues. Molly has served as the lead staff for numerous AHA Board of Trustee task forces examining ways to reform the Medicaid program as well as system-wide health care reform to address the uninsured. Her current focus is in AHA's policy work is on coverage and access for vulnerable populations, Medicaid payment and delivery system transformation, insurance market reforms, as well as policy work related to the 340B Drug Discount Program.

Molly obtained her undergraduate degree in history from Allegheny College in Pennsylvania, and her master's degree in Health Services Administration from George Washington University in Washington, D.C.

Prior to working for AHA, Molly was as a special assistant in the Office of the Secretary at the U.S. Department of Health and Human Services, and served as a legislative assistant for several members of the U.S. House of Representatives.

## Meet the presenters

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### **Jennifer Crask, JD**

*Contract Pharmacy Insight*

Jennifer Crask is an attorney and the Director of Compliance at Contract Pharmacy Insight (CPI 340B), a 340B consulting company that works with covered entities to audit, operate, and optimize 340B contract pharmacy programs. CPI has a team of dedicated pharmacy, legal, IT, and business staff that focuses on optimizing entity savings while maintaining strict compliance with Federal laws and regulations.

### **Aaron K. Lott, PharmD**

*Authority RX*

Aaron Lott is an innovative strategic leader with a successful track record of leading CEOs, corporate boards, and senior executives to drive transformational change and profitable growth through their communities and organizations.

Areas of focus: Population health, value-based care, health plan operations, pharmacy benefit manager (PBM) evaluation and selection, specialty pharmacy strategies, 340B consulting and optimization, and retail pharmacy.

### **Tina Creel**

*Arkansas Hospital Association*

Tina Creel is the president of AHA Services, the Arkansas Hospital Association's for-profit subsidiary, Tina connects AHA member hospitals to a powerful network of trusted vendors that deliver an array of hospital-oriented business solutions. In her tandem role of vice president of member services for the Arkansas Hospital Association, she draws on her expertise to create a dynamic and valuable experience for members. Tina also serves as the group manager for the AHA Workers' Compensation Self-Insured Trust, and she is an executive board member of careLearning. She has been at the Arkansas Hospital Association for 30 years.

### **Scotty Parker, PharmD**

*Unity Health - White County Medical Center*

Dr. Parker is the Asst VP for Ancillary Services at Unity Health in Searcy. He works with Laboratory, Radiology, Cardiovascular Services, Sleeplab, Oncology Center and Pharmacy at the three Unity campuses. He has worked at Unity for over 20 years. He has oversight of Unity's 340B program also. He is very proud that the Unity team had a very successful HRSA audit in the fall of 2018.

## Meet the presenters

### **James Welborn, PharmD**

*St. Bernards Medical Center*

Dr. Welborn graduated with a Doctor of Pharmacy degree from the University of Arkansas for Medical Sciences College of Pharmacy. He is Director of Pharmacy for St. Bernards Medical Center in Jonesboro, AR. Dr. Welborn's responsibilities include oversight of pharmacy operations for the acute care hospital, two infusion centers, off-site behavioral health unit, and an employee pharmacy.

In regards to 340B, Dr. Welborn works with St. Bernards internal audit team to perform monthly audits on 340B drug procurement and dispensations as well as patient and provider eligibility. Dr. Welborn is also a member of St. Bernards' 340B Oversight Committee. As part of this committee, he helps to determine compliance and expansion of the organization's 340B program which includes a disproportionate share hospital with twelve child sites, critical access hospital, sole community hospital, and eight contract pharmacies. Dr. Welborn is currently working to obtain the Advanced 340B Operations Certificate through Apexus.

### **Layton Kelly, PharmD**

*UAMS Medical Center*

Dr. Kelley is the Assistant Director of Pharmacy for Outpatient Services at UAMS. He is the pharmacist in charge of the Outpatient Pharmacy and supervises Specialty Pharmacy Services at UAMS.

Layton is the entities Office of Pharmacy Affairs primary contact for the 340B program and chair of the UAMS 340B Oversight Committee. As the primary contact, Layton helps ensure program compliance with annual recertification and contract pharmacy registrations. He works alongside the entities contract pharmacy administrator to manage internal audits, procurement, and contract pharmacies.

Layton has been hands on with split billing software implementations both internally at UAMS and externally with contract pharmacies. Layton attends 340B University on a regular basis and has a working relationship with Apexus, the prime vendor of the 340B program. Layton is an active member of 340B Health, ASHP, and APA.

UAMS had a successful audit by HRSA in April 2015. UAMS has also employed multiple mock external auditors to ensure program compliance on an ongoing basis with the most recent being in May 2019.

Layton graduated with a Doctor of Pharmacy degree from the University of Arkansas for Medical Sciences College of Pharmacy.

# 340B Workshop Registration Form - November 5

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**Registration Fee:** \$25 for attendees from AHA member hospitals.

**Registration deadline:** October 31

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NAME AND TITLE

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HOSPITAL NAME

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MAILING ADDRESS

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CITY, STATE, ZIP

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PHONE NUMBER

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EMAIL ADDRESS

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FAX NUMBER

SELECT A PAYMENT METHOD

Check, payable to AHA

Credit card

Visa

Mastercard

*American Express and  
Discover are not accepted.*

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CARD NUMBER

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EXPIRATION DATE

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CVV

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CARDHOLDER'S NAME

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PHONE NUMBER

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CARDHOLDER'S ADDRESS *Include city, state, and zip code.*

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CARDHOLDER'S SIGNATURE

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***Return payment and form to:***

Arkansas Hospital Association | 419 Natural Resources Drive, Little Rock, AR 72205

Fax: (501) 224-0519

