

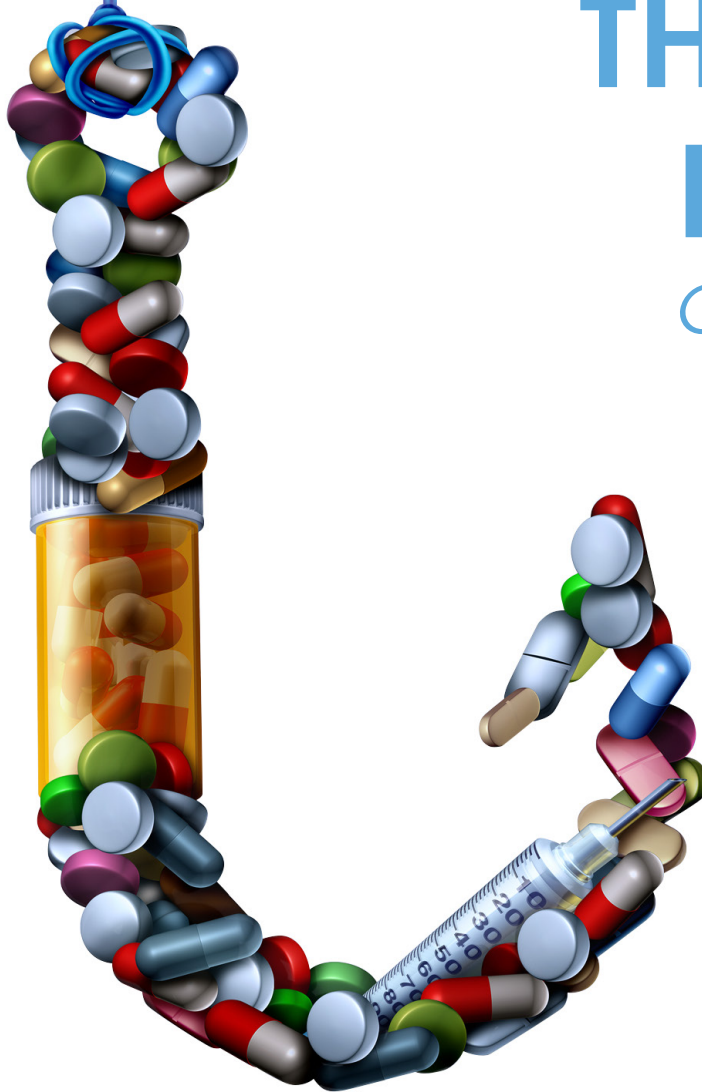
49TH
SESSION



Executive Summary

THE OPIOID EPIDEMIC:

*Complex problems,
complex solutions*



Thursday, April 26, 2018, 1-4 pm

The Gallery, Downtown Minneapolis Hilton and Towers



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SESSION



About the Roundtable

THE OPIOID EPIDEMIC: Complex problems, complex solutions

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About:

The Minnesota Health Care Roundtable is a semi-annual conference featuring a panel of stakeholder group experts in a moderated discussion before a live audience covering topics that affect the evolution of health care policy.

Objectives:

We will examine how the opioid epidemic began. We will discuss the elements of mistrust, blame, and miscommunication within the health care delivery system that were responsible for the staggering levels of destruction we face today. Meeting every definition of an epidemic, we will look at how this issue reaches into all parts of society. We will lay out a strategy that can address the central problems in bringing the opioid epidemic under control.

Background and focus:

Medicine is a field that changes slowly, but in the case of prescribing opioid-based pain medications, the speed of change was unprecedented. It has produced tragic outcomes. Two examples are the number of Americans now suffering from opioid-related substance abuse disorder (over 2 million) and the number of opioid-related deaths (over 50,000 annually, and growing). We are facing a complex problem, created by conflicting industry incentives and one that will demand unified stakeholder participation to solve.



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Overview:

Minnesota Physician Publishing's 49th Minnesota Healthcare Roundtable on Thursday, April 26, 2018, will address the emerging field of Regenerative Medicine. An 8-person expert panel will represent various stakeholder positions before a live audience of about 100 registered attendees. The conference is recorded and transcribed. The 20,000 word transcription document generates a 7,000 word 8-page report that is published in Minnesota Physician, Health Care News (57,000 total copies) and posted in several places on the internet. Conference sponsors receive electronic copies of this enduring document with full copyright access to post on their own websites or distribute as collateral materials to prospective and existing clients.

Sponsorship benefits:

- Placement of a member of your organization on the conference panel
- Participation in the development of conference themes through a three-phase curriculum development process
- Sponsor acknowledgement and branding through conference promotion in MPP journals – up to 350,000 copies distributed
- Up to six months of ongoing internet promotion
- Sponsor corporate bios in conference Programs
- Sponsor recognition on conference signage
- Sponsor branding in published and online conference transcripts
- PDF of conference transcript/report to share with potential clients
- Online promotion includes weekly MedFax banners plus banners on the Minnesota Health Care Consumer Association site and newsletters

Sponsorship fee:

\$7,500 net

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Panel Dynamics:

The afternoon event will facilitate a policy discussion from different stakeholder perspectives. The goal is to promote deeper understanding, identify common ground solutions, and create an enduring conference report in print and online. A panel moderator will pose questions for panelists based on a curriculum that sponsors help to develop. For the last 30 minutes, he will pose questions from the live audience. Refreshments will be served before the program, during the break, and at the closing reception to encourage dialogue between panelists and healthcare leaders in the audience.

Event Schedule:

April 26, 2018

- 11:30 to 1:00 PM Private Panelists Orientation Luncheon
- 1:00 to 2:15 PM Panelists address challenges
- 2:30 to 3:30 PM Panelists offer solutions
- 3:30 to 4:00 PM Panelists address questions from audience
- 4:00 to 5:00 PM Reception for panelists and audience (optional)

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Each session of the Roundtable is attended by a diverse group for medical professionals representing a broad cross section of health care delivery stakeholders. The organizations, individuals, and job titles vary widely based on the conference topic.

Here is a partial list of companies that have attended past sessions.

Past attendee companies:

AARP	Fairview Home Care and Hospice	MedImpact Healthcare Systems	Pfizer Pharmaceuticals
Abbott Laboratories	Fairview Partners	MEDNET	PhRMA
Allergan Neuroscience	Family Health Services Minnesota	Mercer	Physicians for a Nat'l Health Prog.
Allina Hospitals & Clinics	Fraser	Merck & Co., Inc.	Pricara
American Red Cross	Fredrikson & Byron	Midwest Medical Insurance Co.	Prime Therapeutics
American TeleCare	Genentech	Minerva Leadership Institute	Regional Diagnostic Radiology
Amgen, Inc.	Genzyme	Mpls/St. Paul Business Journal	Risdall McKinney PR
Associated Skin Care Specialists	GlaxoSmithKline	MN Am. Physical Therapy Assoc.	Roepke Public Relations
Astrup Drug, Inc.	Goff & Howard, Inc.	MN Council of Health Plans	Sanofi-aventis
AXIS Healthcare	Grand Itasca Clinics & Hospital	MN Dept. of Health	SEARCH
Benefit Partners	Gundersen Lutheran	MN Dept. of Human Services	Sepracor, Inc.
Biogen Idec, Inc.	HealthEast	MN Epilepsy Group PA	Shriners Hospitals for Children
Blue Cross and Blue Shield of MN	HealthPartners	MN Gastroenterology PA	Spinal Designs International, Inc.
Boehringer Ingelheim	Healthways	MN Hospital Association	St. Croix Orthopaedics
Braas Company	Heartland Home Health	MN Oncology Hematology	Stratis Health
Bristol-Myers Squibb	Honeywell HomMed	MN Rural Health Coop	SUMA MRI
Buck Consultants	Humana	MN Visiting Nurse Agency	Surgical Consultants, P.A.
Center for Diagnostic Imaging	Institute for Clinical	Muve Inc.	Takeda
Cintas	Systems Improvement	mPay Gateway	TAP Pharmaceuticals
Consultants-Internal Medicine, PA	Integrated Healthcare Strategies	Navitus Health Solutions	Target
Courage Center	Intrepid Home Health Agency	New Life Medical Clinics	Thrivent Financial Bank
Davies & Associates	LearnCDHC	Noran Neurological Clinic	Twin Cities Spine Center
Diamond Women's Center	LiverHope	Northstar Physicians Network	UCare
Edina Family Physicians	Marsh USA Inc.	Novartis Pharmaceuticals	U of M, Medication Mgt. Systems
Edina Sports Health & Wellness	Mayo Clinic	Otto Bock	UnitedHealth Group
Eisai, Inc.	Meagher & Geer	Owatonna Clinic - Mayo	U of M Physicians
EJB LifeScience Consulting	Medica	Park Nicollet Health Services	Virginia Piper Cancer Institute
Emeritus Consulting, Inc.	Medical Advanced Pain Specialists	Paul Larson Ob/Gyn Clinic	Warm Health, Inc.
Fairview Health Services	MedImmune	Paynesville Area Healthcare System	Wellclicks

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Here is a partial list of companies who sponsored past sessions.

Past sponsors include:

- | | | |
|---|--|-----------------------------------|
| Advanced Pain Management | Ingenix | Novo Nordisk, Inc. |
| Aging Services of Minnesota | Johnson & Johnson | Oppenheimer Wolff & Donnelly |
| Allscripts.com | Life Time Fitness, Inc. | Park Dental |
| Ambry Genetics | Lindquist & Venum LLP | Pediatric Home Services |
| athenahealth | Luminat | Pfizer |
| Blue Cross and Blue Shield of Minnesota | Mayo Clinical Laboratories | Piper Jaffray |
| Carlson School of Management | Medica | PrairieCare |
| Center for Diagnostic Imaging (CDI) | Meegher Geer | PreferredOne Physician Associates |
| Children's Minnesota | Minneapolis Advanced Pain Specialists | Presbyterian Homes and Services |
| Coverys | Minnesota Community Healthcare Network | Prime Therapeutics |
| Daiichi Sankyo | Minnesota Department of Human Services | QuickCheck Health |
| Dorsey & Whitney | Minnesota Physical Therapy Association | Qwest Communications |
| Express Scripts | MMIC | Sanofi Aventis |
| Halleland Lewis Nilan | MN Association of Area Agencies on Aging | Stratis Health |
| Sipkins & Johnson | Natalis Outcomes | Tristate Brain and Spine |
| Health Risk Management, Inc. | nGage Health | Wausau Benefits |
| HealthEast | Northwestern Health Sciences University | WebMD |
| InforMED Group | | West Group |

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Each session of the Roundtable features a panel of between six and eight professional experts. They represent a broad cross section of health care delivery stakeholder perspectives. Panelists backgrounds vary widely based on the conference topic.

Here is a partial list of panelists from past sessions.

Past panelists include:

Sue Abderholden, MPH

Executive Director, National Alliance for the Mentally Ill of Minnesota (NAMI)

Michael Ainslie, MD

Park Nicollet Clinic

Omar Amirana, MD

Vice President MediaLogic

Richard L. Auld, PhD

Executive Director, Minnesota Board of Medical Practice

Fran Bradley

MN State Representative

David Day, MS, RPh

Senior Director Pfizer

Kenneth L. Dedeker, MD

Medical Director, PreferredOne

Steven S. Eisenberg, MD

Medical Director, Blue Cross Blue Shield of Minnesota

Charles Fazio, MD

Senior Vice President, Medica

Mike Hatch, JD

Minnesota Attorney General

David K. Haugen

MN Department of Employee Relations

Craig Johnson, PT, MBA

President, Minnesota Physical Therapy Association (MNPT)

Susan Johnston Lynx, RN, JD

Minnesota Nurses Association

Sheila Kiscaden, MPA,

MN Senator

Elizabeth Lincoln, JD

Vice President MMIC

Richard L. Manning, PhD

Senior Director Pfizer

Dawn McGinley,

Communication Manager, 3M

Michael P. McGrail, Jr., MD, MPH

HealthPartners

Judge Kerry W. Meyer

Hennepin County Criminal Mental Health Court

Kathy Mock, JD

Vice President Blue Cross and Blue Shield of Minnesota

Jim Monroe

Executive Director Minnesota Association of Professional Employees

Dirk Nelson, MPH

Director, MMIC

Sheryl L. Niebuhr, PhD, LP

3M Health

Brian Osberg, MPH

Assistant Commissioner MN Department of Human Services (DHS)

Jane C. Pederson, MD, MS

Stratis Health

David W. Plocher, MD

Chief Medical Officer/Senior Vice President, Blue Cross

Paul Sanders, MD - CEO

MN Medical Association

Mark Sonneborn, MS, CHE

Vice President Minnesota Hospital Associations

L. Read Sulik, MD

Executive Director PrairieCare

Chris Tompson

Johnson & Johnson Health Care Systems

Cody C. Wiberg, PharmD, RPh

Executive Director Minnesota Board of Pharmacy

Billie Zippel, JD

Senior Associate, Oppenheimer Wolff & Donnelly

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Each session of the Roundtable is sponsored by a diverse group of corporations representing a broad cross section of health care delivery stakeholders. The organizations, individuals, and job titles vary widely based on the conference topic.

Here is a partial list of titles of the individuals that attended past sessions.

Past attendee job description:

Administrator	Medical Director, Health Care	Senior Regional Director
Associate General Counsel	PBM Business Leader	Sr. Director, Strategic Accounts
CEO	Pharmacy Product Management	Sr. Product Consultant
Chief Medical Officer	President	SVP Mktg & Communications
Chief Safety Officer	President & CEO	SVP Operations
Dir. Mktg and Community Relations	Regional Director	VP & Medical Director
Director of Clinics	Regional Acct. Dir.	VP Surgical Practice Development
Emerging Segment Mktg Manager	Regional Acct. Mgr.	VP Outpatient Svcs & Clinical Ops
Executive Director	Regional Healthcare Policy Mgr.	VP Patient and Business Services
General Counsel	Regional Sales	VP Pharmacy Operations
Health Care Reporter	Senior Director	
Market Development Dir.	Senior Director of Clinical Consultative Services	