

Time (EDT)	Wednesday, October 12
9:15 AM	<p><b>Welcome &amp; Keynote: Unlocking US Healthcare - Answering the call of transformation and innovation</b> Bonnie Kirschenbaum, <i>BScPharm, MS, FASHP, FCSHP</i></p> <p>Join Bonnie Kirschenbaum, industry leader in forging effective alliances between hospitals, physicians, pharmaceutical companies, and distributors for this enlightening keynote discussion. Healthcare organizations, many of whom are in a period of re-strategizing following the COVID-19 pandemic, are focused more than ever on using revenue wisely. This session explores several key issues that hospitals and health systems are facing, especially where expanded outpatient access and services represent tremendous opportunity in the new now.</p>
10:20 AM	<p><b>Why Business of Healthcare?</b> Scott Deaton, Brian Thompson, and Dawn DeAngelo, <i>PharmD</i></p> <p>Designed to enable conceptual understanding, cross-functional panels during this event are focused on key topic critical to business in US Healthcare. Learn what the business of healthcare is from The Craneware Group's value cycle perspective, why it should matter to U.S. healthcare professional, and the impact we can make on transforming this industry.</p>
10:50 AM	<p><b>Why Business of Pharmacy and 340B?</b> Lisa Scholz, <i>PhamD, MBA, FACHE</i>, Chris Boles, Ivy Espinozac, and Dan Sorenson</p> <p>Designed to enable conceptual understanding, cross-functional panels during this event are focused on key topic critical to business in US Healthcare. Learn from these leaders' experienced perspectives about the 'business of pharmacy' and why it requires business priority and focus, as well the 340B program and its firm place in US healthcare.</p>
11:20 AM	<b>Break</b>
11:25 AM	<p><b>Unlock the Power of Contract Pharmacy Partnerships</b> Doug Samojedny, <i>RPh</i>, and Michael Ormsbee</p> <p>The 340B program provides a vital resource for non-profit hospitals and clinics, assisting healthcare leaders preserve the mission and vision of their organizations. In this session, Doug Samojedny, RPh, Director of Pharmacy Operations at Pharmacy Advantage, and Michael Ormsbee, Account Executive for Contract Pharmacy Partnership Operations for The Craneware Group, will discuss contract pharmacy arrangements and the opportunity these relationships represent for hospitals and clinics participating in 340B.</p>
12:10 PM	<b>Adjourn Plenary Sessions - Break</b>
12:20 PM	<p><b>Education Session Breakouts - customer-only</b></p> <p><b>Unlock It: Charge Capture and Reconciliation (Trisus Claims Informatics)</b> Candace Lewis, Margene Holak, and Anna Barnes</p> <p>This session will connect industry education and best practices for charge capture and charge reconciliation using informatics technology. Presenters will provide insights for revenue integrity improvements to both clinical and financial leaders, highlighting innovation in: Corrective Action Plans, hospital and professional charge capture issues, insights for CMS and customer comparison percentages, and success with expanded standard reports.</p> <p><b>Unlock It: Revenue Optimization and Protection (Trisus Chargemaster)</b> Andrea Stronsider, Samantha Renico, and Aruna Nadesan</p> <p>This session will connect basic industry education on best practices for overcoming common challenges with chargemaster management, maintenance, and education with features and functions within Trisus Chargemaster. The session will show how this application provides value and insights for revenue integrity improvements to both clinical and financial leaders. The session will highlight the enhanced functionality in Trisus Chargemaster that focuses on data validation, change requests and workflow, and annual code changes and education.</p> <p><b>Unlock It: Supply Chain and Cycle Charge Alignment (Trisus Supply)</b> Jon Augesen, Stacy Beckett, and Christina Love</p> <p>This session will provide best practices to help the learner optimize supply chain technology, identify codable/reimbursable supplies, and to assure accurate billing practices. Our presenters will provide insights for Supply Chain and Revenue Integrity functions, sharing the power of easily presented data opportunities and methods to achieve successful alignment across multiple systems. This session will highlight innovation in: identifying gaps between item masters and Chargemaster, discrepancies in billable quantities, cost &amp; pricing variances, and coding compliance issues.</p>
1:20 PM	<b>Adjourn Customer Sessions</b>

Time (EDT)	Thursday, October 13
10:00 AM	<b>Welcome</b>
10:10 AM	<p><b>Trisus and More: Unlocking Data and Innovations</b> Daniele Spinetti and Dino Valsecchi</p> <p>Organizations with the best data practices are positioned to outperform competition in every area of innovation – this is true for The Craneware Group and for our customers. To provide customers with the agility they need, The Craneware Group invests heavily in data architecture and data innovation. Learn from lead data architect, Daniele Spinetti, and senior data innovation product manager, Dino Valsecchi, about the connection between data architecture and innovation and the power that connection provides our customers through Trisus.</p>
10:40 AM	<p><b>Unlock the Power of Trisus Pricing Transparency</b> Adrienne Moore and Sean Waugh</p> <p>As consumerism in healthcare grows, and government regulations are issued, transparent and defensible pricing is more important than ever before. In this session, Adrienne Moore, Executive Director, Revenue Assurance, and Sean Waugh, Vice President, Revenue Intelligence Solutions Architect, will discuss the pricing transparency project and outcomes at Banner Health</p>
11:25 AM	<b>Break</b>
11:30 AM	<p><b>Advocacy in Healthcare</b> Lisa Scholz, Pharm D, MBA, FACHE, Deb Outlaw, and Marc Corriveau, JD MHSA</p> <p>This session will dive deeper in 340B policy and government affairs. This panel provides perspective from the eyes of covered entities government relations leadership, as well as that of those on the ground lobbying, providing intelligence and advocacy with congressional members.</p>
12:15 PM	<b>Adjourn Plenary Sessions - Break</b>
12:20 PM	<b>Education Session Breakouts - customer-only</b>
	<p><b>Unlock It: Accurate, Defensible, Compliant Pricing (Trisus Pricing Analyzer)</b> Adrienne Sowers, Ramya Bhavaraju, and Sean Hay, MBA</p> <p>Hospitals have historically increased prices across the board for all services. With increased consumerism and publicity related to the impact of pricing transparency mandates, hospitals need to be more strategic with price adjustments. This session will review how our Trisus Pricing Analyzer software solution, including forthcoming enhancements, can help Customers adjust prices and automate pricing policies per their organizational strategy, based on managed care contract terms, peer charges, costs, and other variables.</p>
	<p><b>Unlock It: Driving Pharmacy Business Performance (Trisus Pharmacy Financial Management)</b> Dustin Marinucci, Mark Slykhouse, JD MA, and Christie Satterwhite</p> <p>This session provides Pharmacy stakeholders the keys to visibility into their medication reimbursement data, which can help drive optimal financial performance in this important part of the value cycle. Our presenters will discuss how to transform purchase and reimbursement data into actionable performance improvements, share success stories and best outcomes, and dive into the future product roadmap.</p>
	<p><b>Unlock It: Maximize 340B ROI and Compliance</b> Zion Robinson, Jesse Donegan, and Tanya Dudley</p> <p>This session will connect industry education and best practices for maximizing 340B return on investment and compliance using informatics technology. Presenters will provide insight into the lifecycle of an outpatient pharmacy claim, review reporting opportunities to closely manage compliance, current &amp; potential 340B savings tied to these pharmacy claims; to both pharmacy and financial leaders, highlighting best practices in: claims technology, replenishment progress and pharmacy invoice reporting</p>
1:20 PM	<b>Adjourn Customer Sessions</b>

Time (EDT)	Friday, October 14
10:00 AM	<b>Welcome</b>
10:10 AM	<p><b>Unlock It: Transformational Leadership in Drug Cost Management</b> Wyley McCoy, PharmD MBA, and Sam Johnson</p> <p>Explore the impact of rising medication costs with pharmacist and business of healthcare expert, Wyley McCoy. This session will take a closer look at why drug costs are such a challenge for U.S. healthcare providers and which best practices are providing the best outcomes for healthcare leaders and providers alike.</p>
11:05 AM	<b>Adjourn Plenary Sessions / Event - Break</b>
11:10 AM	<p><b>Interpretive Guidance: CPT Changes</b> Margaret Govelitz and Michele Ortiz</p> <p>This session is an annual favorite! Subject matter experts from The Craneware Group review the CPT changes in this year's proposed rule, offering interpretive guidance so learners can anticipate the impact of this regulation.</p>
12:25 PM	<b>Break</b>
12:30 PM	<p><b>Interpretive Guidance: 340B Coding Updates</b> Dawn DeAngelo, PharmD</p> <p>340B expert and pharmacist, Dawn DeAngelo will review 340B specific coding updates in this year's proposed rule. In this session, she will discuss the potential impact of this regulation and how program managers and interested stakeholders can prepare for the future.</p>
1:15 PM	Adjourn Customer Sessions

If you have specific questions, please contact Amy Groom at [a.groom@thecranewaregroup.com](mailto:a.groom@thecranewaregroup.com).