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TOPIC: **Adapting to the Integrated Care Delivery Paradigm: Challenges and Opportunities for Pharma Companies**

SPEAKER: **Michael Retterath**
Partner, Bain & Company

Healthcare reform legislation has spurred the creation of new integrated care delivery systems, such as accountable care organizations, to achieve greater cost containment and better clinical outcomes. Integrated care delivery systems—which bridge together healthcare providers to coordinate care for specific patient populations—are transforming the financial and operational realities of providers and payers. But drug manufacturers are still dubious about what it means to their businesses.

On the one hand, integrated care delivery represents a challenge to the traditional go-to-market strategy because there will be even greater scrutiny on the value of drugs in developing formularies and treatment guidelines for physicians. On the other hand, these new care models may afford drug manufacturers opportunities to build stronger business models by collaborating with healthcare providers in areas such as patient adherence, evidence-based protocols, remote monitoring, analytics and telemedicine.

At this program, Michael Retterath, who has 20 years of experience both in consulting and in-line executive roles in the healthcare industry, will share insights from Bain & Company's research and analysis of the potential implications of integrated delivery systems on the pharma industry. Topics of discussion include:

- Overview of the current drivers of integrated care models and how these models operate
- The impact of value-based reimbursement policies—such as pay-for-performance, capitation and bundled payments—on care delivery
- What kind of challenges do integrated care models present for drug manufacturers' commercialization strategies
- How can drug manufacturers adapt their business models and create strategic collaborations with healthcare providers to secure a stronger position in this new medical paradigm

Mr. Rettarath works with Bain & Company's pharmaceutical, med tech, vaccines and diagnostics clients as well as not-for-profit global health organizations. In his role, he leads the development of business unit strategies, product launch and growth strategies, organizational design/capability-building programs and new going-to-market models.