College of Pharmacy  
Department of Pharmaceutical Outcomes & Policy  

PHA 6276 Syllabus  
Pharmacy Benefit Design & Management Course

Course Purpose
This course teaches students the fundamental components and practical execution of managed care prescription drug benefit programs, in employer-based, state Medicaid, federal Medicare, state Exchanges, and Accountable Care Organizations. This course explores the structure and function of the prescription benefits management within health plans and PBMs and the role of pharmacists with a managed care pharmacy department. Students will learn how to develop and operate a pharmacy benefit management program to meet specific needs of payers and members. This course explores the business relationship among employer groups, pharmacies, physicians, pharmaceutical manufacturers, CMS Medicare and state Medicaid agencies. The continuation of managed care pharmacy under the PPACA is discussed in depth, as well as drug utilization review, formulary management, specialty pharmacy, MTM, pharmaceutical contracting, quality initiatives, health outcomes, and basic prescription financial transactions.

Course Faculty and Office Hours

Course Faculty and Coordinator
Varies

Teaching Assistant
Varies

Office Hours
The instructor is available most days and times, including evenings and weekends, as requested by students.

Place and Time of Class Sessions

Live Class Meetings
This class will be in Adobe, according to the syllabus schedule, below. Class participation is required; absences must be approved prior to class except for emergencies. Live classes may be supplemented with pre-recorded lectures. Students must inform the instructor before to be missed, and must make up the required assignments and assessments.
Course Objectives

Cognitive Objectives
Upon successful completion of this course, the student will be able to:
1. Discuss the role of managed care in the United States healthcare system.
2. List the attributes and components of a prescription drug benefit program.
3. Describe the process through which pharmacy benefits programs are marketed to customers.
4. Describe the structure and function of a pharmacy benefits management company.
5. Outline a pharmacy distribution network.
6. Discuss the importance of specialty pharmaceuticals and specialty pharmacy practice.
7. List the attributes and benefits of an effective pharmacy information system.
8. Describe how drug utilization review works in a prescription benefits management company.
9. Discuss the role of drug formulary systems in managed care.
10. Describe how to develop a useful member satisfaction program.
11. Discuss the application of pharmacoeconomic principles in managed care.
12. Describe effective use of a Pharmacy and Therapeutics committee by a managed care organization.
13. Discuss the role of the employer group plan sponsors in the provision of a managed care pharmacy benefit.
14. Describe the use of managed care principles within Medicare D and Medicaid prescription drug programs.
15. Discuss methods for determining the value of pharmaceutical products and services within a managed care program.
16. Describe the attributes of a successful Medication Therapy Management program within a managed care system.
17. Describe potential pharmacist roles and the impact of managed prescription drug benefits on the pharmacy practice.
18. The potential role of pharmacy programs in accountable care organizations.
19. Pharmacy provisions of the PPACA and impact on managed care pharmacy programs.

Skill Objectives
Upon successful completion of this course, the student will be able to:
1. Develop a population-based prescription drug management program.
2. Establish a formulary system.
3. Develop a responsible policy for the containment of drug costs in a managed care organization.
Pre-Requisite Knowledge and Skills
There are no prerequisites to attend this course.

Course Structure & Outline

Course Structure

Students prepare for class by reading the weekly posted resources and optional videos (if any), and are expected to conduct self-directional web and literature search to expand their knowledge on weekly themes, focusing on contemporary and timely publications and news events.

Students must also post and reply to discussions in the weekly Discussion Forum.

Students will have weekly quizzes or graded assignments, a midterm exam, and a final exam.

Week I

Theme: Fundamentals of Managed Care and Managed Prescription Drug Benefits

Overview:

The purpose of this module is to introduce the concept of managed care and the general operation of a managed prescription benefit within a health plan or pharmacy benefit manager (PBM) company. As you proceed through this module, ask yourself whether managed care is actually managing care or is instead managing payment for care. Is there a difference between these two? Consider also how regulators can and should provide a framework for PBM activity to protect the public health. Finally, ask yourself how the business aspects of a PBM may predominate over the healthcare aspects, and what can be done to assure balance of business and healthcare interests.

Learning Objectives:

• List the components of a managed prescription drug benefit.
• List the attributes of a high quality PBM.
• Discuss legal considerations in the provision of a prescription drug benefit.
• Describe the factors that have led to the adoption of managed care programs.
• Describe the variety of benefit designs and considerations in developing plan sponsor-specific benefits.

Assignments:

• Read posted resources
• Watch video in Resources (optional):
• Participate in Discussion Board during week.
Week 2

Theme: PBMs, Distribution, and Reimbursement

Overview:
The purpose of this module is to investigate how prescription benefit management companies are organized, benefits they provide, benefit design trends, and member costshare. As you proceed through this module, ask yourself what market forces led to the evolution of managed care pharmacy. In particular, how did the industry evolve from product distribution to control of market share in pharmaceuticals? How are pharmacy provider networks developed? What is the role of the profession of pharmacy within the business of pharmacy benefits?

Learning Objectives:
- Discuss the impact of PBMs on the management of pharmacy benefits.
- Describe the process through which the performance of a PBM is measured.
- Discuss the pharmacist’s role in a PBM.
- Describe how specialty pharmaceuticals, such as those used to treat HIV/AIDS, can be incorporated into a managed care program.

Assignments:
- Read posted resources
- Watch video in Resources (optional):
- Participate in Discussion Board during week.
- Take weekly quiz on material of the week
- Participate in Adobe weekly class

Week 3

Theme: Specialty Pharmaceutical Management

Overview:
Specialty pharmaceuticals present a growing management challenge due to the specialty drug approvals are increasing, specialty drugs have a narrow benefit-to-risk ratio, and require unique distribution and management. The purpose of this module is to explore the growth and impact of specialty pharmaceuticals on patient care, patient safety, and health
system costs. We will discuss orphan drugs and coverage, patient cost-share offset coupons, pharmaceutical manufacturer patient fulfillment “hubs”, specialty pharmaceutical distribution and reimbursement, integration of medical and pharmacy specialty drug management.

Learning Objectives:
• Describe specialty drug attributes
• Explain the strategies used to managed specialty pharmacy outcomes
• Discuss specialty pharmacy reimbursement in medical and pharmacy sites of service
• Describe the role of orphan drugs, and the special circumstances in orphan drug coverage and reimbursement
• Describe formulary organization of specialty pharmaceuticals

Assignments:
• Read posted resources
• Watch video in Resources (optional):
• Participate in Discussion Board during week.
• Take weekly quiz on material of the week
• Participate in Adobe weekly class

Week 4

Theme: Drug Formulary Management, P & T Committee Process, and New Drug Evaluations

Overview:
The purpose of this module is to discover the factors considered in developing and management a drug formulary for various books of business, the role of the P & T Committee, and drug evaluation process. We will explore how pharmacoeconomic data can drive decision making and promote rational drug therapy. As you progress through this module, consider the various ways that data on product costs and benefits can influence the evidentiary basis of decisions about patient care. Is a focus on economics detrimental to the quality of patient care? Do economic outcomes have any relevance to decisions about what products and services should be covered by managed care programs? How can a Pharmacy and Therapeutics Committee organize knowledge of therapeutic and economic outcomes to promote rational decisions in managed care?

Learning Objectives:
• Describe the role of pharmacoeconomic data in evidence-based drug formularies.
• Discuss the purpose of Pharmacy and Therapeutics Committees.
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- Describe the drug evaluation process undertaken by the Pharmacy and Therapeutics Committee within a PBM.

Assignments:
- Read posted resources
- Watch video in Resources (optional):
- Participate in Discussion Board during week.
- Take weekly quiz on material of the week
- Participate in Adobe weekly class

Week 5

Theme: Pharmaceutical Manufacturers and Contracting

Overview:
The purpose of this module is to explore the interface between a PBM and health plan, and pharmaceutical manufacturers. As you proceed through this module, ask yourself how the ability to control market share has changed the relationship that PBMs have developed with pharmaceutical manufacturers. Have PBMs increased or decreased the competitiveness between pharmaceutical manufacturers? What is the role of the pharmaceutical manufacturer account manager? When a PBM negotiates a rebate from a manufacturer, how transparent should that rebate be to the plan sponsor?

Learning Objectives:
- Describe the view of managed care taken by pharmaceutical manufacturers.
- List the departments within a pharmaceutical manufacturer’s marketing division and describe the role of each.
- Discuss the process of rebate contracting.
- List the key components and provisions of a contract between a pharmaceutical manufacturer and a PBM.

Assignments:
- Read posted resources
- Watch video in Resources (optional):
- Participate in Discussion Board during week.
- Take weekly quiz on material of the week
- Participate in Adobe weekly class
Week 6

Theme: Pharmacy Benefit Performance; Quality Improvement; Medicare Pharmacy Benefits; Medication Therapy Management

Overview:

The purpose of this module is to discuss the relationship between PBMs and insurers, and those who use the services to reduce the cost and improve the quality of benefits to those who are covered by a plan. As you proceed through this material, ask yourself how a PBM or plan can appreciate this role it plays in meeting the need of plan sponsors, while at the same time respecting its responsibility to patients needs and outcomes.

This module also considers how Medication Therapy Management (MTM) can be used to improve the quality of drug therapy. As you proceed through this module, ask yourself how a serious MTM program can be designed and implemented. If you wanted to really do MTM the right way, what would you do? Within this module, consider also the evidence that pharmaceutical services and products can enhance quality of life and improve the productivity of workers.

We will also probe development and management of the Medicare Part D prescription drug benefit and formulary management. This module will discuss various quality metrics used in commercial and Medicare D programs, and the role of the NCQA, HEDIS, URAC, and a Medicare Star ratings.

Learning Objectives:

• Describe how the quality organizations and metrics measure and may be used to improve quality of care in managed care.
• Describe how quality improvement programs are used to market and measure plan outcomes and performance,
• Discuss MTM programs, their primary components, and how they improve pharmaceutical program outcomes and achieve Medicare Star ratings.
• Discuss examples of successful MTM programs.
• Describe the metrics used to measure and improve pharmacy program performance.
• Discuss how employers groups may measure their pharmacy program quality.

Assignments:

• Read posted resources
• Watch video in Resources (optional):
• Participate in Discussion Board during week.
• Take weekly quiz on material of the week
• Participate in Adobe weekly class
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Week 7

Theme: Medicare and Health Care Reform

Overview:
This week also considers aspects the federal program Medicare and pharmacy provisions of the PPACA, including accountable care organizations and insurance exchanges.

This week we shall also dissect the sections of the PPACA that will have an influence on commercial, and Managed Medicaid prescription drug programs. Discussions will also include insurance exchanges, commercial accountable care programs, risk sharing, and patient centered medical homes.

Learning Objectives
- Describe the important pharmacy benefit characteristics of the Medicaid and Medicare programs.
- Discuss how the PPACA will expand and immutable alter managed care prescription drug benefits.
- Describe ACOs and accountable care programs and how risk sharing and reimbursement for quality improvement will be supported through the PPACA.
- Discuss how comparative effective research and patient centered outcomes research are consistent with PPACA quality outcomes.
- Understand Medicaid prescription drug benefits and how they differ from other books of business.
- Explain the impact of the PPACA on Medicaid benefits and membership.

Assignments
- Read posted resources
- Watch video in Resources (optional)
- Participate in Discussion Board during week
- Take weekly quiz on material of the week, mid-term, and final exam
- Participate in Adobe weekly class

Textbooks
Text
Varies

The subject theme for each week is posted with specific questions students must research and be prepared to discuss in class. Students prepare for class by reading the weekly posted resources and optional videos (if any), and are expected to conduct self-directional web and literature search to
expand their knowledge on weekly themes, focusing on contemporary and timely publications and news events.

**Student Evaluation & Grading**

**Evaluation Methods**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Weekly Quizzes</td>
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<tr>
<td>Class participation</td>
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<tr>
<td>Midterm</td>
<td>20%</td>
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<tr>
<td>Final</td>
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**Class Participation**

Students are expected to post 3 times on discussion board each week. This must be at least one new topic (not simply a cut and paste; include your opinion or evaluation) and two responsive replies to another posting. Postings should be original, creative and fact-based material. Students are expected to attend each Adobe Connect class. For excused absences, contact the instructor immediately.

**Grading Scale**

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<tbody>
<tr>
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<tr>
<td>A-</td>
<td>90 - 92</td>
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<td>87 - 89</td>
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<td>83 - 86</td>
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**Class Attendance Policy**

This class will be in Adobe Classroom, according to the syllabus schedule, below. Class participation is required; absences must be approved prior to class except for emergencies. Class meeting times are scheduled for 6:30pm - 8:30pm (occasionally 9:00pm), although times may change based upon student agreement. Live classes may be supplemented with pre-recorded lectures. Students must inform the instructor before to be missed, and must make up the required assignments and assessments.
Quiz/Exam Policy
Students must complete the weekly quizzes and exams within the specific time requirements. Extensions are provided for students with excused personal and business conflicts.

Policy on Old Quizzes and Assignments
Students are not provided old quizzes or assignments.

Assignment Deadlines
Assignment deadlines are clearly stated, but flexible based upon the travel and personal conflicts of students.

General College of Pharmacy Course Policies
The College of Pharmacy has a website that lists course policies that are common to all courses. This website covers the following:

1. University Grading Policies
2. Academic Integrity Policy
3. How to request learning accommodations
4. Faculty and course evaluations
5. Student expectations in class
6. Discussion board policy
7. Email communications
8. Religious holidays
9. Counseling & student health
10. How to access services for student success

Please see the following URL for this information: http://www.cop.ufl.edu/wp-content/uploads/dept/studaff/policies/General%20COP%20Course%20Policies.pdf

Complaints
Should you have any complaints with your experience in this course please visit: http://www.distancelearning.ufl.edu/student-complaints to submit a complaint.
Other Course Information  Make-up

Quiz/Exam Policy
Students are allowed to make up exams for excused absences at a time convenient to the student. Oral exams are optional at the request of the student.

Extra Credit
Students may obtain extra credit (equivalent to one quiz) to replace a poorly scored quiz or to raise overall grade (same credit as one weekly quiz). The instructor will provide information on extra credit projects.