



71st Annual Roy A. Bowers Conference

**Reducing Health Disparities:  
Achieving Health Equity, Affordability,  
and Access in Public Health**

October 30th, 2023 | The Palace at Somerset Park | 333 Davidson Ave

**APCE UAN# JA0000855-0000-23-028-L04-P**

**Link to register:**

<https://rutgers.cloud-cme.com/course/courseoverview?P=5&EID=19669>

***Registration Fee: \$185.00***

CE Accredited Live Activity  
October 30th, 2023  
The Palace at Somerset Park  
Somerset, NJ

This **knowledge-based** activity is provided by Rutgers Biomedical and Health Sciences (RBHS) Ernest Mario School of Pharmacy.

### **Overview and Course Description**

The goal of the 71st Annual Roy A. Bowers Pharmaceutical Conference, “Reducing Health Disparities: Achieving Health Equity, Affordability, and Access in Public Health,” is to provide a multi-stakeholder platform to address health care challenges, identify potential solutions, and to engage members of the interprofessional healthcare team and key leaders within the healthcare system to identify actionable strategies to improve health outcomes and ensure the provision of high-quality healthcare. Leaders, providers, and trainees from the interprofessional healthcare team are encouraged to attend, representing academia, the pharmaceutical industry, health systems, ambulatory practice, population management, state legislatures, and health care policy. Speakers will engage and share best practices and perspectives on navigating and providing care within a complex healthcare system with a focus on health disparities, healthcare management, and care delivery models. This year’s conference will highlight the equity, affordability, and access in public health and its influence on population health, specialty trends, key government programs, and implementation of lasting system change to reduce health disparities from the local to national level.

### **Target Audience**

This activity is designed for Pharmacists, Physicians, and Nurses.



## **CONTINUING EDUCATION OBJECTIVES:**

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- 1.1. Recognize the impact of healthcare inequities and social determinants of health on health care access and patient outcomes
2. Identify the gaps in care and challenges in the provision of value-based care in New Jersey
3. Explain advocacy and leadership efforts to support policies that promote health equity across New Jersey healthcare systems
4. Identify the elements of cultural competency, awareness and relevance for healthcare professionals
5. Describe strategies for improving health literacy and communication

## **CONTINUING EDUCATION CREDIT:**

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- This activity is designed for Pharmacists, Physicians, Nurses, and other Health Care Professionals. This program is organized by Ernest Mario School of Pharmacy. The relevant financial relationships of all individuals who affect the content of continuing education activities and any discussion of off label/investigational uses will be disclosed to the audience at the time of the activity.
- Requirements for completion – Participants must be in attendance for the entire program. All attendees **MUST** register online **AND** sign in and complete online pre-test/post-test and program evaluation in order to receive program credit.

## ACCREDITATION:

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In support of improving patient care, Rutgers Biomedical and Health Sciences is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.



JOINTLY ACCREDITED PROVIDER™  
INTERPROFESSIONAL CONTINUING EDUCATION

- **Pharmacists:** This knowledge-based activity qualifies for 4.5 contact hours of continuing pharmacy education credit. Please supply your nabp# and birth data in the “Profile” section when you register. CPE credit will be processed after the program evaluation has closed to participants, which will be three to four weeks following the activity date. Kindly view your credits at MyCPEmonitor.net.
- **Nurses:** This activity is awarded 4.5 ANCC contact hours. Nurses should only claim those contact hours actually spent participating in the activity. CE certificates can be obtained immediately from your MyCe profile in Rutgers.Cloud-CME.com after completing the online evaluation.
- **Physicians:** Rutgers Biomedical and Health Sciences designates this live activity for 4.5 *AMA PRA Category 1 Credits*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity. CE certificates can be obtained immediately from your MyCe profile in Rutgers.Cloud-CME.com after completing the online evaluation.
- **CE certificates** can be obtained immediately from your MyCE profile in Rutgers.Cloud-CME.com after completing the online evaluation.
- **Method of Participation:** In order to meet the learning objectives and receive continuing education credits, attendees are expected to formally register for the activity, attend the live, in-person conference on the designated date, complete the online pre-test, post-test and evaluation.
- **Refund Policy:** A full refund, less \$15.00 cancellation fee will be given if notification is received no later than September 15, 2023. Refunds will NOT be issued for any cancellation AFTER September 15, 2023 and will not be given to no-shows. To cancel, please contact Debra Diller at ddiller@pharmacy.rutgers.edu.



# AGENDA

7:30 AM - 9:00 AM

## **REGISTRATION, BREAKFAST, & NETWORKING**

9:00 AM - 9:15 AM

### **OPENING REMARKS**

**Saira Jan**, MS, PharmD

Vice President & Chief Pharmacy Officer, Horizon Blue Cross Blue Shield of New Jersey

Professor Emerita, Rutgers University

**Joseph A. Barone**, PharmD, FCCP

Dean & Professor II

Rutgers, Ernest Mario School of Pharmacy

9:15 AM - 10:15 AM

### **KEYNOTE ADDRESS**

(1 Contact Hour of Continuing Education Credit for Pharmacists, Physicians, & Nurses)

**First Lady Tammy Snyder Murphy**

### **DISCUSSION**

**First Lady Tammy Snyder Murphy**

**Amy Murtha**, MD

Dean, Robert Wood Johnson Medical School

- 10:15 AM - 10:45 AM **PRESENTATION**  
***Commonwealth Fund 2023 Scorecard: How NJ Compares to All States***  
(0.5 Contact Hour of Continuing Education Credit for Pharmacists, Physicians, & Nurses)  
**Presenter: David Radley, PhD, MPH**  
Senior Scientist, Tracking Health System Performance, The Commonwealth Fund  
Director of Data & Analytics, Center for Evidence-Based Policy at Oregon Health and Sciences University
- 10:45 AM - 11:00 AM **NETWORKING OPPORTUNITY**
- 11:00 AM - 12:00 PM **PANEL DISCUSSION**  
***Perspectives of Health Care Leadership in State of NJ***  
(1 Contact Hour of Continuing Education Credit for Pharmacists, Physicians, & Nurses)  
**Moderator:**  
**Julian Harris, MD, MBA**  
Chairman & CEO, ConcertoCare  
Operating Partner, Health Care Services & Technology, Deerfield Management  
Adjunct Professor of Medical Ethics and Health Policy, University of Pennsylvania School of Medicine
- Panelists:**  
**Brian Strom, MD, MPH**  
Chancellor, Rutgers Biomedical and Health Sciences  
**Alan Lee**  
President & COO, RWJBarnabas Health, Robert Wood Johnson University Hospital  
**Ed Jimenez**  
President & CEO, University Hospital  
**Linda Schwimmer, JD**  
President & CEO, New Jersey Health Care Quality Institute  
**Ward Sanders, Esq.**  
President, New Jersey Association of Health Plans  
**Suzanne Kunis**  
President & CEO, NovaWell Health
- 12:00 PM - 1:00 PM **LUNCH BREAK**

1:00 PM - 2:00 PM

**PANEL DISCUSSION**

***Addressing Health Inequities, Structural Racism, and Social Determinants of Health***

(1 Contact Hour of Continuing Education Credit for Pharmacists, Physicians, & Nurses)

Moderator:

**Ankoor Shah**, MD, MBA, MPH

Principal Director & Health Equity Lead, Accenture

Panelists:

**Rachana Kulkarni**, MD, FACC, MBA, CPE

Regional Director of Cardiology, RWJBarnabas Health

**Michellene Davis**, Esq.

President & CEO, National Medical Fellowships

**Andrea Harris**, MBA, CHIE, PAHM

Vice President, Chief Quality & Health Equity Officer, Horizon Blue Cross Blue Shield of NJ

**Denise Rodgers**, MD

Vice Chancellor for Interprofessional Programs, Rutgers Biomedical and Health Sciences

**Lisa Asare**, MPH

Deputy Commissioner of Health Services, Department of Human Services

2:00 PM - 3:00 PM

**PANEL DISCUSSION**

***Total Cost of Care Trends in NJ: Understanding Gaps in Care, Opportunities for Collaboration, and Technology-Driven Solutions to Support Policy Changes to Improve Healthcare Outcomes in NJ***

(1 Contact Hour of Continuing Education Credit for Pharmacists, Physicians, & Nurses)

Moderator: **David Radley**, PhD, MPH

Panelists:

**William DeRosa**, DO, FACP

Chair of Medical Oncology, Summit Health

**James Barr**, MD

Vice President of Clinical Intelligence at Atlantic Health System

**John Colaizzi, Jr**, PharmD, CCP, FNJPhA

Vice President, Pharmacy Services and Delivery at Walgreens

**Shabnam Salih**, MPA

Director, The Governor's Office of Health Care Affordability and Transparency, State of New Jersey

**Joel Cantor**, ScD

Distinguished Professor of Public Policy, Rutgers Center for State Health Policy

Founding Director, Center for State Health Policy

3:00 PM - 3:30 PM

**NETWORKING OPPORTUNITY**

3:30 PM - 4:30 PM

**PANEL DISCUSSION**

***Bridging Care Gaps and Improving Patient Outcomes: Collaborative Strategies and Pharma Support in New Jersey***

(Non-Accredited Session)

Moderator: **Saira Jan**, MS, PharmD

Panelists:

**Fritz Bittenbender**, MPA

Senior Vice President of Access & External Affairs, Genentech

**Reynold Panettieri, Jr**, MD

Vice Chancellor for Translational Medicine and Science Director,  
Rutgers Institute for Translational Medicine and Science

**Matt Hurlburt**

Global Healthcare Innovation Lead, Pfizer

**Linda Armstrong**, MD

Head of US Corporate Responsibility, Novartis

President, US Novartis Foundation

**Angie Bricco**

Head of Public Affairs and Patient Advocacy, Sanofi US General  
Medicines

**JaBaris D. Swain**, MD, MPH

Medical Executive of Health Services Integration, Johnson &  
Johnson

**Manan Shah**, MBA, MPAP

Vice President, Global Health Equity & Policy Partnership, Bristol  
Myers Squibb

4:30 PM - 4:45 PM

**CLOSING REMARKS**

**Saira Jan**, MS, PharmD