



**Jack Mahoney, MD, Chief Medical Officer, Center for Health Value Innovation,
Articulates Value-Based Strategies for Rx Benefit Management**

ST. LOUIS, Mo. – June XX, 2008 – Jack Mahoney, M.D., chief medical officer at the Center for Health Value Innovation (www.vbhealth.org), the nation’s premier organization dedicated to establishing value and producing evidence for sustainable health and financial improvement, will deliver the keynote address at the Third Annual Executive Forum on Rx Benefit Management for Employers and Health Plans: “Enhancing Employee Performance, Productivity, Health and Outcomes Through Innovative Pharmacy Benefit Design Strategies,” July 21-22, 2008, Las Vegas, NV. Accompanied by Cyndy Nayer, president and executive director of the Center, Mahoney will also lead a value-based benefit design interactive presentation.

Hosted by World Congress, the forum showcases employer and payer responses to the rising costs of pharmaceuticals with creative value-based strategies to improve patient outcomes. <http://worldcongress.com/events/HL08055/index.cfm?confCode=HL08055>

“Reducing Rx access is not a stand-alone initiative for driving sustainable cost trend reduction,” says Mahoney. “A value-based design, using data to drive decisions for investing in modifiable behavior change, is effective when married to condition or disease management initiatives that are tightly managed and accompanied by a comprehensive communication strategy focused on the goals of both the person and the company.

Mahoney advises that change happens at the person and population level, confirming the need to set goals at the appropriate level and communicate these objectives to all the stakeholders --including, physicians – in order to generate improved outcomes.

“Once the health status begins to improve, the reduction in cost trends accumulates since there is decreased utilization of inappropriate services,” he adds. “The investment in resources to remove barriers to care and establish measurement indices will result in the flattening of the health cost curve. This impacts total healthcare costs, including medical, disability, workers’ comp, and unscheduled absences.”

Mahoney and Nayer will also host an innovators session, an invitation-only event, to discuss two emerging issues impacting thought leaders of value-based design: global healthcare and data security.

“These innovator conversations provide an opportunity for discussion and exploration of current trends as they relate to health value innovation,” says Nayer. “Participants will exchange ideas and analyze the advantages, disadvantages and potential return-on-investment for these programs.”

Nayer points to this upcoming forum as an opportunity to formally introduce and welcome Dr. Mahoney to the role of Chief Medical Officer.

“Jack is a well-respected thought leader in the value of investing in workforce health, and is one of the founders and Fellows of the Center,” notes Nayer. “He is a respected strategist, disruptive thinker, and industry leader.”

The forum identifies pertinent issues facing employer and plans. Senior executives associated with employers, health plans, pharmaceutical companies, PBMs, and government will:

- Explore the latest value-based benefit design models and the value of implementing these programs
- Improve generic use and automate Rx refills through the adoption of innovative e-Prescribing programs
- Advance pharmacy interoperability for accurate data exchange and reduction in prescription error
- Address the continuous challenges of Medicare Part D coverage
- Successfully implement Medication Therapy Management Services (MTMS)
- Strategically manage the costs and adherence of specialty medications
- Hear the pros and cons of developing an in-house/onsite pharmacy program versus outsourcing the benefit
- Establish appropriate utilization rates and accurately forecast pharmacy spend
- Create a robust incentives and rewards program for better patient adherence and compliance

About The Center for Health Value Innovation:

Launched in 2007, The Center for Health Value Innovation is a not-for-profit (501c3) organization representing industry stakeholders committed to sharing the evidence that value-based health designs improve health status and reduce health cost inflation. Visit www.vbhealth.org.

About Jack Mahoney:

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John J. (Jack) Mahoney is the Corporate Medical Director and Global Health Care Management Director at Pitney Bowes. He is responsible for strategic health initiative including designing health benefits for employees, and integrating disability and disease management and wellness initiatives. He has oversight for all clinical support services.

Prior to joining Pitney Bowes, Jack was the Vice President of Integrated Health Management at Aetna Inc. where he was responsible for integrating all health-related employee programs within Aetna Inc. to achieve improved productivity and effectiveness of employees through organizational and individual health. Medical plan design, as well as services related to direct on-site medical care delivery, wellness, fitness, employee assistance and disability management programs are included in this integrated approach to health.

Jack was previously a partner with Hewitt Associates LLC. He consulted with clients in designing a wide array of managed medical benefit programs. Before entering the consulting field, Jack was the Corporate Medical Director for GTE Corporation and held medical management positions in the airline industry.

Jack received his undergraduate degree from Boston College and his Medical Degree from the Medical College of Virginia. He also received a Masters Degree in Public Health from UCLA.