THE GOOD

THE BAD

AND THE

DIFFERENT

Deciphering Heterogeneity

Discover the difference that differences can make in therapeutics!

FREE Satellite Symposium
Funding provided by a grant from the National Pharmaceutical Council.

3.5 Hours CE/CME
Wednesday, Oct. 3, 2012 1:00pm to 5:00pm
Duke Energy Convention Center
Cincinnati, OH

Held in conjunction with the Academy of Managed Care Pharmacy
2012 Educational Conference

No additional fee is required to attend this CPE and/or CE/CME activity.

Register online at http://cer.pharmacy.arizona.edu/regform
For more information, send an email to GoodBadDifferent@pharmacy.arizona.edu
**About the Program**
This program will provide MCO pharmacy and medical directors with a firm understanding of the impact of heterogeneity in patients and in studies when evaluating evidence for making critical drug therapy decisions. Participants will learn approaches to evaluating the clinical literature and to applying evidence on “average effects” in study populations to individual patients or groups. Participants will gain a better working knowledge of how heterogeneity influences treatment outcomes so they can make better use of the evidence to improve health in the populations they serve.

**Who Should Attend**
Pharmacy and medical directors, pharmacy managers, clinical support pharmacists, and other clinicians who interpret the medical literature.

**Objectives**
By the end of this session, participants will be able to:
1. Explain the clinical importance of heterogeneity.
2. Distinguish between heterogeneity within and across patients and studies.
3. Interpret research findings in the context of diversity of treatment effect and study variation.

**Registration**
Register online at http://cer.pharmacy.arizona.edu/regform. For more information, send an email to GoodBadDifferent@pharmacy.arizona.edu. The lunch and symposium are free of charge. No additional fee is required to attend this CPE and/or CME/CE activity.

**Accreditation and Continuing Education**
This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the Joint sponsorship of the University of Arizona College of Medicine at the Arizona Health Sciences Center and the College of Pharmacy. The University of Arizona College of Medicine at the Arizona Health Sciences Center is accredited by the ACCME to provide continuing medical education for physicians.

The University of Arizona College of Medicine at the Arizona Health Sciences Center designates this live activity for a maximum of 3.5 AMA PRA Category 1 Credit(s). Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The University of Arizona College of Pharmacy is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. A total of 3.5 hours are available (ACPE #0003-0000-12-064-L01-P). Statements of credit will be sent via email within four weeks after the program to those that participate in all sessions and complete an attendance verification form. No partial credit will be awarded.

Persons with a disability may request a reasonable accommodation, such as sign language interpreter, by contacting Ann Taylor at GoodBadDifferent@pharmacy.arizona.edu or 520-626-9081. Requests should be made as early as possible to allow time to arrange the accommodation.

**Symposium Agenda**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00 pm</td>
<td>Lunch and Registration</td>
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<tr>
<td>1:15 pm</td>
<td>Welcome and Introduction – Daniel C. Malone, RPh, PhD</td>
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<tr>
<td>1:30 pm</td>
<td>Medical and pharmacy coverage decision making at the population and patient level – Sean Tunis, MD, MSc</td>
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<tr>
<td>2:30 pm</td>
<td>Overview of heterogeneity and using statistical information to identify heterogeneity – Daniel C. Malone, RPh, PhD</td>
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<tr>
<td>3:15 pm</td>
<td>Break</td>
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<tr>
<td>3:30 pm</td>
<td>Case examples of heterogeneity: Lessons learned from pharmacokinetics and pharmacogenomics – Lisa E. Hines, PharmD</td>
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<tr>
<td>4:15 pm</td>
<td>Strategies to manage heterogeneity from the health plan perspective – J. Russell Teagarden, RPh, DMH</td>
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<tr>
<td>4:55 pm</td>
<td>Panel Discussion</td>
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<tr>
<td>5:00 pm</td>
<td>Adjourn</td>
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**Faculty**

Sean Tunis, MD, MSc  
President and CEO  
Center for Medical Technology Policy

Daniel C. Malone, RPh, PhD  
Professor  
College of Pharmacy  
The University of Arizona

Lisa E. Hines, PharmD  
Clinical Research Pharmacist  
Center for Health Outcomes and PharmacoEconomic Research (HOPE Center)  
The University of Arizona

J. Russell Teagarden, RPh, DMH  
Vice President of Scientific Affairs  
Advanced Clinical Science & Research  
Express Scripts