



340B Webinar Series

Part 2 | 340B Discount Card Innovation – Targeting the Uninsured
Tuesday, June 9, 2020 | 1:00 - 2:00 CT | Event [registration](#) required
Password “340B”

- How can you utilize your 340B Pharmacy program to help the uninsured in your community?
- How is this vulnerable population unique and well suited for access to lower drug costs?
- How can you go about operationalizing a 340B Discount Card for the uninsured?
- How can a 340B Discount Card for the uninsured help with readmissions?

Description

SunRx (NHA Services Preferred Business Partner) recognizes the challenges associated with COVID-19 your organization is currently facing in supporting your patients. We also recognize that opportunities still exist for 340B entities to heighten the value of 340B savings, and one way is by providing access to affordable drugs to vulnerable populations like the uninsured.

This free webinar for NHA-member hospitals will share 340B insights for you to better understand your uninsured patients. We will also explore some considerations an entity may consider when implementing a 340B Discount Card (CASH) that can provide access to 340B pricing for some of their most vulnerable patients in your community – the uninsured.

Speakers



Nicola Dawkins-Lyn, PhD, MPH, MBA

Dr. Dawkins-Lyn, a Vice President at ICF, is a behavioral scientist with expertise in chronic disease prevention and community health. Dr. Dawkins-Lyn provides corporate and technical oversight for projects, particularly those focused on health equity and the connection between our health and surrounding environmental and social determinants. Her work also involves translating evidence to practice and using practice-based evidence to inform further programming. Her wide-ranging public health content expertise includes chronic disease prevention and management (including diabetes and heart disease prevention) and community health promotion (particularly through policy, health system, and environmental interventions).



Lauren Nallenweg, Senior Manager ICF Next

Lauren Nallenweg, a Senior Manager within ICF Next's Commercial Health Division, has more than 10 years' experience providing strategy, marketing, and communication solutions to companies in various industries including commercial healthcare. Lauren currently provides strategic oversight and implementation for a Fortune 100 multi-line managed care enterprise that offers both Medicaid and Health Insurance Marketplace health care programs. Her focus has largely been on outreach to one of America's most vulnerable populations, those who are uninsured. Her work in establishing meaningful and impactful community relationships targeting the uninsured have provided clients a unique and genuine way to reach this hard-to-move audience.



Sheila Yahyazadeh, MPA, PMP and Partner with ICF Next

Sheila Yahyazadeh, a Partner within ICF Next's Commercial Health Division, is healthcare strategist with 10+ years of experience working with public and private sector clients on program/policy implementation, marketing, and customer experience. She currently leads a portfolio of work for a Fortune 100 company, which is focused on reaching Medicaid and the uninsured population. Leveraging her policy expertise, analytics, and business consulting acumen she has brought key insights and human-centered design solutions so clients can better reach the populations they serve to create value and yield positive health outcomes. While at ICF she led the launch of the Digital Transformation Framework study and is currently working with her team and clients to enable additional ways to virtually/digital engage consumers.



Cary Green, National Sales Director, SUNRx

Cary Green joined SUNRx in July 2016 as Director of sales and is responsible for SUNRx sales throughout the United States. Cary is a highly diverse sales leader with a Master of Health Administration and over 25 years of experience in pharmaceuticals, biotechnology, hospital administration and home care. Cary began working in 340B within the pharmaceutical industry in 1993 where he implemented and helped manage 340B contracts with eligible entities, ensure compliance with Medicare best price, develop audit procedures to uncover diversion and later negotiating exclusive contracts with 340B academic DSH hospitals.

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Additional Programs in this 340B Webinar Series:
September 8, 2020 – 340B Innovation with Contract Pharmacy

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