74th Annual Roy A. Bowers Conference

CHARTING THE PATH FORWARD FOR HEALTHCARE AND NAVIGATING WHAT'S NEXT

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November 10th, 2026 | The Palace at Somerset Park | 333 Davidson Ave

AGENDA

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7:30 AM - 9:00 AM **REGISTRATION, BREAKFAST, & NETWORKING**

9:00 AM - 9:30 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 and Distinguished Professor
Rutgers, Ernest Mario School of Pharmacy

9:30 AM - 10:30 AM **KEYNOTE ADDRESS**

Stephen Cha, MD
Commissioner, New Jersey Department of Human Services

The keynote address will explore New Jersey's evolving healthcare environment, highlighting both the challenges and opportunities that lie ahead. Dr. Cha will discuss the administration's priorities and the outcomes that will shape the next three years, while examining how technology, innovation, and new models of care can improve affordability, expand access, and enhance the quality of care for communities across the state. The keynote address will also consider how New Jersey can emerge as a national example of coordinated action and cross-sector collaboration in advancing healthcare transformation.

10:30 AM - 11:00 AM **Policy and Legislative Updates**

Presenter:
Ipsita Smolinski, MBA, MPH
Founder & Managing Director, Capitol Street
Faculty, Georgetown University
Senior Strategic Advisor, McAllister & Quinn

11:00 AM - 11:15 AM

BREAK & NETWORKING OPPORTUNITY

11:15 AM - 12:15 PM

The Role of AI in Driving Healthcare Affordability, Access and Quality

Healthcare leaders are inundated with AI promises, but few conversations move past the hype to examine what's actually working. This panel brings together perspectives of payers, hospitals, policymakers, and technologists to ground the discussion in real implementations, not projections. Panelists will share specific use cases where AI has measurably impacted cost, access, or quality of care, along with the operational, regulatory, and technical hurdles they encountered along the way. Attendees will leave with a clear-eyed view of where AI is delivering results today, where it's falling short, and what it takes to scale these solutions responsibly across the healthcare system.

Moderator:
Heather Staples, MBA
Executive Vice President, Enterprise Operations, Business & Technology Solutions & Chief Information Officer, Horizon Blue Cross Blue Shield of New Jersey

Panelists:
Niall Brennan
Chief Data & Analytics Officer, Horizon Blue Cross Blue Shield of New Jersey
Rob Adamson, PharmD
Executive Vice President and Chief Information Officer, RWJBarnabas Health
Bethany (Beth) Percha, PhD, MPH
Vice President, Chief Data and Analytics Officer, NewYork-Presbyterian
Alexander Ding, MD, MS, MBA, FACR
Chief Medical & Public Affairs Officer, DataSpring

12:15 PM - 1:15 PM

LUNCH BREAK

1:15 PM - 2:15 PM

Current Pharmacy and Medical Trend Landscape

Explore the key pharmacy and medical trends shaping the market, including pipeline developments, accelerated approvals, pricing pressures, utilization patterns, biosimilars, and the evolving overlap between medical and pharmacy benefit management.

Presenter:
Scott Biggs
Director of Supplier Services, IQVIA

2:15 PM - 2:30 PM

BREAK & NETWORKING OPPORTUNITY

2:30 PM - 4:00 PM

Current Pharmacy and Medical Trend Landscape

Moderator:
Saira Jan, MS, PharmD
Vice President & Chief Pharmacy Officer, Horizon Blue Cross Blue Shield of New Jersey
Professor Emerita, Rutgers University

Panelists:
Linda Schwimmer, JD
President & CEO, New Jersey Health Care Quality Institute
Stephen Cutts, PharmD
Chief Clinical and Specialty Officer, Prime Therapeutics
Joshua Ardise, MD, MPH
Vice President and Chief Medical Officer, Horizon Blue Cross Blue Shield of New Jersey
Laura Balsamini, PharmD, BCPS
Chief Pharmacy Officer, Summit Health
Jubril Oyeyemi, MD, FHELA
Founder and CEO, Cherry Hill Free Clinic
Chief Medical Officer, Camden Coalition
Medical Director, Community Health Institute at Virtua Health

4:00 PM - 4:30 PM

CLOSING REMARKS

Saira Jan, MS, PharmD
Vice President & Chief Pharmacy Officer, Horizon Blue Cross Blue Shield of New Jersey
Professor Emerita, Rutgers University