

# Pharmacy Benefit Management (PBM):

A Prescription for Containing the Increasing  
Spend on Medications

**DATE:**

13 May 2026

**TIME:**

9.00 a.m. - 5.00 p.m.

**VENUE:**

Virtual

**CPD HOURS:**

7 Hours

**PROFICIENCY LEVEL:**

Novice



20 Prime Skills  
11 Power Skills



**Training Programme No:**  
10001661548

## PROGRAMME OVERVIEW

Rising medication costs are no longer cyclical — they are structural.

Across ASEAN, healthcare inflation continues to outpace general inflation, with pharmaceutical spending emerging as one of the most volatile components. While many organisations focus on negotiating better drug prices, evidence consistently shows that **prescribing behaviour, utilisation oversight and governance discipline** are equally critical in determining long-term sustainability.

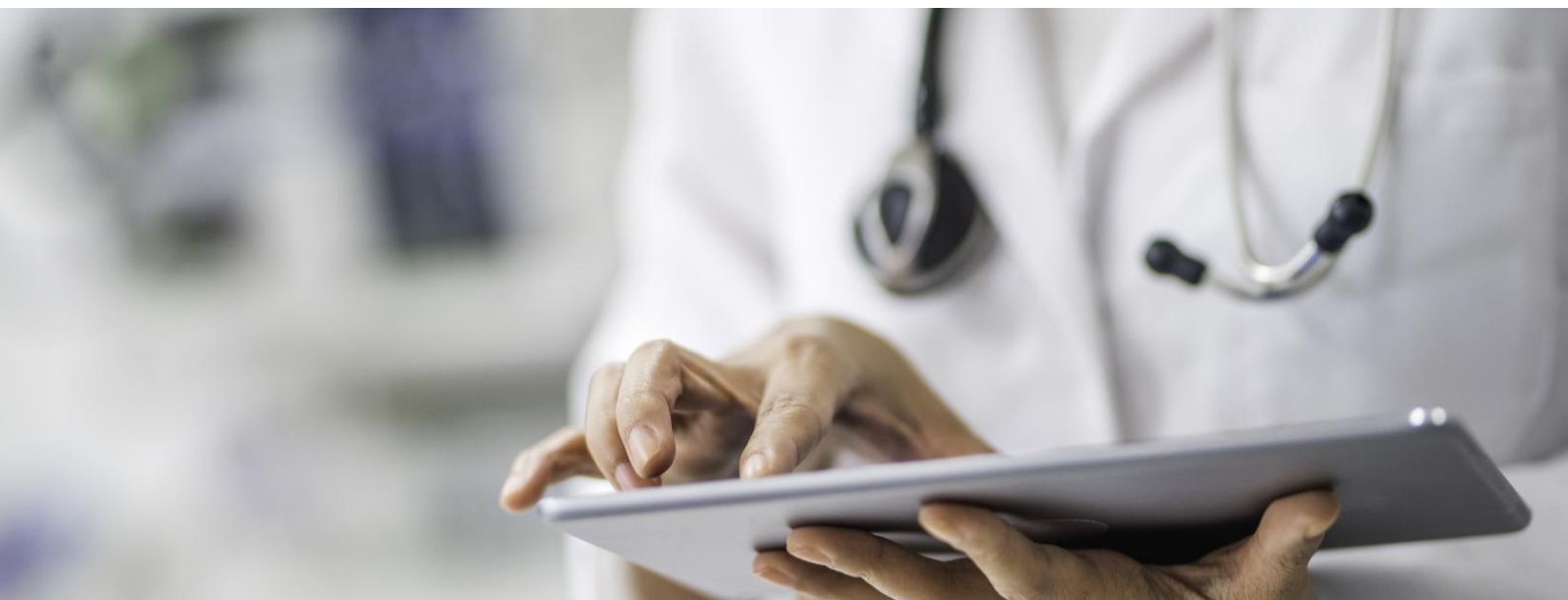
This programme provides a structured and practical understanding of Pharmacy Benefit Management (PBM) — not merely as a pricing tool, but as a system for influencing prescribing patterns, managing utilisation and ensuring sustainable healthcare financing.

This session is designed to move beyond theory and into practical execution.

## LEARNING OUTCOME

By the end of this programme, participants will be able to:

- Understand the scale and structural drivers behind rising medication spend
- Recognise why monitoring prescribing behaviour is as important as negotiating drug prices
- Distinguish between rational and irrational prescribing patterns
- Understand the PBM framework and end-to-end workflow
- Identify practical implementation strategies to contain medication costs sustainably



## PROGRAMME DETAILS

Time	Details
8:30 AM – 9:00 AM	Virtual entering classroom
9:00 AM – 10:00 AM	<p><b>Introduction</b> Setting the context: Why medication spend is becoming a strategic concern for insurers and employers.</p> <p><b>The Escalating Cost of Healthcare – Understanding the Scale of the Problem</b></p> <ul style="list-style-type: none"> <li>• Healthcare inflation and key structural drivers</li> <li>• Medication cost trends across ASEAN</li> <li>• The financial impact on insurers and employers</li> <li>• Prescribing patterns and utilisation behaviour</li> </ul>
10:00 AM – 10:45 AM	<p><b>Why Is Medication Spend Beyond Control?</b></p> <ul style="list-style-type: none"> <li>• Structural gaps in medication cost governance</li> <li>• Demand-driven prescribing and systemic influences</li> <li>• Rational versus irrational prescribing</li> <li>• Why price negotiation alone is insufficient</li> </ul>
10:45 AM – 11:00 AM	Morning Break
11:00 AM – 12:00 PM	<p><b>PBM in a Nutshell – Structure, Governance &amp; Workflow</b></p> <ul style="list-style-type: none"> <li>• What is Pharmacy Benefit Management (PBM)?</li> <li>• Key stakeholders in the PBM ecosystem</li> <li>• End-to-end PBM workflow</li> <li>• Formularies, prior authorisation and utilisation review</li> <li>• How PBM influences prescribing behaviour</li> </ul>
12:00 PM – 1:00 PM	Lunch Break
1:00 PM – 2:00 PM	<p><b>The Value of PBM Analytics</b></p> <ul style="list-style-type: none"> <li>• Monitoring prescribing behaviour through data</li> <li>• Identifying cost drivers and prescribing outliers</li> <li>• Tangible financial benefits</li> <li>• Intangible benefits: governance credibility and sustainability</li> <li>• Enforcing rational prescribing through data transparency</li> </ul>

## PROGRAMME DETAILS

Time	Details
2:00 PM – 3:00 PM	<p><b>Containment Strategies Beyond PBM</b></p> <ul style="list-style-type: none"> <li>• Complementary cost-containment mechanisms</li> <li>• Value-based and outcome-driven approaches</li> <li>• Preventive care and chronic disease management alignment</li> <li>• Balancing access, cost and quality</li> <li>• Moving towards a sustainable healthcare model</li> </ul>
3:00 PM – 3:15 PM	Afternoon Break
3:15 PM – 4:00 PM	<p><b>Implementing PBM Successfully: From Strategy to Execution</b></p> <p>This session focuses on practical rollout considerations.</p> <ul style="list-style-type: none"> <li>• Common implementation challenges</li> <li>• Managing provider and employee perception</li> <li>• Stakeholder alignment across HR, insurers and TPAs</li> <li>• Phased implementation approach</li> <li>• Communication strategies to position PBM as quality improvement</li> <li>• Key performance indicators and measuring ROI</li> </ul>
4:00 PM – 4:15 PM	<p><b>Recap &amp; Strategic Takeaways</b></p> <ul style="list-style-type: none"> <li>• Key insights from the day</li> <li>• Linking behaviour, analytics and sustainability</li> <li>• Practical action framework for organisations</li> <li>• Immediate next steps</li> </ul>
4:15 PM – 5:00 PM	<p><b>Open Q&amp;A and Strategic Discussion</b></p> <p>A facilitated discussion addressing implementation realities, market challenges and participant case scenarios.</p>

## TARGET AUDIENCE

This programme is designed for:

- Insurance and Takaful operators
- Corporate HR & Employee Benefits Managers
- Finance and Procurement Leaders
- Third Party Administrators (TPAs)
- Healthcare Administrators
- Employee Benefits Consultants
- Strategy and Operations Leaders

## REGISTRATION DETAILS

To register, please log in to <https://aii4u.org/ilms/>

**Note:**

*Fee is inclusive of 8% SST*

	Aii Member	Non - Member
<b>Special Fee</b> <i>(Registration Closing Date: 17 April 2026)</i>	RM 600	RM 760
<b>Group of 3</b> <i>(Registration Closing Date: 04 May 2026)</i>	RM 700	RM860
<b>Normal Fee</b> <i>(Registration Closing Date: 04 May 2026)</i>	RM 800	RM 960



## ABOUT THE TRAINER



### **Chew Hock Teong, Denzel**

*Aii Facilitator*

Denzel Chew is a dynamic trainer, coach, and speaker with over 25 years of experience delivering workshops, coaching, and business presentations across Malaysia, China, Singapore, Indonesia, Thailand, Brunei, and Vietnam.

Renowned for his ability to engage diverse audiences—from CEOs and corporate leaders to sales teams, executives, and technical staff—he works closely with senior management to enhance performance, boost productivity, and drive profitability, often through organisational diagnostics and the development of key performance indicators.

Fluent in English, Mandarin, and Bahasa Malaysia, his interactive, energetic style blends professionalism with humour, creating impactful learning experiences. A Certified RPL Assessor (2014) and Certified Master Performance Coach (2018), Denzel has been engaged by major corporations, including a foreign bank in Malaysia, to deliver intensive coaching for peak sales performance and management effectiveness, leveraging his cross-cultural expertise and deep passion for helping individuals and organizations achieve lasting growth and success.

## ABOUT THE TRAINER



**Dr. Amar Mahmood**

*General Manager,  
MedImpact International HK Limited*

Amar Mahmood, MD, PhD, serves as the General Manager of MedImpact International HK Limited, the international arm of MedImpact Healthcare Systems Inc. (San Diego, California, USA).

Based in Bahrain, and through his role at MedImpact International, Amar strives to create regional and international awareness about its dedicated and time-tested Pharmacy Benefit Management (PBM) services.

He is a medical doctor with a Doctoral degree in Bioengineering from the University of Strathclyde (Glasgow, UK). He previously worked in Germany developing cardiovascular prosthetics, later joining the scientific development and marketing teams at Bayer Inc. (Toronto, Canada).

For nine years, and prior to joining MedImpact International in 2017, Amar was the CEO at Gulf Electronic Management Systems (GEMS), a third-party administrator (TPA) that services medically insured members across Bahrain and Saudi Arabia.

Amar is passionate about controlling the escalating cost of healthcare and mitigating fraud, waste, and abuse.

## FUTURE SKILLS FRAMEWORK



20 Prime Skills  
11 Power Skills  
**Proficiency Level:**  
Novice

### Skills Developed by Attending this Programme

#### Prime Skills

Customer Experience Management	<ol style="list-style-type: none"> <li>1. Customer Experience Design</li> <li>2. Customer Profiling</li> <li>3. Customer Relationship Management</li> </ol>
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Digital and Data Integration	<ol style="list-style-type: none"> <li>4. Big Data Analytics</li> <li>5. Data Collection and Analytics</li> <li>6. Data Storytelling and Visualisation</li> </ol>
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Financial Products and Services	<ol style="list-style-type: none"> <li>7. Pricing Strategy</li> <li>8. Product Design and Development</li> </ol>
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Growth and Partnerships	<ol style="list-style-type: none"> <li>9. Business Planning and Needs Analysis</li> <li>10. Global Perspectives</li> <li>11. Market Profiling</li> <li>12. Partnership Management</li> <li>13. Scenario Planning and Analysis</li> </ol>
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Procurement Management	<ol style="list-style-type: none"> <li>14. Sustainable Procurement</li> </ol>
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Risk Management, Governance and Regulatory Compliance	<ol style="list-style-type: none"> <li>15. Internal Governance</li> <li>16. Monitoring and Surveillance</li> <li>17. Operational Risk Management</li> <li>18. Risk Governance</li> <li>19. Risk Management</li> <li>20. Sustainability Risk Management</li> </ol>
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#### Power Skills

Innovation and Delivery	1. Adaptability and Resiliency	5. Digital Fluency
	2. Business Acumen	6. Innovative Thinking
	3. Change Management	7. Learning Agility
	4. Critical Thinking	8. Problem-Solving

Social Intelligence	9. Collaboration
	10. Communication
	11. Influencing and Negotiating

Asian Institute of Insurance (Aii) courses have been granted the status of Approved Training Programme (ATP) under the Human Resources Development Act 1992. Based on Training Providers Circular No. 3/2021, PSMB has imposed a requirement that training providers need to register their training programme under the HRD Corp Claimable Course Scheme to offer training to the employers who are registered under the Human Resource Development Corporation (HRD Corp).

### 1. What is HRD Corp Claimable Courses?

HRD Corp Claimable Courses formerly known as SBL Khas is a scheme to assist registered employers, especially those with limited resources to train and upskill their employees in line with their operational and business requirements. Under this scheme, HRD Corp will pay the course fee (subjected to 4% service fee from 1st April 2021) directly to the training providers by deducting the amount from the employers' levy account. HRD Corp will also pay other claimable allowances to the employer.

### 2. How are Training Providers or Employers to submit for HRD Corp Claimable Courses?

Asian Institute of Insurance (Aii) will submit their Courses registration via the HRDC e-Tris system. Once course is approved as Claimable Course (previously known as SBL Khas course), the approved course will appear in the HRDC e-Tris system.

Employers will need to access the e-Tris system to select the course and submit to HRDC for grant approval. The total claimable amount is subject to the approval of each Employer individual grant application, Once HRDC approves Employer grant, the company must provide the approved grant code to Asian Institute of Insurance (Aii).

After the training is conducted, Employers are required to complete HRDC Attendance Reports eg. JD14 and submit necessary documents to ensure HRDC settlement of Asian Institute of Insurance (Aii) invoice.

Asian Institute of Insurance (Aii) will submit the invoice directly to HRDC with the approved grant code for each participant or Employer.

### 3. How to submit the grant application?

Please click on link for information on training grants application: <https://hrdcorp.gov.my/employer-guidelines/>

### 4. What are the supporting documents required?

Please click on link for information on training grants application: [https://hrdcorp.gov.my/wp-content/uploads/2022/07/HRD-Corp\\_SBL\\_Grant-Helper.pdf](https://hrdcorp.gov.my/wp-content/uploads/2022/07/HRD-Corp_SBL_Grant-Helper.pdf)

#### Important Notice:

- Effective 1st August 2019, training programmes must commence within six (6) months from the date of training grant applications are made and training claim submissions must be made not more than six (6) months from the date the training programmes are completed.
- Application must be submitted by employers before training date commencement.
- The company shall bear full responsibility for the programme fee balance if the HRDC claim is not approved or claimable for any reason.

For more information and updates on HRDC, please refer to its official webpage at [www.hrdcorp.gov.my](http://www.hrdcorp.gov.my). Should you have any problem in accessing your e-Tris account, kindly forward the issue to HRDC IT Help Desk at [ithelpdesk@hrdcorp.gov.my](mailto:ithelpdesk@hrdcorp.gov.my)

#### Application Process:





# REGISTER NOW



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