

Life Sciences Pricing & Contracting USA

Where Medicaid, Commercial & Government Teams Collaborate
to Drive a Comprehensive Market Strategy

HYBRID EVENT

May 19-21, 2025

Philadelphia Marriott Downtown | Philadelphia, PA

Renowned Conference Chairs:



Felecia Manning,
Senior Director,
Pricing & Government Programs,
United Therapeutics



Lilian Buch,
Senior Director,
Market Access,
Glaukos

Experience the Power of Convergence – Uniting **Medicaid & Government Pricing,**
Drug Pricing Transparency and **Commercial Pricing & Contracts** into One Exceptional Event!

LETTER FROM THE CONFERENCE ORGANIZER:

Dear Delegates,

We are delighted to welcome you to the 3rd Annual Pricing & Contracting USA, taking place May 19-21 at the Philadelphia Marriott Downtown. Our program features six intensive workshops and five specialized tracks, spanning Medicaid and government pricing, commercial contracting, chargebacks, rebates, 340B developments, state transparency and operational excellence. Through hands-on sessions and strategic discussions, we unite the formerly separate Medicaid & Government Pricing Congress, Drug Pricing Transparency Congress and Commercial Contracts & Chargebacks Summit.

We're proud to showcase an exceptional speaker lineup including leaders from Alkermes, AstraZeneca, Atrium Health, Celltrion, Chiesi USA, Inc., CSL Behring, CSL Vifor Pharma, Exelixis, Federal Trade Commission, Gainwell Technologies, Gilead, Illinois Medicaid Drug Rebate Unit, Health and Family Services, Maryland Prescription Drug Affordability Board, McKesson, Novo Nordisk, Pfizer, PhRMA, Regeneron Pharmaceuticals, Sanofi, Zambon USA Ltd. and more! These industry voices will be joined by experts from government agencies alongside leading consultancies, vendors and law firms, creating an unparalleled opportunity for cross-industry dialogue and knowledge sharing.

We look forward to seeing you in Philadelphia.
Kind Regards,



Katelyn Reichheld
Senior Conference Producer



informa connect

Life Sciences Pricing & Contracting USA

HYBRID EVENT

ALL ACCESS EXPERIENCE

May 19-21 2025
Philadelphia Marriott Downtown
Philadelphia, PA



- ▲ 6 Workshops, 5 Tracks
- ▲ Wholesaler/Manufacturer Team-to-Team Meet-and-Greets
- ▲ Multiple Keynotes and Plenaries
- ▲ The Fireside Chat with External Counsel
- ▲ Speed Networking
- ▲ AI Lunch and Learn
- ▲ Medicaid Working Group Report
- ▲ Closed Door Executive Strategy Summit and Luncheon
- ▲ 80 Minute Industry Strategy Working Group
- ▲ Plus! Everything included in the Virtual Experience

VIRTUAL EXPERIENCE

ConnectMe Virtual Platform

- ▲ Live streaming of general sessions + a track each day (Look for the  icon!)*
- ▲ Full Access to the ConnectMe Virtual Platform
- ▲ Recorded and PDF Presentations* From the In-Person Event, Available for 12 Months on our Streamly Digital Platform – One Whole Year of Conference Content!
- ▲ Interactive Attendee Networking with Video Chat, Instant Messaging and Meeting Request Functionalities



*pending speaker permissions

SPEAKER FACULTY INCLUDES:

Rick Arce, Market Access, **Zambon USA Ltd.**

Fern Paul-Aviles, Pharm.D., Ms, Bcps, Former Assistant Vice President, Pharmacy at a Covered Entity

Andrew Brownlee, Director, **BRG**

Amanda Bounds, Senior Director, Contract Administration, **McKesson Corporation**

Kate Brinkley-Talley, Former Senior Director, U.S. Legal (Market Access)

AJ Brunovsky, Senior Manager, Government Accountability, **Novo Nordisk**

Kaelyn Buck, Senior Director, Government Pricing & Contract Operations, **Regeneron Pharmaceuticals**

Lilian Buch, Senior Director, Market Access, **Glaukos**

Edward Burley, Deputy Regional Inspector General, **Office of Inspector General**

Marijo Bustos, Head of Government Pricing and Reimbursement, **UCB Inc**

Joe Cabe, Partner, **Northridge Insight**

Cynthia Cerneka, Managing Director, Government Pricing, **Helio**

Partha Chatterjee, Partner, **Akara Group**

Chris Cobourn, Managing Director, Government Pricing Practice Lead, **Helio**

Kenny Cole, Pharm.D., Sr. Director, Value Delivery, **Kalderos**

Quamesha Collier, Manager, Contract Administration (Chargebacks), **McKesson Corporation**

Michael Connelly, Vice President, Pricing & Contract Management, **Cencora**

Tykeisha Corbett, Drug Rebate Manager, Drug Rebate and Lockbox Services Unit, Office of Finance, **Maryland Department of Health**

Clarissa Crain, Managing Director, **Deloitte & Touche LLP**

Lila Cummings, Deputy Commissioner of Health Policy, **State of Colorado**

Meena Datta, Partner, **Sidley Austin**

Rosalind Davis, Head of Government Pricing and Market Access Operations, **CSL Vifor Pharma**

Michael Dinneen, Senior Director, Pricing & Contracting, **Pacira Biosciences**

Michelle Drozd, Executive Director and Head, U.S. Pricing Policy & Analytics, **Gilead**

Tanaz Dutia, Team Leader and Rapid Response Technical Expert, **Office of Inspector General**

Rodney Emerson, Vice President, Pricing & Contracts, **Sandoz**

Aheliya Etwaru, Manager, Business Advisory, **Vistex**

Tom Evigan, Principal, National Consulting Leader, Life Sciences, **RSM US LLP**

Leonard Fairfield, Director, Consulting, **Riparian**

Cathy Gilgore, MBA, Associate Principal, Manufacturer Refund Service, **Apexus**

David W. Gould, Chief Customer Officer, **EncompaaS**

Jason Hampton, Senior Director, Field and Patient Support Services, **BioMarin**

Josephine Hawkins, Associate Director, Medicaid, **AstraZeneca**

Maria Hay, Associate Director, **Harrow Inc.**

Matt Hinchey, Head of Pharma Solutions, **Evio Pharmacy Solutions**

Brandon P. Jaworski, Director, Formulary and Contract Compliance, **Teva**

Rayya Joyce, Pharm.D., MBA, Director, Value Delivery, **Kalderos**

Haris Kamal, Chief Revenue Officer, **Chronicle**

Gregg Kasten, Vice President of Products and Services, **ClassOne Insight**

Jennifer Katona, Partner, Client Services, **Woven Data**

Eric Kimelblatt, Head of Market Access, **Stallergenes Greer**

Kinneret Klein, Executive Director, Commercial Financial Planning & Analysis, **BioCryst**

Stephanie Kupski, Director, Pricing & Government Programs, **CSL Behring**

Michael Kurland, Vice President, Revenue Management & Compliance Solutions, **EVERSANA**

Jessica Larsen-Gallup, Director Pharmacy & Business Analytics, **Avera Health**

Miree Lee, M.S., MBA, Bio/Pharma Pricing Consultant, **M Lee Consulting, LLC**

Katy Felice Lees, MSBA, Director of 340B Policy and Business Strategy, **University of Rochester Medical Center**

Justin Linder, Drug Rebate Manager, Drug Rebate and Lockbox Services Unit, Office of Finance, **Riparian**

Patricia MacTaggart, MBA, MMA, CAHIMS, CPDHTS, CMPE, Program Director of Milken Institute School of Public Health, **The George Washington University**

Gavin Magaha, Pharm.D., MS, Senior Director, External Affairs and Policy, **Kalderos**

Felecia Manning, Senior Director, Pricing & Government Programs, **United Therapeutics**

Brian McCartney, Vice President, Strategic Innovation and Policy, **McKesson**

Sarah McClure, Vice President, Knowledge Management, **RLDatix Life Sciences**

Kevin Michols, Senior Director, Contract Development and Value, **Alkermes**

Jeff Miller, Vice President, Finance & Corporate Controller, **Lannett Company**

Lynetta Moore, Director, State Price Transparency Reporting, **IntegriChain**

Tess Morgan, MBA, Director, U.S. Program Integrity & Product Diversion, **Pfizer**

Amanda Nagrotsky, Vice President of Legal and Policy, **340B Health**

Tam Ngo, Head of Market Access, Value and Pricing, **Adaptimmune**

Tim Nugent, Managing Director, **Baker Tilly**

Matt Patel, Chief Operating Officer & Co-founder, **Malbek**

Lisa Pepper, Director, Chargebacks, **Cencora**

Michael Peters, Pharm.D., MBA, BCPS, 340B ACE, 340B Policy and Compliance Director, **Apexus**

Erica Petersohn, Business Advisor for Life Sciences, **Vistex**

Amie Piddington, CCEP, Compliance Specialist II, **Chiesi USA, Inc.**

James Powell, Life Sciences Industry Director, **RSM**

Dianne Ragoonath, Director, Market Access Operations, Sales Ops, **American Regent**

Rahul Rao, Former Deputy Director, Bureau of Competition, **Federal Trade Commission**

Erin Rivas, Associate Manager, **Riparian**

Kristina Roach, Customer Success Officer, **RevSavvy**

David Salazar, Associate Director of Contracts and Pricing, **UCB**

Lisa Scholz, Pharm.D., MBA, FACHE, Vice President, 340B Enterprise Strategy, Health System and Government Services, **Cencora**

Christopher Schott, Partner, **Latham & Watkins**

John Shakow, Partner, **King & Spalding LLP**

Matt Smith, Partner, **Northridge Insight**

Dr. Ala Stanford, Founder of **Black Doctors Consortium**, **Center for Health Equity**, and **R.E.A.L. Concierge Medicine**

James C. Stansel, Executive Vice President and General Counsel, **PhRMA**

Jerry Taglianetti, Vice President, Market Access, **Loopback Analytics**

Serpil Mutlu Tape, Manager, **EY**

Kris Thiruvillakkat, Senior Director - Global Evidence Market Access & Pricing, **CSL Behring**

Rich Toner, Division Chair, Reimbursement & Pricing, **Mayo Clinic**

Laura Topal, Senior Director, U.S. Strategic Pricing, **Pfizer Inc**

Stephanie Trunk, Partner, **ArentFox Schiff**

Katie Lapins Trujillo, Executive Director, **The Pricing Group LLC**

Trevor Wear, Partner, **Sidley Austin LLP**

Venkat Varanasi, Vice President Strategic Operations & RA, **Avyxa Pharma**

Chris Weiser, Senior Corporate Counsel, US Market Access Legal, **Sanofi**

Julia Williams, , Senior Manager, Contract Administration (MSH), **McKesson Corporation**

Annie Wong, Pharm.D., Senior Director, Pricing and Contracting, **Celltrion**

Andrew York, Pharm.D., J.D., Executive Director, **Maryland Prescription Drug Affordability Board**

Tracy Zheng, Senior Market Access, Operations Director, **Exelixis**

....And More to Come!

LOOKING FOR YOUR INDUSTRY FAVORITE EVENTS

Featured Content from Annual Events You Know and Love...

Medicaid & Government Pricing Congress

Drug Pricing Transparency Congress

Life Sciences Commercial Contracts & Chargebacks

These annual events you know and love are now part of Pricing & Contracting USA! Register for Pricing & Contracting USA and get access to all the content related to these critical topics areas and more! You'll benefit from all the expertise previously gained from attending these industry favorite events, but now with even more collaboration, education and networking! This cohesive opportunity brings together colleagues from all branches of the life sciences pricing and contracting arena — Make sure you and your team are part of it!

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Matt Hannon at +1-212-600-3408 or email matt.hannon@informa.com

DAY 1: MONDAY, MAY 19, 2025

8:00-9:00 AM

Breakfast, Coffee and Registration

9:00-10:30 AM

(Select one session per time slot)

WORKSHOP A:

Fundamentals of Government Contracting, Pricing and Reporting

► LIVE STREAM

Explore key provisions of contracting agreements, pricing frameworks and calculations for each topic area — including insights and instructions for generics.

9:15-9:30 AM ► LIVE STREAM

Introduction to Government Contracting, Pricing and Reporting — The “Why” Before the “How”

Miree Lee, MS, MBA,
Bio/Pharma Pricing Consultant,
M. Lee Consulting LLC

9:30-10:30 AM ► LIVE STREAM

Medicaid Drug Rebate Program — AMP, ASP, Best Price and URA

Miree Lee, MS, MBA,
Bio/Pharma Pricing Consultant,
M. Lee Consulting LLC

WORKSHOP B:

Fundamentals of Commercial Contracting & Chargebacks*

Overview of contracting process, types, purposes, and key considerations.

*Chargeback process is any negotiated contract on the market that a wholesaler is providing on behalf of the manufacturer — that can be commercial or governmental

9:00-9:45 AM

Overview of Contracting Process, Types, Purposes and Key Considerations

Deep dive into advanced topics related to your daily tasks and frustrations in your role:

- Breakdown of contract types and agreements
- Overview of contracting process and key stakeholders
- Basic pricing terminology and concepts (WAC, contract price, chargeback)
- Operational procedures for contract management
- Common chargeback errors

Rosalind Davis, Head of Government Pricing and Market Access Operations, CSL Vifor Pharma

Kate Brinkley-Talley, Former Senior Director, U.S. Legal (Market Access)

9:45-10:30 AM

Order-to-Cash Flow and Transaction Basics

- End-to-end transaction flow explanation
- WAC to chargeback to final net price walkthrough
- System validations and checkpoints
- Manual vs. automated processes across major distributors
- Contract price update checklist and validation points

Kristina Roach, Customer Success Officer, RevSavvy

Jeff Miller, Vice President, Finance & Corporate Controller, Lannett Company

WORKSHOP C:

Medicaid and GP Deep Dive

Advanced look at implementation, strategy and upcoming impact of industry activity.

9:00-9:45 AM

How the 3rd Wave of AI is Transforming Market Access, Contracting and Pricing Agreements in Life Sciences

- Improve contracting and amendment efficiencies across your market access and pricing agreements with latest technology and AI innovations
- Demystify how natural language interactions and “machine conversations” will transform pricing, market access, and commercial team contract collaboration across the contract lifecycle
- Explain practical applications of generative AI for contract authoring, mass amendments, price changes, product launches, and managing complex financial terms and rebate structures
- How to leverage specialized AI Agent ecosystems to perform commercial work

Matt Patel, Chief Operating Officer & Co-founder, Malbek

9:45-10:30 AM

Phases of Drug Approval Process

Overview covering clinical trial phases, FDA approval pathways (fast track, PDUFA), fees, and how commercial/pricing considerations influence drug development.

Susan Lee, Partner, Goodwin



ATTENDEE
ACCLAIM

“You don’t know what you don’t know until you attend! Attending this conference absolutely set me and my cross-functional team up to realize revenue savings, compliance and risk mitigation opportunities for our company, and to the benefit of patients who need our drug therapies at the same time. Money very well spent!”

“Once again, Informa Connect has brought together the leading experts to help companies understand and navigate the ever-changing landscape of drug price transparency laws. This conference is a must-attend event for drug pricing professionals.”



10:30-11:00 AM

Morning Networking Break

11:00-12:25 PM

(Select one session
per time slot)

WORKSHOP A:

Fundamentals of Government Contracting, Pricing and Reporting

► LIVE STREAM

(Continued)

11:00-11:45 AM ► LIVE STREAM

State Medicaid Rebates and Supplemental Rebates and How to Process

*Josephine Hawkins,
Associate Director, Medicaid,
AstraZeneca*

11:45 AM-12:25 PM ► LIVE STREAM

340B Drug Pricing Program

- Introduction to the 340B Drug Pricing Program
- Eligibility criteria and price calculation methodology
- Manufacturer roles, Responsibilities, and compliance obligations

*Serpil Mutlu Tepe, Ph.D., Manager, EY
Natasha Ganesh, JD, CHC Senior, EY
Ryan Mayta, Senior, EY*

WORKSHOP B:

Fundamentals of Commercial Contracting & Chargebacks*

(Continued)

11:00-11:45 AM

Membership and Eligibility Management

- GPO roster management fundamentals
- Tools and processes for eligibility verification
- Managing mixed-use accounts and classifications
- 340B eligibility basics and compliance considerations
- Best practices for maintaining clean membership data

*Aheliya Etwaru, Manager, Business Advisory, Vistex
Beth Stevens, Director, Contracts & Pricing, Tolmar*

11:45 AM-12:25 PM

Infrastructure and Implementation Essentials

- Setting up initial commercial infrastructure
- Basic wholesaler agreement components
- NDC setup through first commercial ship
- Key operational considerations for new products/companies
- Common pitfalls and how to avoid them

*Rosalind Davis, Head of Government Pricing and Market Access Operations, CSL Vifor Pharma
Rick Arce, Vice President, Market Access, Zambon USA Ltd.*

WORKSHOP C:

Medicaid and GP Deep Dive

(Continued)

11:00-11:45 AM

Class of Trade Analysis for Complex Distribution Models and Vertical Integration

Deep exploration of nuanced trade class determinations in gray areas and their cascading implications for government price reporting.

Marijo Bustos, Head of Government Pricing and Reimbursement, UCB Inc

11:45 AM-12:25 PM

What Health System Decision-Makers Need To Execute Efficiently On New Therapies

- Transformative therapeutics require extensive operational and financial planning as drugs move from “ancillary services” to central service lines
- Health system governance models evolving for drug selection in the therapeutic-centric era
- Need for concise data on volumes, site of care, length of stay, payer mix, and payment policies
- Reimbursement pressures and vertical integration of stakeholders forcing challenging negotiations and strategy discussions

Rich Toner, Division Chair, Reimbursement & Pricing, Mayo Clinic



ATTENDEE
ACCLAIM

“This conference starts the conversation. It is the caveat to meaningful collaboration amongst industry experts and the most applicable to my day to day functions in the contracts and pricing space as a pharmaceutical manufacturer.”

“Great content and an environment where you can learn from participants as well as the speakers.”



12:25-1:25 PM

Networking Luncheon

<p>1:25 PM-2:45 PM</p> <p>(Select one session per time slot)</p>	<p>WORKSHOP A: Fundamentals of Government Contracting, Pricing and Reporting</p> <p>▶ LIVE STREAM (Continued)</p>	<p>WORKSHOP D: SPTR & Drug Pricing Transparency Management</p>	<p>WORKSHOP E: Medicaid and GP Deep Dive – Part II</p> <p>(Continued)</p>	<p>WORKSHOP F: Wholesaler/Manufacturer Team-to-Team Meet-and-Greets</p>
	<p>1:25-2:05 PM ▶ LIVE STREAM</p> <p>History of the Medicaid Program</p> <p>Join this contextual session on the social and operational history of the program and watershed moments that crafted modern Medicaid operations.</p> <p><i>Josephine Hawkins, Associate Director, Medicaid, AstraZeneca</i></p> <p>2:05-2:45 PM ▶ LIVE STREAM</p> <p>Creating an Effective Pricing Committee</p> <p><i>Sarah McClure, Vice President, Knowledge Management, RLDatix Life Sciences</i></p>	<p>1:25-2:45 PM</p> <p>State Drug Price Transparency & Reporting – State-By-State Review of Legal Requirements and Operational Challenges</p> <p>Join us for this deep dive workshop into the ever-changing active and pending SPTR laws from the legal and operational perspectives.</p> <p><i>Gregg Kasten, Vice President of Products and Services, ClassOne Insight</i></p> <p><i>Trevor Wear, Partner, Sidley Austin</i></p>	<p>1:25-2:45 PM</p> <p>Industry Strategy Working Group</p> <p>Join your industry colleagues during this 80 minute, informal and interactive roundtable discussion on your greatest barriers and pain points to drive results back at your organization.</p> <ul style="list-style-type: none"> • Operationalizing the IRA and Part D redesign implications • SPTR and PDAB requirements • PBM vertical integration • Exponential 340B growth <p><i>Facilitators:</i> <i>Kaelyn Buck, Senior Director, Government Pricing & Contract Operations, Regeneron Pharmaceuticals</i></p> <p><i>James Powell, Life Sciences Industry Director, RSM</i></p>	<p>1:25-5:20 PM</p> <p>Who do you contact with questions for errors? Who do you contact when you need details on the process for filing this and that? Sign up your team to meet your wholesaler contacts. These exclusive 20-minute meet-and-greets are for connecting and learning the processes and needs for each stakeholder to work collaboratively together.</p> <p><i>Amanda Bounds, Senior Director, Contract Administration, McKesson Corporation</i></p> <p><i>Julia Williams, Senior Manager, Contract Administration (MSH), McKesson Corporation</i></p> <p><i>Quamesha Collier, Manager, Contract Administration (Chargebacks), McKesson Corporation</i></p> <p><i>Michael Connelly, Vice President, Pricing & Contract Management, Cencora</i></p> <p><i>Lisa Pepper, Director, Chargebacks, Cencora</i></p> <div data-bbox="1659 1055 1995 1201">  <p>Limited meeting times available, don't forget to sign up onsite at registration!</p> </div>
<p>2:45-3:15 PM</p>	<p>Afternoon Networking Break</p>			



ATTENDEE ACCLAIM

“The information and lectures related to 340B, IRA, and other items were applicable to my role and company.”

“Great opportunity to connect with industry experts and thought leaders.”

3:15-5:20 PM

(Select one session
per time slot)

WORKSHOP A:

Fundamentals of Government
Contracting, Pricing and Reporting

► **LIVE STREAM** (Continued)

3:15-4:00 PM ► **LIVE STREAM**

Medicare Part B

*Stephanie Kupski, Director, Pricing &
Government Programs, CSL Behring*

4:00-4:40 PM ► **LIVE STREAM**

Medicare Part D

*Chris Weiser, Senior Corporate Counsel,
U.S. Market Access Legal, Sanofi*

4:40-5:20 PM ► **LIVE STREAM**

Operationalizing the IRA 101

*Erin Rivas, Associate Manager, Riparian
Leonard Fairfield, Director, Consulting,
Riparian*

WORKSHOP D:

SPTR & Drug Pricing
Transparency Management

(Continued)

3:15-4:00 PM

Building Your Transparency Command Center — Infrastructure for Success

- Design cross-functional workflows integrating legal, pricing, regulatory and finance to maintain clear accountability for state reporting obligations
- Create comprehensive tracking systems for managing registrations, fees, reports and contacts
- Develop standardized processes for trade secret justifications and supporting documentation

*Aheliya Etwaru, Manager, Business Advisory, Vistex
Erica Petersohn, Business Advisor for Life Sciences,
Vistex*

4:00-4:10 PM • transition break

4:10-4:50 PM

SPTR Live — Interactive Polling and Real-Time Industry Benchmarking

- Gain immediate industry benchmarking through live polling on critical drug price transparency reporting requirements, with facilitated discussion revealing how peers navigate a range of topics, including new drug submissions for new NDCs of existing products, state requirements to report prices outside the U.S., approaches to reporting data elements when the information is not maintained or available in the regular course, among other hot topics
- Transform collective experiences into actionable compliance strategies through collaborative analysis of regulator interactions, submission challenges, and emerging best practices that address your organization's most pressing transparency compliance concerns

*Brian Bohnenkamp, Partner, King & Spalding
Caitlyn Ozier, Counsel, King & Spalding*

4:50-5:20 PM

Please attend another track during this time

WORKSHOP E:

Medicaid and
GP Deep Dive

(Continued)

3:15-4:00 PM

Commercial & Government Contracting Nuances and Considerations (Brand and Generic)

- Identifying contracting goals and aligning to organizational goals
- Examine contracting components and mechanisms
- Establish and monitor relevant outcomes
- Ensure success through appropriate roles, communication and benchmarking

*Jennifer Katona, Partner, Client Services,
Woven Data*

*Michael Dinneen, Senior Director,
Pricing & Contracting, Pacira Biosciences*

4:00-4:40 PM

Solution Summit — 340B Double Payment, Utilization Expansion, and Medicare MFP Reconciliation

- Actions taken by drug manufacturers to address 340B double payment, utilization expansion, and the corresponding market responses

(See website for full session details)

*Mesfin Tegenu MS, R.Ph.,
CEO and Chairman, RxParadigm*

4:40-5:20 PM

Medicaid Working Group Report

Updates directly from the manufacturers, vendors and CMS folks working to improve the health ecosystem from all sides. This industry group is here to answer questions on what they do, how they do it and what they are currently working on.

*Moderator: Disha Gokani, Principal, Data
Management & Data Governance, Contract
& Revenue Management, IQVIA*

*Josephine Hawkins, Associate Director,
Medicaid, AstraZeneca*

*Antoine E. Nelson, Director, Pharmaceutical
Rebate Operations, Government
Healthcare Solutions, CONDUENT*

*Cathy Burton-Meza, Associate Director,
Government Rebates, Gilead Sciences*

*Tykeisha Corbett, Administrator II, Drug
Rebate and Lockbox Services Unit, Office of
Finance, Maryland Department of Health*

WORKSHOP F:

Wholesaler/Manufacturer
Team-to-Team Meet-and-Greet

(Continued)

1:25-5:20 PM (continued)

Who do you contact with questions for errors? Who do you contact when you need details on the process for filing this and that? Sign up your team to meet your wholesaler contacts. These exclusive 20-minute meet-and-greets are for connecting and learning the processes and needs for each stakeholder to work collaboratively together.

*Amanda Bounds, Senior Director,
Contract Administration,
McKesson Corporation*

*Julia Williams, Senior Manager, Contract
Administration (MSH),
McKesson Corporation*

*Quamesha Collier, Manager, Contract
Administration (Chargebacks), ,
McKesson Corporation*

*Michael Connelly, Vice President,
Pricing & Contract Management,
Cencora*

*Lisa Pepper, Director, Chargebacks,
Cencora*



5:20-6:20 PM

Opening Networking Reception — Join us for Speed Networking with your industry peers and colleagues to start your journey off with many new friends to carry you through the many learnings of the next two jam-packed days.

▲ DAY 2: TUESDAY, MAY 20, 2025

700-7:45 AM

Breakfast

7:45-8:00 AM

Informa Connect Welcome and Opening Remarks

► LIVE STREAM

Katelyn Reichheld, Senior Conference Producer, Informa Connect

Felecia Manning, Senior Director, Pricing & Government Programs, United Therapeutics

8:00-8:40 AM

Industry Convergence — Navigating Drug Pricing Dynamics and New Healthcare Ecosystem

► LIVE STREAM

- IRA implementation under new Administration and scenarios for drug pricing models
- How vertical integration changes historical business models across payers, providers, and pharma
- Impact of policy changes on drug development and commercialization decisions
- Balancing innovation with market access in evolving landscape
- Tariffs impact on branded vs. generic pharma

Patricia MacTaggart, MBA, MMA, CAHIMS, CPDHTS, CMPE, Program Director of Milken Institute School of Public Health, The George Washington University

Brian McCartney, Vice President, Strategic Innovation and Policy, McKesson

Kristie Gurley, Partner, Covington & Burling

8:40-9:20 AM

Beyond the Bottom Line: Aligning Pharmaceutical Pricing with the Urgency of Population Health

► LIVE STREAM

- Identifying pricing and access barriers that disproportionately impact underserved communities and how manufacturers can proactively address them through innovative contracting models
- Developing sustainable partnerships between pharmaceutical companies, community health organizations, and government agencies to ensure equitable medication access across diverse populations
- Measuring and demonstrating the business value of health equity initiatives through improved patient outcomes, enhanced market reach, and strengthened stakeholder relationships

Dr. Ala Stanford, Founder of Black Doctors Consortium, Center for Health Equity, R.E.A.L. Concierge Medicine; Author and Professor, University of Pennsylvania

9:20-10:00 AM

PBM at the Crossroads — Evolution, Regulation and Market Dynamics

► LIVE STREAM

- Analyze how FTC investigations, proposed rules and transparency initiatives are reshaping PBM business models and stakeholder relationships across the healthcare ecosystem
- Understand the transformation from traditional cost management to today's integrated marketplace through unique insights from executives with both PBM and manufacturer experience
- Explore how both PBMs/MBMs and Manufacturers can operationalize rebates and revenue optimization while navigating contractual, financial, and operational hurdles

Rahul Rao, Former Deputy Director, Bureau of Competition, Federal Trade Commission

Annie Wong, Pharm.D., Senior Director, Pricing and Contracting, Celltrion

Brandon P. Jaworski, Director, Formulary and Contract Compliance, Teva

10:00-10:40 AM

Systemic Challenges for Manufacturers Under 340B and IRA

► LIVE STREAM

- Exploring data transparency initiatives between manufacturers and covered entities
- Building effective partnerships between stakeholders to prevent duplicate discounts
- Balancing program sustainability with expanding access

Andrew Brownlee, Director, BRG

Christopher Schott, Partner, Latham & Watkins

10:40-11:20 AM

Morning Networking Break

Media
Partners:

BIG4BIO
DRUGS DEVICES DIAGNOSTICS DIGITAL

**CORPORATE
COMPLIANCE
INSIGHTS**

**DRUG CHANNELS
INSTITUTE**

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NAVLIN DAILY

**PHARMACEUTICAL
COMMERCE**

**Pharmaceutical
Executive**

RADICAL COMPLIANCE
SHAPING THE FUTURE OF COMPLIANCE, RISK AND REG.

11:20 AM-12:00 PM	Cross-Functional Excellence — Breaking Down Silos in Pricing & Contracting <div>▶ LIVE STREAM</div> <ul style="list-style-type: none"> Aligning pricing strategy with contracting execution across the organization Integrating market access planning with government program requirements Coordinating finance, legal and operations for effective decision-making Building communication frameworks between commercial and government teams <p><i>Kevin Michols, Senior Director, Contract Development and Value, Alkermes</i> <i>Funso Olufade, Head of Finance & Controlling, U.S., Averitas Pharma</i> <i>Kinneret Klein, Executive Director, Commercial Financial Planning & Analysis, BioCryst</i> <i>Meena Datta, Partner, Sidley Austin</i></p>		
12:00-12:40 PM	Beyond 340B — Addressing Program Overlap and the Growing Risk of Revenue Leakage <div>▶ LIVE STREAM</div> <ul style="list-style-type: none"> Explore how overlapping programs like 340B, MDRP, and MFP are driving revenue leakage and compliance risk Uncover the impact of fragmented systems that lead to duplicate discounts and operational misalignment Gain insights from new research and real-world data to inform better revenue management strategies <p><i>Rayya Joyce, Pharm.D., MBA, Director, Value Delivery, Kalderos</i> <i>Kenny Cole, Pharm.D., Sr. Director, Value Delivery, Kalderos</i></p>		
12:40-1:40 PM	Networking Luncheon		
1:40-2:20 PM (Select one session)	TRACK A: 340B Program Developments <div>▶ LIVE STREAM</div> 340B Integrity <div>▶ LIVE STREAM</div> <ul style="list-style-type: none"> Share leading practices in good-faith inquiries Understand the guidelines for manufacturer audits and the dispute resolution process Review results of recent HRSA audits of manufacturers and covered entities Describe the process for developing and implementing a successful corrective action plan (CAP) <p><i>Cathy Gilgore, MBA, Associate Principal, Manufacturer Refund Service, Apexus</i> <i>Katy Felice Lees, MSBA, Director of 340B Policy and Business Strategy, University of Rochester Medical Center</i> <i>Michael Peters, Pharm.D., MBA, BCPS, 340B ACE, 340B Policy and Compliance Director, Apexus</i> <i>Clarissa Crain, Managing Director, Deloitte & Touche LLP</i> <i>Tess Morgan, MBA, Director, U.S. Program Integrity & Product Diversion, Pfizer</i></p>	TRACK B: State Drug Price Transparency Expansion Explained Just the Updates — What's New in the State Price Transparency World? <ul style="list-style-type: none"> Navigate new reporting obligations in key states with detailed timeline and requirement analysis Implement automated validation systems to manage increasing data complexity across state programs Create sustainable processes to track evolving state requirements and upcoming legislation <p><i>AJ Brunovsky, Senior Manager, Government Accountability, Novo Nordisk</i> <i>Lynetta Moore, Director, State Price Transparency Reporting, IntegriChain</i></p>	TRACK C: Intentional Commercial Contracting, Chargebacks & Rebate Operations Quantitative, Qualitative Pricing and GTN Industry Practices <p>In this session, we will present quantitative observations of pricing and GTN practices, such as:</p> <ul style="list-style-type: none"> Average pre/post deal variance across multiple channels Number of scenarios performed for internal/external events (e.g., "what ifs") Most common data challenges Compare and contrast your business to industry practices Identify operational improvements and strengths Data driven industry observations <p><i>Partha Chatterjee, Partner, Akara Group</i> <i>Eric Kimelblatt, Head of Market Access, Stallergenes Greer</i></p>



ATTENDEE ACCLAIM

"I would recommend to a colleague or friend as Pricing & Contracting USA provides timely, relevant content delivered by knowledgeable and experienced professionals who have valuable perspectives that are worth listening to and engaging in dialogue with."

TRACK A: 340B Program Developments

► LIVE STREAM

2:20-3:00 PM

(Select one session)

340B Today — Hospital Insights on Access, Operations and Impact

► LIVE STREAM

- How hospitals qualify for the 340B program and collaborate with their communities to provide to low-income patients
- Identify current research on 340B hospitals' provision of care to low-income and underserved patient populations
- Operational realities: A candid look at hospital data management, compliance, and manufacturer partnerships
- Real patient impact stories and access challenges from a hospital executive lens

Fern Paul-Aviles, Pharm.D., MS, BCPS, Former Assistant Vice President, Pharmacy at a Covered Entity

Amanda Nagrotsky, Vice President of Legal and Policy, 340B Health

Jessica Larsen-Gallup, Director Pharmacy & Business Analytics, Avera Health

TRACK B: State Drug Price Transparency Expansion Explained

Inside the PDAB Perspective

- What factors do PDABs consider when evaluating drug value beyond cost? Explore how states assess clinical impact, patient outcomes, and market dynamics
- Walk through the complete process when a drug comes under PDAB review - from notification through assessment to decision-making
- Best practices for transparency and collaboration between manufacturers, PDABs and state agencies

Andrew York, Pharm.D., J.D., Executive Director, Maryland Prescription Drug Affordability Board

Lila Cummings, Deputy Commissioner of Health Policy, State of Colorado

TRACK C: Intentional Commercial Contracting, Chargebacks & Rebate Operations

GPO Management — Effectively Collaborating to Enhance Value and Curate Relationships

- Contract implementation lifecycle and information flow challenges
- GPO relationship management and value optimization
- Real-world troubleshooting from multiple stakeholder perspectives
- Current GPO performance-based models
- Supply chain resilience and market dynamics in GPO pricing strategies
- Interactive analysis of real-world scenarios with live problem-solving from multiple stakeholder perspectives

Tracy Zheng, Senior Market Access, Operations Director, Exelixis

Dianne Ragoonath, Director, Market Access Operations, Sales Ops, American Regent

Stacey Neumann, Director of Corporate Accounts, Cencora Specialty GPOs

Venkat Varanasi, Vice President Strategic Operations & RA, Avyxa Pharma

3:00-3:40 PM

(Select one session)

340B Program Evolution — Policy Updates and Legal Developments

► LIVE STREAM

- Analysis of rebate model shift and HRSA's response: Implications for the broader industry and potential program changes
- State actions affecting contract pharmacy restrictions and program implementation
- Updates on Supreme Court deliberations and pending litigation affecting the 340B landscape

Michael Kurland, Vice President, Revenue Management & Compliance Solutions, EVERSANA

Dr. Gavin Magaha, Pharm.D., MS, Senior Director, External Affairs and Policy, Kalderos

Acquisition Impact on State Reporting Obligations

- Navigate historical data requirements and reporting obligations in M&A scenarios
- Manage state agency relationships during ownership transitions
- Create processes for combining disparate reporting systems post-merger
- Implement verification protocols for historical data accuracy

Laura Topal, Senior Director, U.S. Strategic Pricing, Pfizer Inc

Complex Membership Architecture: Advanced Data Management for PE Groups and Multi-Entity Networks

- Private equity group challenges and M&A impact
- Multi-layer ownership structure validation protocols
- Cross-system data integration for complex partner networks
- Advanced audit trail protocols
- Exception handling for non-standard scenarios

Maria Hay, Associate Director, Harrow Inc.

Joe Cabe, Partner, Northridge Insight

Matt Smith, Partner, Northridge Insight



ATTENDEE ACCLAIM

“The content is well delivered, it could benefit colleagues who need a course on the intricacies of state transparency.”

“It was a very informative event that provided both a great refresher and deep dive into government pricing.”

3:40-4:10 PM	Afternoon Networking Break		
	TRACK A: 340B Program Developments ▶ LIVE STREAM	TRACK B: State Drug Price Transparency Expansion Explained	TRACK C: Intentional Commercial Contracting, Chargebacks & Rebate Operations
4:10-4:50 PM (Select one session)	340B Transformation — Open Forum for Collaborative Solutions ▶ LIVE STREAM <p>This interactive open forum invites active participation from all 340B stakeholders. The moderator will guide the discussion, ensuring balanced representation of diverse perspectives. Attendees will share experiences, pain points and proposed solutions to foster collaborative dialogue and drive positive transformation for the 340B program. By convening this collaborative forum, the session aims to build bridges, uncover innovative ideas and equip attendees with the knowledge and tools to navigate the evolving 340B landscape.</p> <p><i>Lisa Clayton, Senior Director Government Price Reporting, The Pricing Group, LLC</i></p> <p><i>Lisa Scholz, Pharm.D., MBA, FACHE, Vice President, 340B Enterprise Strategy, Health System and Government Services, Cencora 0</i></p>	Case Study — Product Price Increase SPTR Practical Walkthrough <p>Interactive end-to-end walkthrough of hypothetical enforcement, appeal, and settlement scenarios:</p> <ul style="list-style-type: none"> • Understand the intricacies of state-level enforcement approaches and how they impact defense and mitigation strategies • Walk through real-world scenarios and the legal, regulatory, and practical considerations throughout the reporting and enforcement process <p><i>Sophia Gaulkin, Food & Drug Law Associate, Hyman, Phelps & McNamara</i></p>	Chargebacks in 2030 with Stablecoin — Come See the Future! <p>It's 2030. EDI is a relic of the past. Email with rosters? Ancient history. In this new world, every contract lives on a secure and compliant blockchain where real-time information flows seamlessly between trading partners:</p> <ul style="list-style-type: none"> • Disputes? Instantly resolved by automated business rules • Payments? No delays, no discrepancies — Just instant, transparent transactions via stablecoin • But how did we get here and what steps can we take today to prepare for this inevitable shift? • Join us for a glimpse into the future of chargebacks — A future where technology redefines how we do business in healthcare <p><i>Haris Kamal, Chief Revenue Officer, Mediledger powered by Chronicled</i></p>
4:50-5:30 PM (Select one session)	ADAP Programs in 340B — Beyond Standard Operations ▶ LIVE STREAM <ul style="list-style-type: none"> • Understand how AIDS Drug Assistance Programs operate differently from typical 340B covered entities, focusing on unique rebate structures versus traditional chargeback models • Navigate the specific requirements for manufacturers engaging with ADAP programs, including contract management, rebate processing, and program compliance • Learn best practices for managing ADAP relationships, from initial program setup through ongoing operations and reporting requirements <p><i>Cathy Burton-Meza, Associate Director, Government Rebates, Gilead Sciences</i></p>	Cell and Gene Therapies (CGT) Market Access State of Affairs <ul style="list-style-type: none"> • What ancillary evidence is beneficial to establish favorable CGT coverage policy beyond the clinical trial? • What is the current state of outcomes-based agreements for CGT, going beyond CGT Access Model? • What are the market access (i.e. pricing and coverage) related operational challenges for the hospital when administering CGT, inpatient and outpatient? • How can the manufacturer assist in resolving these challenges? <p><i>Moderator: Jason Hampton, Senior Director, Field and Patient Support Services, BioMarin</i></p> <p><i>Kris Thiruvillakkat, Senior Director – Global Evidence Market Access & Pricing, CSL Behring</i></p> <p><i>Tam Ngo, Head of Market Access, Value and Pricing, Adaptimmune</i></p>	Federal Contract Management — VA, DOD and Advanced Government Contracting Opportunities <ul style="list-style-type: none"> • VA, DOD and voluntary federal agreement opportunities • SAM.gov management and solicitation response strategies • Federal contract relationship management • Coordination between commercial and government contracts <p><i>Tim Nugent, Managing Director, Baker Tilly</i></p>
5:30-6:30 PM	Close of Day Two / Networking Reception		

▲ DAY 3: WEDNESDAY, MAY 21, 2025

7:30-8:00 AM Breakfast

8:00-8:15 AM	Conference Producer & Chair Remarks ▶ LIVE STREAM <i>Lilian Buch, Senior Director, Market Access, Glaukos</i>	
8:15-8:55 AM	Leveraging Patient Journey Data to Set Optimal Price and Contracting Strategies ▶ LIVE STREAM <ul style="list-style-type: none"> Identifying patient population size more accurately Understanding the payer mix beyond claims data Aligning sales targeting and tailored marketing messaging to IDN HCPs Opening alternative channel access strategies and partnerships with vendors <i>Moderator: Jerry Taglianetti, Vice President, Market Access, Loopback Analytics</i> <i>Panelists: Joshua Weber, System Director, Specialty & Home Delivery Pharmacy Services, UVA Health-Pharmacy</i> <i>Neda Hanson, Director Of Payor Operations, Loopback Analytics</i> <i>Jill Dura, National Account Director, Pfizer</i>	
8:55-9:35 AM	HHS Drug Pricing Regulatory Agenda (Proposed —Ten Recommended Policy Initiatives for CMS and HRSA) ▶ LIVE STREAM Join John Shakow as he completely oversteps his authority and recommends changes to 340B, MDRP, and IRA policy that HHS should make in 2025. Equal time will neither be given nor offered to opposing views. <i>John Shakow, Partner, King & Spalding LLP</i>	
9:35-10:30 AM	Fireside Chat: External Counsel Roundtable ▶ LIVE STREAM <ul style="list-style-type: none"> IRA Final Rule timeline and implementation status 340B examined and alternative rebate model Chevron insights Post-election modeling Medicaid Final Rule implementation <i>Moderator: Tom Evegan, Principal, National Consulting Leader, Life Sciences, RSM US LLP</i> <i>Panelists: Margaux Hall, Partner, Ropes & Gray</i> <i>Alice Valder Curran, Partner, Hogan Lovells</i> <i>Trevor Wear, Partner, Sidley Austin</i> <i>Stephanie Trunk, Partner, ArentFox Schiff</i>	
10:30-11:00 AM	Morning Networking Break	
11:00-11:40 AM	TRACK D: Contracts, Chargebacks & Rebates ▶ LIVE STREAM Innovative Direct Purchase Models and Contracting Structures in Health Plans ▶ LIVE STREAM <ul style="list-style-type: none"> Hear from the customer — What factors health plans consider when evaluating contract opportunities The biggest hurdles health plans face with current contracting models How health plans are working with partners to develop new contracting strategies and new structures being brought to market <i>Matt Hinchey, Head of Pharma Solutions, Evio Pharmacy Solutions</i> <i>Greg Gambescia, Director of Specialty Pharmacy, Independence Blue Cross</i>	TRACK E: GP Policy & 340B GP Compliance Case Study Manufacturers increasingly seek comprehensive assessments of their GP Compliance Programs. Rather than traditional evaluations, we've developed a collaborative "GP Enhancement Project" approach. This iterative process involves deep-diving into documentation, methodology, and calculations while working alongside manufacturers to implement improvements in real-time. Learn how this partnership model helps companies build sustainable GP Compliance Programs with confidence. <i>Chris Cobourn, Managing Director, Government Pricing Practice Lead, Helio</i> <i>Cynthia Cerneka, Managing Director, Government Pricing, Helio</i> <i>John Shakow, Partner, King & Spalding LLP</i>

<p>11:40 AM-12:20 PM</p> <p>(Select one session)</p>	<p>How AI Increases Transparency of Data ▶ LIVE STREAM</p> <ul style="list-style-type: none"> • How to “democratize data” by putting contract insights in users’ hands—without complex tools or analytics expertise • How to ensure chatbot and GenAI success with AI-ready data sources • The key technologies that make AI-driven rebate contract automation possible <p><i>David Salazar, Associate Director of Contracts and Pricing, UCB</i> <i>David W. Gould, Chief Customer Officer, EncompaaS</i></p>	<p>Navigating the Brand-Generic Divide — Advanced Market Access Strategies for Biosimilars and Generics in 2025</p> <ul style="list-style-type: none"> • Master evolving competitive dynamics between originators, biosimilars, and generics — Examining real-world pricing strategies, PBM pressures, and channel optimization approaches across product types • Balance profitability amid complex government program requirements, wholesaler fee structures, and membership validation challenges unique to biosimilar and generic business models • Optimize operational execution across distribution channels while managing intricate chargeback processes and contract pharmacy relationships in an increasingly competitive landscape • Analyze how IRA implementation, Medicare Part D redesign, and emerging PBM policies are reshaping market access opportunities and contracting approaches for non-brand manufacturers • Future-proof your strategy by understanding shifting payor dynamics, regulatory requirements, and market entrant impacts on biosimilar and generic positioning <p><i>Rodney Emerson, Vice President, Pricing & Contracts, Sandoz</i></p>
<p>12:20-1:20 PM</p>	<p>Afternoon Networking Luncheon</p>	<p>Closed Door Executive Strategy Summit and Luncheon*</p> <p>Join fellow senior leaders for an elevated lunch experience where you’ll engage in facilitator-guided conversations on mission-critical topics impacting pharmaceutical manufacturers in 2025, including IRA implementation impacts, evolving PBM dynamics, state-level policy shifts and strategic GTN management. This closed-door session provides a confidential environment for authentic dialogue and solution sharing.</p> <p><i>*Invitation-only gathering limited to 35 participants</i> <i>Moderator: Rosalind Davis, Head of Government Pricing and Market Access Operations, CSL Vifor Pharma</i></p>
<p>1:20-2:00 PM</p>	<p>PhRMA Update on Key Regulatory and Legal Developments ▶ LIVE STREAM</p> <ul style="list-style-type: none"> • Important developments in IRA implementation and litigation • Update on 340B litigation and administrative actions on duplicate discounts and diversion • Discussion of government efforts to rein in PBM abuses <p><i>James C. Stansel, Executive Vice President and General Counsel, PhRMA</i></p>	
<p>2:00-2:40 PM</p>	<p>OIG Update on Compliance and Oversight Activities ▶ LIVE STREAM</p> <ul style="list-style-type: none"> • Perspective on the OIG’s oversight role amidst evolving drug pricing and contracting practices <p><i>Tanaz Dutia, Team Leader and Rapid Response Technical Expert, Office of Inspector General</i> <i>Edward Burley, Deputy Regional Inspector General, Office of Inspector General</i></p>	
<p>2:40PM</p>	<p>End of Conference — See You in 2026!</p>	

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Program
Development:



Katelyn Reichheld
katelyn.reichheld@
informa.com
1-212-600-3424

Sponsorship &
Exhibits:



Matt Hannon
matt.hannon@
informa.com
1-212-600-3408

Registration
& Teams:



George Barber
george.barber@
informa.com
1-212-951-6765

Registration
& Teams:



Elizabeth Weinman
elizabeth.weinman@
informa.com
1-212-600-3409

Registration
& Teams:



Sean Connolly
Sean.Connolly@
informa.com
1-646-927-1304

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[informaconnect.com/
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EMAIL

george.barber@informa.com
elizabeth.weinman@informa.com
sean.connolly@informa.com