

Pharma/Biotech GTN Summit

**EARN CPE
CREDITS!***

Pending Approval.

VIRTUAL EVENT:

November 17-19, 2021

**DELIVER MORE EFFECTIVE FORECASTS, ENHANCED VISIBILITY, PROFITABILITY
AND CONTROL THROUGH BEST PRACTICES FOR GROSS-TO-NET MANAGEMENT**

Hot Topics in 2021

- Accuracy in pipeline accruals
- Medicaid and Managed Care models for GTN
- 340B program intricacies and policy updates
- Medicare Coverage Gap
- Platforms and solutions for GTN excellence
- Predicting product returns
- New product launch planning

Featuring the RAC Group

In collaboration with the Revenue Analytics Collaborative, we are pleased to offer an in-depth and interactive hot topic session for industry-only participants to share, collaborate and benchmark on shared challenges.

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#GTN2021 • [INFORMACONNECT.COM/GTN](https://informaconnect.com/gtn)

ABOUT THE SUMMIT

Gross-to-Net management does not have one right answer; it is very complex and is more of an art than a science. The goal is to be as accurate as possible. How do the various components of your business interact to optimize GTN, and what are the key technical questions that you need to know? This long-standing CPE-accredited event arms you with the strategies, practical models and key considerations for end-to-end GTN excellence.


Average attendance is 250-300 executives, comprised of large pharmaceutical companies, middle market life sciences companies and early-stage biotech organizations.

93% Rated the event as “Very Good” or “Excellent” in 2020

90% Attend to stay up to date with new trends and innovations

100% Found the event met their objectives to connect with existing suppliers and leaders

92% Consider attendance to the GTN Summit to be important to their job/role.



“I have been attending Informa CBI’s GTN Summit for well over a decade. I look forward to speaking and reconnecting with industry colleagues. Topics are always timely and informative, and while I may not be faced with an issue today, it is invaluable to know what to look and plan for in the future. If you are engaged in pharmaceutical GTN ecosystem, this is the one ‘do not miss’ event every year!”

– Executive Director of Customer Finance & Price Reporting, **Eisai**

Featured Thought-Leaders:

Brian Barbash, Partner, **Pharosity Consulting**

Mike Domanico, Vice President Finance, Revenue, **Sandoz**

Tom Gayer, Vice President, Financial Planning and Analysis, **Incyte**

James Gruber, Vice President, U.S. Controller, **Horizon Therapeutics**

Jennifer English, Executive Director, Customer Finance and Price Reporting, **Eisai**

Tom Evegan, Principal, Strategy and Management Consulting, **RSM**

Brittany Honeycutt, Director, Gross to Net – Managed Services, **Integrichain**

Kinneret Klein, Director, Financial Planning and Reporting, **Agile Therapeutics**

Mike McCarthy, Partner, **Pharosity Consulting**

Jeff Miller, Corporate Controller, **Lannett Pharmaceuticals**

Kevin Nee, Controller, **Collegium Pharmaceutical, Inc.**

Angelina Pigna, Senior Director, Advisory Services, **Integrichain**

Daniel Ryan, Director of Commercial Finance, **Karyopharm Therapeutics Inc**

Jennifer Sharpe, Executive Advisor in Life Sciences Revenue Analytics, **Integrichain**

Evan Smith, Solution Architect, **Twelve Consulting Group**

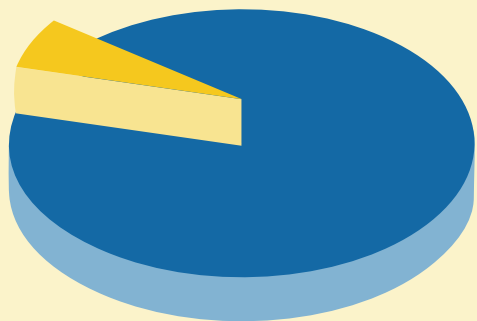
John Stitt, Executive Director of Payer Marketing, **Merck**

Paul Troiano, Senior Director of Financial Planning & Analysis, **Currax Pharmaceuticals LLC**

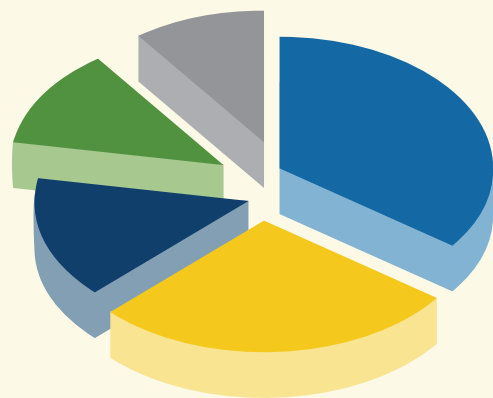
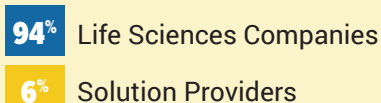
Joe Willadsen, Finance Director, Head Gross To Net, **GSK**

NEW IN 2021!

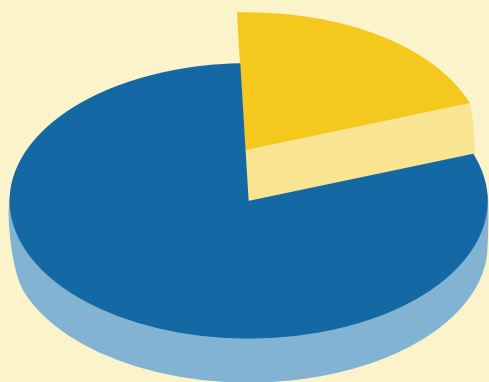
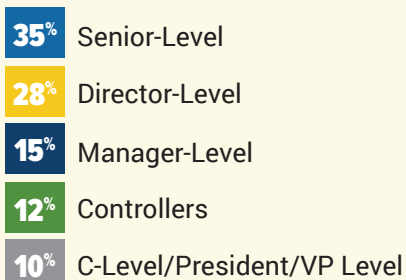
OUR ANNUAL AUDIENCE



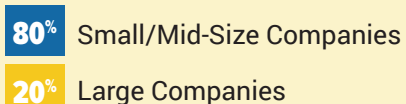
COMPANY COMPOSITION



PARTICIPANT PROFILE



OUR LIFE SCIENCE AUDIENCE



WHO ATTENDS?

Accounting **FINANCE** **CFOs**
Controllers **FP&A** Reporting
Contracts **PRICING** Managed Markets
Commercial Operations *And more!*

“The information was relevant and helpful.”

“Very informative with lots of insights!”

“The information shared was diverse and detailed and I found many of the topics discussed to be relevant.”

EVENT AGENDA

DAY ONE — NOVEMBER 17, 2021

**Please note all times are listed in EST*

1:00 Day One Chairperson's Opening Remarks

1:15 Best Practice Summit — A Comprehensive and Strategic Roadmap for Optimizing GTN Processes

This in-depth industry best practice summit is ideal anyone with responsibilities around gross-to-net and for companies that are pre-revenue or early-stage revenue. Attendees are invited to submit learning objectives in advance and a comprehensive GTN content guide is provided.

- High level overview of the GTN ecosystem, product distribution channels and cash/transaction flows
- Understanding the role of manufacturers, wholesale distributors, health plans, PBMs, retail and specialty pharmacies
- Government programs and statutory pricing requirements, including Managed Medicaid, Coverage Gap, Tricare, 340B, VA and PHS
- GTN and patient access considerations – The role of PAPs, coupons, copay offsets, rebates and discounts
- GTN line item review and financial statement overview for GTN
- Basic models and frameworks for GTN accruals
- Systems and technology to facilitate GTN
- Revenue leakage
- Pipeline reserve adjustment
- Fundamentals in the “Bottom Up Approach” and “Top Down Approach” for GTN Forecasting
- Understanding specialty pharma versus big wholesalers and the associated impacts

2:30 Stretch and Hydration Break – Please Visit the Virtual Exhibit Hall

3:00 REVENUE ANALYTICS COLLABORATIVE GROUP MEETING

Welcome Remarks — Jennifer Sharpe, Executive Advisor in Life Sciences Revenue Analytics, IntegriChain

Industry participants involved in Government, Commercial, GTN and Trade/Channel Members are invited to this knowledge-sharing session to benchmark and collaborate with industry peers on topics including:

- Pricing and Contracting
- Pre-Deal Analytics and Performance Monitoring
- Rebate and Chargeback Management and Adjudication
- Government Pricing Reporting and Analytics
- GTN Channel Forecasting and Scenario Modeling
- GTN Accrual and Balance Sheet Management, Reporting and Analytics
- Trade and Channel

Jennifer Sharpe, Executive Advisor in Life Sciences Revenue Analytics, IntegriChain

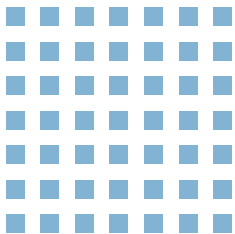
5:00 Opening Night Reception

DAY TWO — NOVEMBER 18, 2021

**Please note all times are listed in EST*

7:30	Enjoy Your Breakfast and Explore the Virtual Exhibit Hall
8:30	Welcome & Opening Remarks
8:45	Chairperson's Opening Address
9:15	<p>OPENING PANEL Leading in Finance — GTN and Strategic Finance in a Revolutionary Marketplace</p> <ul style="list-style-type: none"> • Leading during times of uncertainty and change • Strategic finance initiatives and reflection on GTN impacts • Top major reform initiatives and implications to product pricing, payer contracting and access • Channel stakeholder shifts and trends happening with distributors, PBMs, payers and pharmacies • Scenario planning to proactively manage GTN <p>Moderator: <i>Tom Evegán, Principal, Strategy and Management Consulting, RSM US LLP</i></p> <p>Panelists: <i>John Stitt, Executive Director of Payer Marketing, Merck</i> <i>Jennifer English, Executive Director, Customer Finance and Price Reporting, Eisai</i> <i>Joe Willadsen, Finance Director, Head Gross To Net, GSK</i></p>
10:00	<p>Changing Policy and Drug Pricing Proposals — Critical Update</p> <ul style="list-style-type: none"> • Current and trending policy proposals aimed at reducing prescription drug pricing • Realistic expectations from Congress related to the pharmaceutical industry in 2021-2022 • Inflation penalties and risk to industry <p><i>John Shakow, Partner, King & Spalding</i></p>
10:45	Stretch and Hydration Break — Please Visit the Virtual Exhibit Hall
11:15	<p>Product Pricing Pressures and Trends within the Payer Marketplace</p> <ul style="list-style-type: none"> • New state-level pricing and transparency laws • Consolidation pressures on the industry and impact on life science industry • Alternative contracting and value-based pricing models • State of play for coupons, co-pay programs and rebates • Evolving payer strategies, such as restrictions on access
12:00	Refuel Break — Please Visit the Virtual Exhibit Hall

1:00	Medicaid Accruals and Forecasting and 340B <ul style="list-style-type: none"> • Increased Medicaid rates and utilization due to COVID • Models to forecast Medicaid liability and accrual estimation • 340B trends and how to accurately forecast 340B exposure
2:00	Networking and Refreshment Break in the Exhibit Hall
2:30	AUDITOR'S ADDRESS Ensuring Audit Readiness and Optimal Governance of GTN Processes and Financial Reporting <ul style="list-style-type: none"> • Key business and financial controls to consider • Top issues and considerations related to GTN forecasting auditability (transparency, accuracy, efficiency, scalability, documentation) • Strategies to mitigate risk • Organizational structure and communication channels to support GTN • The role of pricing committees • Documentation do's/don'ts
3:15	Methodology Showcase and Platform-Centric Strategies for GTN Optimization <p>This session illustrates current methodologies and company approaches as they relate to prevailing GTN challenges. And, discover platform-centric strategies that are reshaping the landscape for end-to-end GTN success. Methodologies explored include:</p> <ul style="list-style-type: none"> • Returns • Pipeline • Medicaid • Coverage Gap <p><i>Brittany Honeycutt, Director, Gross to Net - Managed Services, Integrichain</i></p>



“Diverse perspective across multiple therapeutic areas and company sizes.”

Medicare, Part D Discount Rate and Impact on GTN

- Review of historical and current discount rate
- Changes in the contract and pricing landscape
- 2020-2021 experiences with CMS' Coverage Gap invoicing
- Business perspective on impacts of HHS, payer and federal government changes
- New and pressing challenges with Medicare Part D and Coverage Gap
- Establishing assumptions
- Forecast models for establishing accurate Coverage Gap rebate accruals
- Bonafide service fee rebates
- Payer agreements in 2021 and observations

Value-Based Contracting Agreements and GTN

- Review of agreements publicly disclosed to date
- Considerations from a GTN perspective
- Dealing with long lag time for rebate payouts
- Components that include risk-sharing elements and implications to GTN
- Disclosure best practices

Untangling the Complexities between Access Programs, Coverage Decisions and GTN

- Coupons and copay
- Accumulators, maximizers and impact on manufacturer copay programs
- Patient assistance programs
- GTN considerations for rare disease therapies and specialty products
- Demand sales forecasting for products with small patient populations
- Point-of-sale rebates and deductions
- Trend analysis and forecasting

Tom Evgan, Principal, Strategy and Management Consulting,
RSM US LLP

Visibility and Predictability for Inventory and Product Returns

- Inventory data and channel visibility – Capturing key utilization activity and GTN insights
- Ways to capture inventory balances from wholesaler down through the channel
- Calculations for utilization activity
- Key trends in product returns and GTN implications
- Trends due to Covid on returns from third-party return processing companies
- Calculation considerations for returns rates at the product, therapeutic area and portfolio level



“Good insights from industry as well as other partners.”

DAY THREE — NOVEMBER 19, 2021

*Please note all times are listed in EST

8:00 **Stretch and Hydration Break – Please Visit the Virtual Exhibit Hall**

Solution Summit Presented by: **KEYRUS**
naplan Partner

9:00 **MORNING KICK-OFF AND CEO FIRESIDE CHAT**

Corner Office Chat – GTN's Importance and Materiality into the Broader Business Equation

What you do is incredibly difficult. What you do matters, and is critical to overall organizational success. This Opening Chat gives a glimpse into the mind of a C-Suite executive and underscores the role of GTN accuracy and proficiency to the broader business.

- Learn how CEOs articulate the materiality of GTN to external stakeholders
- Hear visionary insights on future strategy, digitalization and transformation

Jennifer Sharpe, Executive Advisor in Life Sciences Revenue Analytics, IntegriChain

PICK YOUR PATH – CHOOSE A TRACK BASED ON YOUR ORGANIZATION'S SIZE AND MATURITY

9:30 **LARGE COMPANY TRACK**

Track Facilitator Opening Address and Live Poll Benchmarking

9:45 **Pearls of Wisdom for Organizational Alignment, Process Excellence and Transparency to Maximize GTN Accuracy and Efficiency**

- Policies for decision-making – Striking the delicate balance between driving revenue and facilitating product access
- Process design – Employing best-in-class practices across business processes
- Organizational structure and governance – Establishing a governance model across the organization for collaboration and accountability
- Technology/Data – Advancing accuracy and analytics with new technology and complete/accurate data sets

Panelists:

Tom Gayer, Vice President, Financial Planning and Analysis, Incyte

Joe Willadsen, Finance Director, GSK

Mike Domanico, Vice President Finance, Revenue, Sandoz (Novartis)

James Gruber, Vice President, U.S. Controller, Horizon Therapeutics

SMALL COMPANY TRACK

Track Facilitator Opening Address and Live Poll Benchmarking

New Launch Planning and GTN Readiness to Ensure Product Success

- Key areas to look at first for planning GTN accruals and GTN modeling approaches pre-launch
- Channel management considerations pre-launch
- Strategies for team collaboration and engaging the right stakeholders
- Best practices for future forecasting of GTN for product launches
- Post-launch accrual analysis and adjustments

Moderator:

Angelina Pigna, Senior Director, Advisory Services, IntegriChain

Panelists:

Daniel Ryan, Director of Commercial Finance, Karyopharm Therapeutics Inc

Chris Haro, Associate Director, U.S. Revenue Accounting, Gilead Sciences

Kevin Nee, Controller, Collegium Pharmaceutical, Inc.

Kinneret Klein, Director, Financial Planning and Reporting, Agile Therapeutics

10:30 **Stretch and Hydration Break – Please Visit the Virtual Exhibit Hall**

11:00 GTN Implementations – Best Practices, Purpose-Built Solutions and the Value of Automation

Evaluating the right automation options for gross-to-net brings with it a host of questions for any organization. What value can we expect to achieve? How and where can we expect to gain efficiencies? How can we improve accuracy? What project methodologies can mitigate our risks and ensure fulfillment of business needs? How can we keep change management in check? In this presentation, we'll provide answers to these questions and share perspective on the following topics along the way.

- Process and Methodology: Keeping what works, adding what's valuable
- Observed improvements driving efficiency and accuracy
- Pros and cons of various implementation methodologies
- Replacing the "Can it do...?" mindset with "It needs to do..."
- Key questions to ask in a technology assessment
- How data can simplify, or complicate, an implementation
- Establishing a self-sufficient organization

Brian Barbash, Partner, **Pharosity Consulting**

Mike McCarthy, Partner, **Pharosity Consulting**

Evan Smith, Solution Architect, **Twelve Consulting Group**

12:00 Refuel Break – Please Visit the Virtual Exhibit Hall

1:00 Real-World Examples and Scenario Round Tables

A series of 10 real-world examples of a GTN model or process are prepared for facilitated and interactive round tables. Attendees choose the example most pertinent to them, and a recap is provided at the conclusion.

- Table 1: Returns data for return reserve analysis
- Table 2: Managed care payments for 340b contracted pharmacies
- Table 3: Month end close and calculation of GTN
- Table 4: Duplicate discounts from Medicaid and 340B
- Table 5: Using a 3PL and data considerations/challenges
- Table 6: Bridge Programs and impact on GTN
- Table 7: Coverage Gap in Medicare Part D
- Table 8: White Bagging versus traditional Buy and Bill model
- Table 9: Reconciling Pipeline against Sales and Demand
- Table 10: Data for a new product launch and demand modeling

Table Facilitators Include:

Paul Troiano, Senior Director of Financial Planning & Analysis, **Currax Pharmaceuticals LLC**

Jeff Miller, Corporate Controller, **Lannett Pharmaceuticals**

2:00 Close of Conference

FEATURED VIRTUAL SESSION

NOVEMBER 22, 2021 • 11:00-11:45AM EST

Optimizing Gross-to-Net Processes with Connected Intelligence

Over the years, IQVIA has partnered with clients to identify and respond to the industry's growing margin pressures. Today, the complex web of gross-to-net is opaque and often difficult to measure, yet pharmaceutical manufacturers can bring transparency and clarity with strategic data use. This session focus, particularly, on the challenges and solutions for:

- New approaches to data enrichment
 - > driving new validations
 - > untangling gross-to-net factors

Shiraz Hasan, Senior Principal, US Market Access, **IQVIA**

John Lewis, Senior Director, Product & Strategy, **IQVIA**

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IntegriChain is Life Sciences' data and application backbone for patient access and therapy commercialization. More than 250 manufacturers rely on IntegriChain's ICyte Platform to orchestrate commercial and government payer contracting, patient services, and distribution channels. ICyte is the first and only platform that unites the financial, operational, and commercial data sets required to support therapy access in the era of specialty and precision medicine. With ICyte, Life Sciences innovators are digitalizing labor-intensive processes – freeing up their best talent to identify and resolve coverage and availability hurdles and to manage pricing and forecasting complexity. IntegriChain is backed by Accel-KKR, a leading Silicon Valley technology private equity firm. The company is headquartered in Philadelphia, PA, with offices in Ambler, PA; Raleigh, NC, and Pune, India. For more information, visit www.integrichain.com, or follow us on Twitter @IntegriChain and LinkedIn.

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+1 212-600-3432
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VIRTUAL EXPERIENCE November 17-19, 2021

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CPE CREDITS

LEARNING OBJECTIVE:

To provide finance and accounting professionals with updates on key industry issues and regulations that impact the financial accounting and reporting of listed companies as well as best practices for statutory reporting and for private/emerging growth companies.

DELIVERY METHOD: Group Live and Group Internet-Based

NASBA FIELD OF STUDY: Accounting

PREREQUISITE REQUIREMENTS: None

PROGRAM LEVEL: Basic

ADVANCE PREPARATION: None

CANCELLATION BY YOU:

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Speakers and agenda are subject to change. In the event of a speaker cancellation, every effort to find a suitable replacement will be made. The opinions of the conference faculty do not necessarily reflect those of the companies they represent or Informa Connect. AICPA/NASBA guidelines for Continuing Professional Education (CPE) credits are based on a 50-minute credit hour in qualifying NASBA CPE subject areas. One credit equals 50 minutes, and are rounded down to the nearest half-credit. Networking breaks are omitted from the total CPE minutes.

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