

SPRING STAKEHOLDER SHOWCASE

VIRTUAL EVENT

HUB & SPP Model Optimization

March 3-5, 2021

NOVEL STRATEGIES AND INNOVATIVE FRAMEWORKS TO MAXIMIZE
PATIENT SUPPORT SERVICES AND ENSURE ACCESS



Alicia Dixon

Senior Director,
Cell Therapy,
Patient Services
GAMIDA CELL LTD.



Lee M. Cortes, Jr.

Chief, Health Care
Fraud Unit
UNITED STATES
ATTORNEY'S OFFICE
DISTRICT OF
NEW JERSEY



Esther Langer

Head, U.S. Patient
Services, Trade, and
Distribution
APELLIS
PHARMACEUTICALS,
INC.



David MacLeod

Head of Patient
Services and Specialty
Pharmacy Operations
AMYLYX
PHARMACEUTICALS



Kevin Faherty

Director, Patient
Services Operations
ARGENX



Christine Isbell

Senior Director, Patient
Services & Distribution,
CHIASMA



Deepti Jaggi

Global Head,
Patient Insights
and Solutions
ASTELLAS



Jourdan Russo

Director,
Patient Services
KYOWA KIRIN, INC.

ABOUT THIS VIRTUAL EVENT

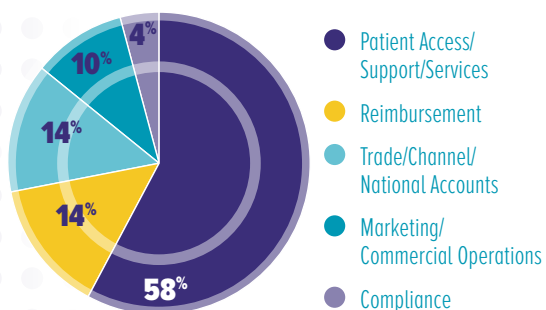
This gold standard event convenes key stakeholders to showcase innovative hub programs and patient-centric services to maximize access, reimbursement and adherence. Highlighting top-line regulatory actions, updates on the evolving affordability landscape, and industry perspectives on access strategy, this virtual program tackles immediate challenges and delivers actionable, cutting-edge strategies for a successful hub program.

OUR CORE AUDIENCE

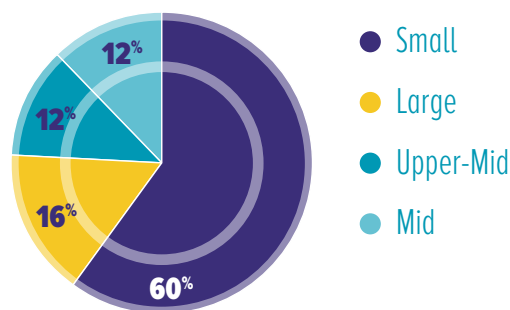
Patient Services **COMMERCIAL OPERATIONS** Specialty Services
SPP STRATEGY **MARKETING** **REIMBURSEMENT** **PATIENT ACCESS**
Brand Management **Managed Markets** **Patient Support** **New Products**
Hub Services **Payer Strategy** **TRADE AND DISTRIBUTION** **SPECIALTY SERVICES** **Commercial Operations**
PRODUCT/BRAND MANAGEMENT **CHANNELS & DISTRIBUTIONS**

AUDIENCE PROFILE

BY FUNCTION



BY COMPANY SIZE



WHAT OTHERS HAD TO SAY ABOUT THEIR HUB & SPP VIRTUAL CONFERENCE EXPERIENCE LAST FALL

“It was a great platform to see like-minded individuals and experts trying to make a difference to our patients.”

“User friendly and appealing online platform, easy to navigate and I like that attendees can go back to sessions that they may have missed later.”

LIVE CONTENT AGENDA — YOUR TIME. REAL TIME.

During the **Hub & SPP Model Optimization Spring Stakeholder Showcase**, there will be live presentations, interactive sessions and networking events. Any timeframe below that does not have a session listed is a great time to network and/or enjoy our on-demand sessions.

Day One: Wednesday, March 3, 2021

**Please note all times are listed in EST*

10:00-10:15 AM

LIVE Informa Connect and Co-Chairs' Welcoming Remarks

Jenna Cerulli, Senior Producer, **Informa Connect**

Dave MacLeod, Head of Patient Services and Specialty Pharmacy Operations, **Amylyx Pharmaceuticals**

Chris Dowd, Senior Vice President, Market Development, **ConnectiveRx**

10:15-10:45 AM

LIVE STATE OF THE INDUSTRY

New Year Regulatory and Policy Updates Driving Access Advancement

Hear an update on the current state of regulatory reform driving innovation, gain insights from political and legislative trends impacting drug pricing, coverage and discover critical updates on key initiatives and proposals in the pipeline for 2021.

James Kim, Partner, **McDermott, Will & Emery, LLP**

10:45-10:50 AM

TAKE TIME TO STRETCH

10:50-11:20 AM

LIVE ENFORCEMENT FIRESIDE CHAT

Keep a Pulse on Emerging Trends for 2021 — Review Guidance on Copay Assistance, Accumulators and Charitable PAPs

- Examine third-party oversight/OIG compliance around data collection
- Consider compliance implications around data flow, data usage and sales when interacting with an HCP or SPP
- Explore recent trends in enforcement oversight related to hub operations
- Discuss where the OIG focus may be heading next

Lee M. Cortes, Jr., Chief, Health Care Fraud Unit, **United States Attorney's Office District of New Jersey**

Gary Messplay, Partner, **King & Spalding**

11:30 AM-12:00 PM

LIVE CASE STUDY

A Novel Approach for Generating a Holistic Understanding of Patients in The Real World

Discover the novel use of RWD/Advance Analytics techniques along with qualitative research methodologies to develop a holistic understanding of patient needs and barriers in the real world in order to generate fit for purpose solutions that improve patient experience, enhance access and help patients achieve outcomes that matter.

Deepti Jaggi, Global Head, Patient Insights and Solutions, **Astellas**

12:00-1:30 PM



TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES AND VIEW ON-DEMAND CONTENT

1:30-2:15 PM

LIVE **INDUSTRY EXPERT PANEL**

Trailblazer Talk – Develop Innovative Models and Novel Strategies to Ensure Access

Hear industry case studies enhancing access through best practices, processes, tools and innovative frameworks during an unprecedented time.

*Alicia Dixon, Senior Director, Cell Therapy, Patient Services, **Gamida Cell Ltd.***

*Kevin Faherty, Director Patient Services Operations, **argenx***

*Brian Haenni, Vice President Hub Solutions, **ConnectiveRx***

*Laura Randa, Strategic Advisor to the CEO and Advisory Board member, **Emedgene**; Advisory Board Member, **Tutela***

2:15-3:00 PM

LIVE **FEATURED CASE STUDY**

Design and Implement Innovative Patient Solutions Models for Success

- Explore different types of models being utilized and gaining popularity in the market (e.g., hybrid models, alternative cash pharmacy models, etc.)
- Consider the pros and cons and best practices associated with each model
- Discuss how to ensure your model is able to evolve throughout the brand lifecycle and in line with changes in the market

*Jan Nielsen, Patient Solutions Division President, **AssistRx***

*Jordan Armstrong, Business Development Vice President, **AssistRx***

*Christine Isbell, Senior Director, Patient Services & Distribution, **Chiasma***

3:00 PM



TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES AND VIEW ON-DEMAND CONTENT

Day Two: Thursday, March 4, 2021

**Please note all times are listed in EST*

10:15-10:20 AM

LIVE **Day Two Kick-Off**

*Chris Dowd, Senior Vice President, Market Development, **ConnectiveRx***

10:20-11:05 AM

LIVE **INDUSTRY EXPERT PANEL**

Discover Best-in-Class Service for Streamlined Stakeholder Workflow and Access

Discuss considerations on how to align your hub, specialty pharmacy and e-services to streamline processes for optimal performance across stakeholders and determine access.

Moderator: *Chris Dowd, Senior Vice President, Market Development, **ConnectiveRx***

Panelists: *Esther Langer, Head, U.S. Patient Services, Trade, and Distribution, **Apellis Pharmaceuticals, Inc.***

*Dana Dickens, Director, Specialty Pharmacy Channel, **Sobi***

*Dave MacLeod, Head of Patient Services and Specialty Pharmacy Operations, **Amylyx Pharmaceuticals***

11:05-11:10 AM

TAKE TIME TO STRETCH


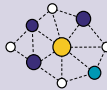





11:10-11:55 AM





LIVE

How to Continuously Optimize Program Performance – Using Innovation to Solve for Change

Anticipating change and designing your programs to continually adapt to it are essential when providing patients the best possible support. It starts with clearing obstacles on the path to therapy and extends throughout their healthcare journey. Join us to learn about the next opportunity to support patients faster while making this journey easier for all stakeholders.

*Elizabeth Gibson, Director, Product Access, **Lash Group***

12:00-12:45 PM	LIVE  FOR MANUFACTURERS ONLY Industry-Only Rapid-Fire Solution Showcase Luncheon <p>In a series of short demonstrations and presentations by leading experts and solution providers, experience cutting-edge, innovative services and offerings during this <i>manufacturer-only</i> showcase, while enjoying a complementary lunch.</p> <p>Hosted by: helparound</p> <p><i>Yishai Knobel, CEO, Helparound</i> <i>Paul Stanley, Director, Marketing, Helparound</i></p>	 TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES AND VIEW ON-DEMAND CONTENT
1:30-2:00 PM	LIVE  Explore eServices Management Strategies to Optimize Value <p>With patient volume, internal budgets, and forecasting in mind, assess how to effectively determine value and impact of choosing eServices.</p> <p><i>Luis Portela, Director, Cardinal Health Sonexus™ Access & Patient Support</i> <i>Rebecca Cotton, Executive Director, Patient Services, Insights and Analytics, Cardinal Health Sonexus™ Access & Patient Support</i></p>	
1:55-2:05 PM	 NETWORKING AND HYDRATION BREAK	
2:10-2:55 PM	LIVE  INNOVATIVE CASE STUDY Improve Hub Performance and Patient Outcomes — Utilize Predictive Analytics and Data to Build a Better Patient Services Program <p>With a shift to value-based care, the challenge to predict actions and achieve improved patient engagement and outcomes across the treatment journey is critical. Hear how predictive analytics, data and machine learning can help improve hub performance and patient outcomes.</p> <p><i>Maria Kirsch, Senior Vice President and Head, Patient Services Operations, Eversana</i> <i>Kevin O'Meara, Vice President, Patient Services Solutions, Eversana</i> <i>Greg Leighton, Director of Patient Services, Ardelyx, Inc.</i></p>	
3:00-3:45 PM	LIVE  PEER-TO-PEER EXCHANGE Best Practice and Knowledge Sharing Table Talk <p>Benchmark pain points, share best practices and unpack challenges around top of mind topic areas that are affecting the access world today in this interactive brainstorming session. Take advantage of this opportunity to virtually talk across the table, participate in live polling and review hot topics with like-minded industry peers.</p> <p>Leader: <i>Chris Dowd, Senior Vice President, Market Development, ConnectiveRx</i></p>	
3:45-3:50 PM	 TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES AND VIEW ON-DEMAND CONTENT	

10:15-10:20 AM	LIVE  Day Three Kick-Off <i>Dave MacLeod, Head of Patient Services and Specialty Pharmacy Operations, Amylyx Pharmaceuticals</i>
10:20-11:05 AM	LIVE  Navigate the Challenges and Complexities of Medical Benefit Products <p>With the increased focus on the medical benefit design given the uptick in specialty products, it is critical to identify complexities and best practices for streamlining management of benefits and to understand your hubs role.</p> <p><i>Marina Allen, Executive Director, Patient Access and Reimbursement, Coherus BioSciences</i> <i>Ticia Cawley, Vice President of Patient Solutions, ConnectiveRx</i> <i>Robin Morton, Director, Reimbursement and Access, Pharming Healthcare Inc.</i> <i>Paul Maurer, Senior Consultant, Protean, LLC</i></p>
11:05-11:10 AM	TAKE TIME TO STRETCH
11:10-11:40 AM	LIVE  Delivering Value to Empower and Educate Patients to Enhance Medication Adherence <ul style="list-style-type: none"> • Explore the main challenges with medication adherence programs • Discuss ways to approach and engage with patients and the benefits of increasing touchpoints • Hear how hubs are educating individuals through virtual programs, making connections through visiting nurses, and other innovative strategies • Consider how to create a successful adherence program when lacking a mandatory hub <p><i>Jourdan Russo, Director, Patient Services, Kyowa Kirin, Inc.</i></p>
11:45-12:15 PM	LIVE  Strategic Considerations for Patient Centric Product Launch <p>Launches can be complex. This session will provide a framework of where to start and some of the key components to consider while launching your product to ensure patient centricity. We will also cover a few sample KPI's that can be used to help monitor a launch during hypercare and beyond to ensure launch success.</p> <p><i>Kinshuk Saxena, Pharm.D., MBA, Associate Director, Lead Consultant, NBS CONEXTS, Novartis</i></p>
12:15 PM	Close of Virtual Event

IN-DEPTH, ON-DEMAND CONTENT — WHAT YOU WANT. WHEN YOU WANT IT.



There is much to experience and meet about at the Hub & SPP Model Optimization conference. On-Demand content is available anytime, to accommodate your needs and schedule.

NCPDP Standards Update — SCRIPT (e-prescribing), Specialty Pharmacy and Strategic Initiatives

- Learn about key updates on the evolving state regulations
- Review any shifts in meal cap requirements per state
- Discuss best practices to keep your teams informed with the most up-to-date and accurate information

John Klimek, R.Ph., Senior Vice President, Standards and Industry Information Technology, NCPDP

A Comprehensive Hub/Copay Program – When One is Better than Two

There are various forms of patient support programs across the industry. The services being offered by manufacturers can range from clinical to financial, and can take the shape of a hub or copay support program. In this webinar, attendees will hear about the evidence supporting the benefits of integrated hub and copay programs. On the way, there will be digressions and discussions about medical errors, interoperability, and our industry's biases about what a "patient" journey really means.

- Understand the forces driving the industry toward more integrated programs – as well as the countervailing ones
- Examine the role that "curating the patient experience" has in the patient journey
- See evidence as to whether integrated programs actually work better than two separate programs

Paul LeVine, Senior Vice President, Corporate Strategy, Data and Analytics, TrialCard

STAY CONNECTED AND JOIN THE CONVERSATION:



Tweet Your Learnings
#Hubs2021Virtual



Join Our LinkedIn Community
**Patient Assistance and
Access Programs Network**

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PREMIER THOUGHT LEADER:



ConnectiveRx is the market leader and innovation driver in hub programs, working with brand teams to help patients get on and stay on therapy. Visit www.connectiverx.com.

SUPPORTING SPONSORS:



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NCPDP is a not-for-profit, multi-stakeholder forum for developing and promoting industry standards and business solutions that improve patient safety and health outcomes, while also decreasing costs. The work of the organization is accomplished through its members who bring high-level expertise and diverse perspectives to the forum. As an ANSI accredited Standards Development Organization (SDO), NCPDP uses a consensus-building process to create national standards for real-time, electronic exchange of healthcare information. Through our collaborative problem-solving forum, we also develop and standardize best practices for product labeling, dosing instructions, patient communication/education and other practices important in safeguarding patients. Our data products, developed by industry, for industry, help support the important work of our members. Join NCPDP to have a voice in industry decisions that impact your business. Together we lead the industry in standards and solutions for the common good.

A GREAT PLACE TO MEET YOUR MARKET!

Maximize your access to decision-makers and align your brand with the life sciences industry's premier thought-leaders and industry innovators. Informa Connect's custom sponsorship programs are designed to support your organization's overall business development and marketing initiatives through meaningful prospect and customer interactions, brand assertion campaigns and content-rich thought-leadership opportunities. Capitalize on the life sciences community's premier platform for peer-to-peer exchange, solution driven content and first-in-class networking opportunities. For more information on how to position your company as a sponsor or exhibitor, contact **Karen Hanover** at 617-290-6113 or email at karen.hanover@informa.com.

REDEFINING YOUR LEARNING EXPERIENCE

Key Conference Features:

- 3 days of live content, speaker Q&As and interactive discussions
- Featured keynotes, new year enforcement updates, industry panels and strategic case studies
- Peer-to-peer exchange — Best practice and knowledge sharing table talks
- Dedicated on-demand content and case studies
- Industry-only Rapid-Fire Solution Showcase
- Virtual access to the sponsorship pavilion and VIP meeting matchmaking
- Access to videos and presentations 30-days post-event

Unique Benefits of This Virtual Event:

- Customizable agenda with access to expanded session offerings
- Convenient session scheduling for increased productivity
- On-demand access to content assets and topic resources
- Efficient and ROI-driven networking
- Interactive presentations/panels for reinforced learning
- Pointed problem-solving and solution sourcing
- Broader industry benchmarking and post-event analytics/insights
- Elevated and direct access to thought-leaders and experts

Partnering and Networking

Who's Who:

Attendee and company profiles provide insight into the delegation and sponsoring organizations

Advanced search capabilities to identify opportunities and potential partners

When and How to Connect?

Sophisticated and seamless scheduling tools to establish meeting times ahead of the event

Ease-of-use technology to set small group meetings, via live chats or video conferencing

REGISTRATION

REGISTRATION FEE	STANDARD RATE
Life Sciences Manufacturers	\$1599
Solution Providers/Consultants/Law Firms	\$2099

4 WAYS TO REGISTER NOW!



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