

VIRTUAL EVENT

# PAP Patient Assistance & Access Programs

## Critical Update

March 8-10, 2021



**BREAK THROUGH BARRIERS TO ACCELERATE PRESCRIPTION ACCESS AND AFFORDABILITY,  
MANAGE COMPLIANCE RISK AND GAIN OPERATIONAL EFFICIENCIES**



**Jody Hume Rowland**

Assistant Director,  
Pharmacy Revenue Cycle  
**VANDERBILT UNIVERSITY  
MEDICAL CENTER**



**Richard Liner**

Senior Compliance Counsel  
**BAYER**



**Sheea Sybillis**

Associate General Counsel  
**NESTLÉ HEALTH SCIENCE**



**Emily Gibb**

Senior Director,  
Public Policy & President,  
GSK Patient Access Foundation  
**GSK**



**Matthew Howatt**

Assistant U.S. Attorney  
**UNITED STATES ATTORNEY'S  
OFFICE FOR THE EASTERN  
DISTRICT OF PENNSYLVANIA**



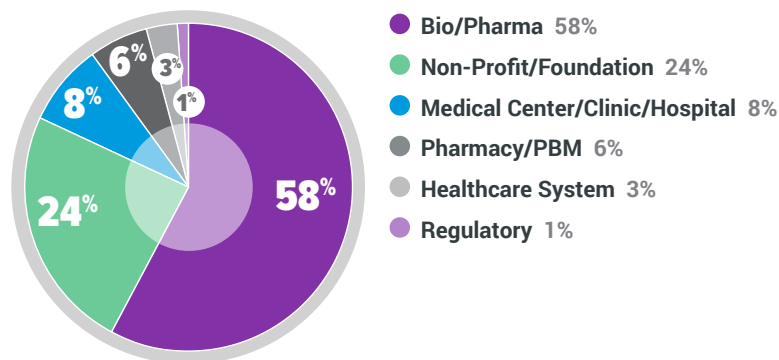
**Jennifer Dexter**

Director, Policy  
**NATIONAL  
HEALTH COUNCIL**

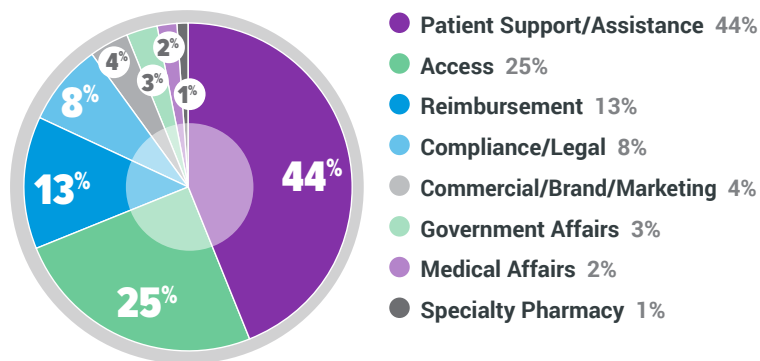
# ABOUT THIS EVENT

After a rollercoaster of a year, 2021 brings a brand-new set of challenges for the patient access community. As we take steps to adjust to the new “normal,” it’s imperative to stay on top of critical updates and regulatory shifts. Join influential stakeholders and industry experts to address the changing legal environment, industry best practice and policy watch-outs related to prescription access and financial support.

## Delegation Breakdown by Company Type:



## Life Sciences Audience Breakdown by Title:



*“I enjoy attending the **Patient Assistance Programs** because it allows me to benchmark our program against similar programs. I can learn if we can make changes to improve our programs. It also allows me to hear from the governmental side of the programs and link with key people from pharma and foundations.”*

## 2021 ADVISORY COMMITTEE:

A sincere thank you to the Advisory Committee Members for their support and guidance in developing the robust program agenda aimed at addressing industry’s most pressing challenges.



**Josette DiBiasi**  
Associate Director,  
Patient Assistance Programs  
**NOVARTIS**



**Colette Flack**  
Senior Director,  
Patient Support Services  
**DERMIRA**



**Andrew Weber**  
Director of  
Patient Assistance  
**BAUSCH HEALTH**

# AUDIENCE SNAPSHOT

## SURVEYED ATTENDEES FOUND:

### The Top 5 Coverage Challenges Impacting Access Today

#### From a Coverage Perspective for Manufactures:

-  **1** Cost
-  **2** Non-formulary non-coverage
-  **3** Lack of ability to help offices/patients due to legal, compliance or regulatory concerns
-  **4** Payer policies
-  **5** Denials/appeals becoming standard

#### From a Financial Perspective for Patients:

-  **1** High copays/coinsurance
-  **2** Copay accumulator plans
-  **3** Limited foundation support (i.e. independent copay foundation)
-  **4** High-deductible health plans
-  **5** Deductibles not counting towards OOP max

## WHAT YOUR COLLEAGUES HAVE TO SAY:

**“Well-run Event!”**

**“WONDERFUL CONTENT AND PRESENTERS!”**

**“LOVE THE PATIENT TESTIMONIES AND STORIES – VERY INSPIRATIONAL!”**

**“Very Relevant!”** **“EXCELLENT!”** **“Great Opportunities for Networking!”**

**“GREAT INFO AND PRACTICAL WAYS TO ASSIST PATIENTS!”** **“Great Topics!”**

## WHO SHOULD ATTEND:

### Bio/Pharmaceutical Executives from:

- Patient Assistance Programs
- Patient Access/Care/Support/Services
- Market Access
- Reimbursement
- Advocacy
- Corporate Responsibility
- Philanthropy
- Government Affairs
- Policy

### Also Benefiting...

- PAP Foundations
- Clinics
- Hospitals
- Non-Profits
- Third-Party Vendors And Consultants

## The 2021 PAP Critical Update Scholarships

are awarded to non-profit free healthcare clinics, advocates and patient organizations with 501(c)(3) tax-exempt status looking to attend the 2021 PAP Critical Update virtual event. Awarded organizations will be elected to receive the following scholarship: Complimentary registration for one (1) representative.

**The application deadline is February 19th, 2021.**

**Learn more and apply today – [CLICK HERE](#)**

# REDEFINING YOUR LEARNING EXPERIENCE

## Unique Benefits of This Virtual Event

- Customizable agenda with access to expanded session offerings
- Interactive presentations/panels for reinforced learning
- Broader industry benchmarking and post-event analytics/insights
- Elevated and direct access to thought leaders and experts
- Audience Q&A and live polling
- Virtual networking opportunities
- ALL sessions to be accessible for 30 days following the close of the event

## Powerful Programming and Customizable Content Featuring:

- Leading Perspectives from Regulators, Foundations and Payers
- Dedicated On-Demand Content and Case Studies
- Industry-Only Benchmarking Session
- Efficient and ROI-Driven Networking
- High Impact Interactive Roundtables
  - Critical Compliance Considerations
  - Technology and Analytics Improvement
  - Stakeholder Collaboration for Access

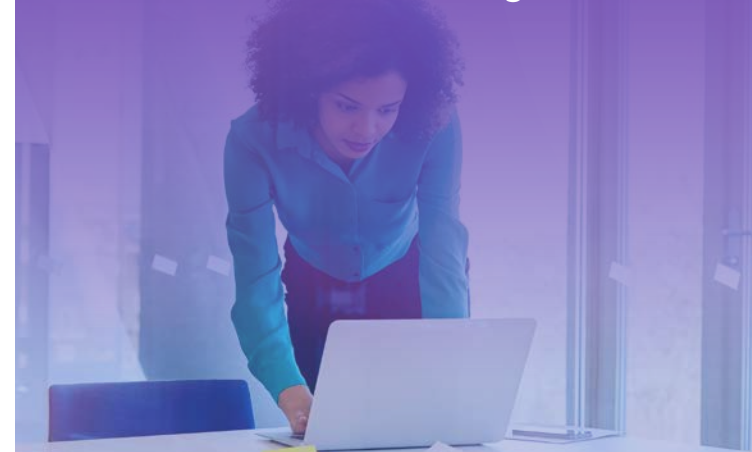
## VIRTUAL PARTNERING AND NETWORKING OPPORTUNITIES:

### 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
- Ease-of-use technology to enable virtual networking





# LIVE CONTENT AGENDA — YOUR TIME. REAL TIME.

\*Tentative Agenda, Subject to Speaker Availability

During **Patient Assistance and Access Programs Critical Update** 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 enjoy our on-demand sessions.

## Day One: Monday March 8th, 2021

\*Please note all times are listed in EST

10:15-10:30 AM

### **LIVE** Informa Connect and Chairperson's Welcome

Allie Spica, Senior Conference Producer, **Informa Connect**

Colette Flack, Senior Director, Patient Support Services, **Dermira**

10:30-11:15 AM

### **LIVE** STATE OF THE INDUSTRY

#### **Legislation, Pending Health Policy and the Intersection of Access and Affordability**

- Understand the current affordability challenges faced by both publicly and privately insured populations
- Review current state and federal legislation related to drug pricing, transparency, cost sharing trends and OOP costs
- Examine changes and policy watch-outs as it relates to the new administration

**Moderator:** Laura Hanen, Senior Vice President, **District Policy Group**

**Panelists:** Jennifer Dexter, Director, Policy, **National Health Council**

Dan Klein, Chief Executive Officer, **PAN Foundation**

11:15 -11:20 AM

### TAKE TIME TO STRETCH

11:20 AM-12:00 PM

#### **Forging a Better Path for Patients in the Wake of a Pandemic**

As the COVID-19 pandemic brought never-before-seen impacts to the healthcare environment, manufacturers and players in patient support responded with equally unprecedented innovation to address the challenges. With more change and uncertainty on the horizon including a new political climate, manufacturers must continue to stay ahead of trends and keep patients at the center of their approach to provide optimal support.

**Moderator:** Tommy Bramley, Ph.D., President, **Lash Group**

**Panelists:** Katie Wilson, Vice President, Innovative Field Solutions, **Xcenda**

Jennifer Snow, MPH, Vice President, Reimbursement & Policy Insights, **Xcenda**

Todd Wells, Vice President of Operations, **Lash Group**

Dale Hanna, Director, Product Management, **Lash Group**

12:00-1:30 PM



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

1:30-2:30 PM

### **LIVE**





#### **Navigate and Analyze COVID-19 and PAP Support**

- Analyze trends in assistance and support throughout the timeline of the pandemic
- Identify the role manufacturers and other stakeholders play and share innovative ideas for new assistance programs
- Understand how PAPs have adapted and patient needs have shifted due to COVID, both in the short term and long term

**Moderator:** Meenakshi Datta, Partner, **Sidley Austin LLP**



**Panelists:** Emily Gibb, Senior Director, Public Policy and President, GSK Patient Access Foundation, **GSK**





Emily Phillips, Executive Director Reimbursement Strategy & Patient Access, **Pharming Healthcare Inc.**

2:30-2:45 PM	 <b>NETWORKING AND HYDRATION BREAK</b>
2:45-3:30 PM	<div>  <b>CMS Final Rule on Cost Sharing Assistance — Explore the Impact for Manufacturers</b> </div> <ul style="list-style-type: none"> <li>• Ensure compliance with this rule and address changes to current programs</li> <li>• Highlight how manufacturers and payers are preparing for these coming into effect January 1, 2023</li> <li>• Analyze the impact of the rule on patient affordability and access</li> </ul> <p>Kevin O'Meara, Vice President, Patient Services Solutions, <b>EVERSANA</b>  Brian Abraham, Director of Revenue Management, <b>EVERSANA</b></p>
3:30-4:10 PM	<div>  <b>Financial Navigation — More Important Than Ever</b> </div> <p>Financial support is the most widely used tool to remove barriers of access to therapies. The services ultimately chosen for PAP programs are a significant investment for manufacturers in an individual's participation in patient services. In this presentation, we will discuss trends for expected patient volume increases due to plan changes, the importance of eligibility re-verification, and:</p> <ul style="list-style-type: none"> <li>• Understand the value of the patient data</li> <li>• Examine plan level trends that will impact PAP usage</li> <li>• Dive into the need for multiple access channels into patient services for proper financial navigation</li> </ul> <p>Kelly Bennett, Vice President, Practice Lead Patient Affordability, <b>TRIALCARD</b></p>
4:10-5:00 PM	 <b>TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES AND VIEW ON-DEMAND CONTENT</b>

## Day Two: Tuesday March 9th, 2021

*\*Please note all times are listed in EST*

10:00-10:40 AM	<div>  <b>ENFORCEMENT INSIGHTS</b> </div> <b>DOJ Compliance Review on PAPs and Copay Programs</b> <ul style="list-style-type: none"> <li>• Examine third-party oversight/OIG compliance around data collection</li> <li>• Consider compliance implications around data flow, data usage and sales when interacting with an HCP or SPP</li> <li>• Discuss where the OIG focus may be heading next</li> </ul> <p><b>Moderator:</b> Alan Klein, Chief Development Officer, <b>HeathWell Foundation</b>  <b>Panelists:</b> Paul J. Koob, Assistant U.S. Attorney, <b>United States Attorney's Office for the Eastern District of Pennsylvania</b>  Matthew Howatt, Assistant U.S. Attorney, <b>United States Attorney's Office for the Eastern District of Pennsylvania</b></p>
10:45-11:15 AM	<div>  <b>FOUNDATION AND ADVOCATES SPOTLIGHT</b> </div> <b>Foster Collaborations to Streamline Access and Lower Costs</b> <ul style="list-style-type: none"> <li>• Highlight experience with helping patients with no income to apply for assistance</li> <li>• Explore how to alleviate concerns for patients when it comes to providing personal information</li> <li>• Develop partnerships to stay abreast of the growing needs of the functionally uninsured and underinsured</li> </ul> <p><b>Moderator:</b> Amy Niles, Executive Vice President, <b>PAN Foundation</b>  <b>Panelists:</b> Ayesha Azam, Vice President of Medical Affairs, <b>PAN Foundation</b>  Amanda Moore, CEO, <b>Angelman Syndrome Foundation</b>  Jennifer Shumsky, Director, Payer Relations, <b>Little Hercules Foundation</b></p>

11:15-11:25 AM	<b>Partnering to Improve Patient Access and Adherence with</b> <b>RxCrossroads</b> <small>By McKesson</small>
11:25 AM-12:00 PM	<div> <div>LIVE</div> <div> <b>High Impact Interactive Roundtables</b>            During this time, attendees are encouraged to make new connections and benchmark best practices on a specific area of focus. Topics include:           <div> <div>  <b>A. Critical Compliance Considerations</b> </div> <div>  <b>B. Stakeholder Collaboration for Access</b> </div> </div> </div> </div> <p> <b>Facilitators:</b> Richard Liner, Senior Compliance Counsel, <b>Bayer</b>            Phillip W. McCreary, Pharm.D., MBA, Medication Access Program Director, <b>Vanderbilt University Medical Center</b>            Daniel C. Sale, Partner, Special Matters and Government Investigations, <b>King &amp; Spaulding</b>            Mindy Cameron, Patient Advocacy Consultant         </p>
12:00-1:00 PM	 <b>TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES AND VIEW ON-DEMAND CONTENT</b>
1:00-1:45 PM	<div> <div>LIVE</div> <div> <b>Access and Affordability Interactive Benchmarking Session</b>            Benefit from an interactive live polling session to gain collective intelligence of the PAP community. See how your peers stack up on hot topics related to healthcare reform, eligibility criteria, addressing the needs of the underinsured and much more. Further Insights from this session and survey will be presented at the in-person event in August.            Allison Stewart, Director, Market Access &amp; Patient Services, <b>Dermira, Inc.</b> </div> </div>
1:45-2:45 PM	<div> <div>LIVE</div> <div> <b>Solution Summit – Discover Xcenda’s Interactive Exposure Model</b> <small>Hosted by: <b>AmerisourceBergen</b></small>            Give your program strategy foresight instead of relying on hindsight. Effectively mapping patient access needs with accurate financial planning starts by thinking ahead. Xcenda’s Interactive Exposure Model offers greater control and precision for patient access programs and hub activities through an easy-to-use, graphically-enhanced system designed to provide a vision of needs for the year—or years—ahead. Join Xcenda’s Corey Ford, MHA, Director of Reimbursement &amp; Policy Insights, for an informative review of Xcenda’s intuitive, ingenious, and instrumental resource to help you achieve more effective financial projections to support your patients’ needs.            Corey Ford, MHA, Director, Reimbursement &amp; Policy Insights, <b>Xcenda</b> </div> </div>
2:45-3:20 PM	<div> <div>LIVE</div> <div> <b>PAYER PERSPECTIVE</b>  <b>The Narrow Path to ACA 2.0: Understand the Math That Shapes the ACA Marketplace</b> <ul style="list-style-type: none"> <li>• How the new Administration can get us closer to universal coverage</li> <li>• Improving plan benefit value while aligning with Value-Based Insurance Design</li> </ul>           J. Gabriel McGlamery, J.D., Senior HCR Policy Consultant, <b>Florida Blue</b> </div> </div>
3:20-4:00 PM	 <b>TAKE TIME FOR VIRTUAL NETWORKING WITH COLLEAGUES AND VIEW ON-DEMAND CONTENT</b>

**JOIN THE CONVERSATION**

**INFORMACONNECT.COM/PAP**



Tweet Your Learnings  
**#PAPUpdate2021**



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

\*Tentative Agenda, Subject to Speaker Availability

9:30-10:00 AM



## RISE AND SHINE YOGA

Rise and shine this morning with PAP by participating in a wellness activity before kicking off the final day of the conference. Enjoy some stretching with yoga instructors to start the day off right.

10:05-10:35 AM



## Uncover How Technology Innovations Will Drive the Future of Patient Access

- Explore how the telehealth model is changing
- Highlight how mobile engagement is enhancing the patient experience
- Analyze metrics that show how patients are engaging with the brand through tech

Jon Kwiatkowski, Director, Pharmacy Services, **Cardinal Health Sonexus™ Access & Patient Support**  
Steve Stidhem, Principal, Product Management, **Cardinal Health**

10:40-11:10 AM



## Emerging Best Practices and Industry Trends in Free Drug Programs

- Consider patient navigation challenges and discuss possible streamlined solutions
- Explore strategies to manage patient access needs as the care model continues to evolve
- Discuss gaps in OIG guidance and opportunities to seek clarity

Sheea Sybblis, Associate General Counsel, **Nestlé Health Science**  
Yishai Knobel, Co-Founder and Chief Executive Officer, **HelpAround**  
Maureen Bala, Managing Advisor, **Galway Group Life Science Consulting, LLC**

11:10-11:15 AM



## Informa Connect and Chairperson's Closing Remarks

Allie Spica, Senior Conference Producer, **Informa Connect**

12:00-1:30 PM



**INVITATION ONLY\*\***

## Advocacy Summit and Luncheon

This invitation-only luncheon provides a platform for non-profits, clinics and advocates to problem-solve common challenges and to implement new approaches that enhance patient care and access.

- Share common hurdles in patient access
- Hear key insights directly from the patient perspective
- Discuss problem-solving approaches to patient affordability, PAP access and patient care
- Explore new strategies that enhance patient care
- Benefit from advocate resources for navigating patient pathways

Amanda Moore, Chief Executive Officer, **Angelman Syndrome Foundation**

\*Informa Connect reserves the right to qualify participants for this Summit. Attendees must be a non-profit, clinic, or advocate. If interested in this summit, then please email alexandra.spica@informa.com





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

On-Demand Content is available anytime to accommodate your needs and schedule throughout the conference and for 30 days post-conference.

### Update on Travel and Lodging Assistance for Prescribed Medicines

- Analyze the recent advisory opinion from OIG, approving financial assistance for travel, lodging and other expenses to certain patients
- Explore potential AKS and CMP risks
- Understand factors to de-risk travel and lodging patient assistance programs

*Meenakshi Data, Partner, Sidley Austin LLP*

### Accumulator and Maximizer Programs — Identify the Impact on Patients

- Analyze the acceleration and adoption of accumulator and maximizer programs across industry
- Examine the future impact on patient adherence
- Address recent legislation and policy updates

*Kimberly Calder, MPS, Senior Director, Health Policy, National Multiple Sclerosis Society*

*Kollet Koulianos, Senior Director, Payer Relations, National Hemophilia Society*

### Developing a PAP Program for an Institution

- Discuss overall goals and objectives for the programs
- Gain insight into streamlining processes and workflows
- Explore how to build and collaborate with key stakeholders

*Jody Hume Rowland, Assistant Director, Pharmacy Revenue Cycle, Vanderbilt University Medical Center*



## SAVE THE DATE!

Join us again this August for even more benchmarking, collaboration and updates.

**PAP** August 17-19, 2021  
**Patient Assistance & Access Programs**

# SPONSORSHIP OPPORTUNITIES

## 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 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](mailto:karen.hanover@informa.com).

## PREMIER THOUGHT LEADER:

### AmerisourceBergen

AmerisourceBergen fosters a positive impact on the health of people and communities around the world by advancing the development and delivery of pharmaceuticals and healthcare products. As a leading global healthcare company, with a foundation in pharmaceutical distribution and solutions for manufacturers, pharmacies and providers, we create unparalleled access, efficiency and reliability for human and animal health. Our 22,000 global team members power our purpose: We are united in our responsibility to create healthier futures. AmerisourceBergen is ranked #10 on the Fortune 500 with more than \$185 billion in annual revenue. Learn more at [www.amerisourcebergen.com](http://www.amerisourcebergen.com).

## SUPPORTING SPONSORS:

CancerCare® Co-Payment  
Assistance Foundation



# REGISTRATION

REGISTRATION FEE	STANDARD RATE	<b>Looking to provide your entire department, division or company access to PAP Critical Update 2021 at incredibly affordable prices? <u>Request our company license pricing today.</u></b>
Life Sciences Manufacturers	\$1499	
Solution Providers / Consultants / Law Firms	\$1999	
Hospitals / Clinics / Pharmacies	\$699	

## 4 WAYS TO REGISTER NOW!



### WEB

[informaconnect.com/pap](http://informaconnect.com/pap)



### PHONE

339-298-2144



### LIVE CHAT

[informaconnect.com/pap](http://informaconnect.com/pap)



### EMAIL

[matthew.douglas@informa.com](mailto:matthew.douglas@informa.com)

## CONNECT WITH THE PAP TEAM

### Content Development:



**Allie Spica**

[alexandra.spica@informa.com](mailto:alexandra.spica@informa.com)

### Sponsorship & Exhibits:



**Karen Hanover**

[karen.hanover@informa.com](mailto:karen.hanover@informa.com)  
617-290-6113

### Registration & Teams:



**Matt Douglas**

[matthew.douglas@informa.com](mailto:matthew.douglas@informa.com)  
339-298-2144

### Marketing Partnerships:



**Laura Nazarian**

[laura.nazarian@informa.com](mailto:laura.nazarian@informa.com)  
339-298-2148

## JOIN THE CONVERSATION



Tweet Your Learnings

**#PAPUpdate2021**



Join Our LinkedIn Community

**Patient Assistance  
and Access Programs  
Network**

### Media Partners:

 **DRUG CHANNELS  
INSTITUTE**

**Specialty Pharmacy  
Continuum**

 **HEALTHECONOMICS**  
CONNECTIONS COMMUNITY & SCIENTIFIC COMPANY

**Pharmaceutical  
Executive**

**Pharma  
VOICE**

**PHARMACEUTICAL  
COMMERCE**