Trade & Channel Strategies

MASTER THE COMPLEXITIES OF PHARMACY AND DISTRIBUTION MODELS TO ACCELERATE PATIENT ACCESS

HYBRID EVENT | **DECEMBER 12-14, 2022** | **DOUBLETREE BY HILTON PHILADELPHIA CENTER CITY** | **PHILADELPHIA, PA**

CRITICAL CONVERSATIONS LED BY 30+ EXPERTS INCLUDING:



Bill Roth
General Manager and Managing Partner
Blue Fin Group, An IntegriChain Company



Michelle Jesse
Director,
Biosimilar Channel Strategy
Amneal Pharmaceuticals



Reg Waldeck
Vice President,
Market Access Lead, Prostate Cancer
Bayer



Leslie Yendro, RN
Head, U.S. Commercial Distribution
Amylyx Pharmaceuticals



Andy Joslyn
Head of Channel
Indivior



John Klimek,
Senior Vice President,
Standards & IT
NCPDP



Dave Weiss
Vice President,
Industry Solutions
IntegriChain



Rena Goins
Executive Director,
Global Distribution
Regeneron



Scott Howell, MD
Former Head of Market Access
and Chief Strategy Officer,
U.S. Pharmaceuticals
Novartis

"Most valuable conference of the year to understand pharmacy- and distribution-related topics. There is no second." — Bill Roth, General Manager and Managing Partner, **Blue Fin Group, An IntegriChain Company**

PLUS! CUSTOMIZE YOUR LEARNING EXPERIENCE THROUGH 5 THOUGHT-PROVOKING TRACKS

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THE INDUSTRY'S FLAGSHIP EVENT ON TRADE & CHANNEL STRATEGIES

Year after year, the life sciences industry marks Informa Connect's **Trade and Channel Strategies** as the "go-to" event for top industry leaders and influential stakeholders from across the trade, channel, distribution and access space to gather, collaborate and learn how to master the complexities of the channel to accelerate patient access. Join hundreds of your industry counterparts this December, in Philadelphia or virtually, to discuss hot topics in the trade and channel space, exploring innovative pharmacy and distribution models driven by market dynamics and multi-stakeholder perspectives across the channel.



RAVE REVIEWS:

"One of the best conferences I have ever attended. The speaker selection and topics covered from a strategic and tactical approach were extremely relevant to our business. I was able to implement some of the pearls that I learned from this program. Thank you so much for such an informative meeting. Keep up the great work!"

"Innovative conference with experienced speakers providing industry insight on strategy and tactics impactful for the Trade and Channel Distribution business. Second time attending this conference and will become an annual meeting to attend. Highly recommend!"

OUR AUDIENCE

Commercial Operations
CONTRACTS
National Accounts
BRAND
DEMAND PLANNING
PATIENT SERVICES
Payer Strategy
Forecasting
REIMBURSEMENT
Product Strategy
LEGAL
Logistics
DISTRIBUTION
CONTRACTS
MARKET ACCESS
TRADE
Channel Strategy
MANAGED MARKETS
SPECIALTY PHARMACY

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RAVE REVIEWS:

"For those of us responsible for navigating and developing specific strategy around this ever-changing marketplace in distribution channel management, this was a bullseye."

ALL ACCESS PASS

December 12-14 | Philadelphia, PA

- Three Days of In-Person Content from Industry Thought-Leaders
- Customizable Content with Tracked Programming
- In-Person Networking with Colleagues
- Cocktail Receptions
- Diversity, Equity and Inclusion Breakfast Summit
- Everything Included in the Virtual Experience

VIRTUAL EXPERIENCE

December 12-14 | ConnectMe Platform

- Access to the ConnectMe Virtual Platform
- Live Streaming of General Sessions During the In-Person Event
- Full Attendee List with Video Chat, Instant Messaging and Meeting Request Functionalities
- Recorded Presentations from the In-Person Event, Available for 12 months on our Streamly Digital Platform – One Whole Year of Conference Content!

DAY ONE — MONDAY, DECEMBER 12, 2022

*All times are listed in EST

7:30-8:30	**Conference Registration and Continental Breakfast**
8:30-8:45	**Informa Connect Welcome & Conference Chair's Opening Remarks**
8:45-9:30	**Current and Future Trends Impacting Trade and Distribution** • Overview of manufacturer landscape * Medical and pharmacy benefit products * Therapeutic classes – Oncology, Immunology and Neurology • Trends shaping biosimilars, specialty generics, orphan/rare and cell and gene therapies *Bill Roth, General Manager and Managing Partner,* **Blue Fin Group, An IntegriChain Company**
9:30-10:15	**HHS KEYNOTE | State of the Industry Address** • CMS Policy related to specialty drugs for Medicare and Medicaid • Tone change/cultural change – What is the regulatory environment with the FDA/OIG right now? What will they approve vs not approve? • CMS ruling on copay cards • Legislative outlook and update – Recent changes or bills introduced that may impact the trade channels and the business of distributors and/or pharmacies • DSCSA – 2022/23 current work and channel readiness for 2023 deadline * Update on the two new alerts from OIG
10:15-10:45	Networking and Refreshment Break
10:45-11:30	**State of the Channel 2022** • Overview of the current state of the channel performance related to inventory, service level, and other key metrics • Cover the latest trends in innovative channel designs and hear observations and learnings from recent specialty lite launches *Dave Weiss, Vice President, Industry Solutions,* **IntegriChain**
11:30-12:15	**POLICY UPDATE | Navigate Regulatory Reform in the Trade & Channel Space** • Medicare ability to negotiate directly with manufacturers • New Medicare inflation rebates • Capping OOP expenses for Medicare patients at $2k and manufacturers' 20% co-share • Current status of 340B and future implications *Michael Hess, Member,* **Bass, Berry & Sims PLC** *Jeff Davis, Member,* **Bass, Berry & Sims PLC**
12:15-2:15	Networking Luncheon
2:15-3:00	**Wall Street Address** • The state of distributors, pharmacies, provider groups and GPOs • What are the trends positively and negatively affecting these segments of business • Are these businesses through their distracting periods with opioid litigation *Marc Appel, Chief Executive Officer,* **Orange Grove Bio**

3:00-3:45	**Build Forward-Thinking Commercialization and Channel Strategies for Patient Affordability** • Leveraging an integrated approach to commercialization • Optimizing channel strategies through specialized networks • Integrating financial services into workflows to create a frictionless prescription journey *Bob Raffo, President,* **FirstView Financial/AmerisourceBergen** *Tom Doyle, Senior Vice President, Chief Customer Officer, BioPharma Services,* **AmerisourceBergen** *Josh Guinter, Senior Director, Specialty & Branded Channel Strategy and Product Access, Branded Product Development,* **AmerisourceBergen**
3:45-4:15	Networking and Refreshment Break
4:15-5:00	**Partnership Pavilion Panel — 3PL, Distribution, and Pharmacy** During this panel EVERSANA, EVOKE Pharma and UpScriptHealth will discuss how EVOKE launched a novel therapy in the middle of the pandemic, and was forced to pivot their specialty pharmacy and distribution strategy to overcome constrained access. Through collaboration, unconventional thinking and keeping their patients' best interests top of mind, they combined the power of 3PL, patient services hub, telehealth and specialty pharmacy to ensure no patient was left behind and that new patients had access to this life-changing therapy. This panel of specialists will discuss how innovative partnerships and synergistic thinking worked to overcome unprecedented industry challenges to drive brand success. *Moderator: Lee Ann Steadman, Senior Vice President, Specialty Consulting,* **EVERSANA** *Panelists: Danny Williams, President, Channel Management,* **EVERSANA** *George Patrick, Chief Operating Officer,* **UpScriptHealth** *Chris Quesenberry, Chief Commercial Officer,* **EVOKE** *Jon Haas, Senior Vice President,* **EVERSANA**
5:00-6:00	Close of Day One and Networking Reception

DAY TWO — TUESDAY, DECEMBER 13, 2022

*All times are listed in EST

8:30-9:00	**Continental Breakfast and Networking**		
9:00-12:00	**CUSTOMIZE YOUR EXPERIENCE AND CHOOSE BETWEEN THREE TAILORED TRACKS**		
	SPECIALTY/SPECIALTY LITE & ORPHAN/RARE TRACK	**CELL & GENE TRACK**	**BIOSIMILARS AND SPECIALTY GENERICS TRACK**
9:00-9:15	**Track Chair's Opening Remarks**	**Track Chair's Opening Remarks**	**Track Chair's Opening Remarks**
9:15-10:00	**Migrating a Primary Care Manufacturer to Specialty Channel Strategies** • Visualize the future of the evolving specialty channel and determine how to make educated and mission-driven decisions • Onboard the correct external third-party services to ensure appropriate guidance while making real time data-driven decisions and adapting where needed • Share your plans in alignment with company vision and stakeholder interests *Andy Joslyn, Head of Channel,* **Indivior**	**Future of Cell Therapies and Different Distribution Considerations** • Explore how to break up pricing for gene therapies so they remain cost-effective – and companies maintain profitable – and how to scale pricing to larger patient populations • Discuss the logistical challenges with different types of cell therapies, and how to streamline and tailor strategies to optimize operations • Navigate how to decide channel strategy and distribution channel based on product mix and therapeutic area *John Schick, Vice President, Market Access & Policy, Cell Therapy,* **Instil Bio**	**Current Trends and Changes Impacting Biosimilars and Specialty Generics** • Understand current complexities in the biosimilars and specialty generics market • Explore different ways manufacturers need to adapt to the changing trajectory for biosimilars in order to be successful • Envision what wholesale and distribution models will look like as biosimilars move to a true generic environment *Christine Cannon, Director, Biosimilar Pipeline and Strategic Projects,* **Sandoz**

	SPECIALTY/SPECIALTY LITE & ORPHAN/RARE TRACK	CELL & GENE TRACK	BIOSIMILARS AND SPECIALTY GENERICS TRACK
10:00-10:45	**Distribution and Dispensing Partners – Determining the Best Network for Your Product** • What roles do each aspect of the distribution channel play in ensuring patient access to high touch/high-cost therapies? • Key considerations for selecting the best distribution and dispensing partners for handling rare/orphan products *Leslie Yendro, RN, Head, US Commercial Distribution,* **Amylyx Pharmaceuticals**		**Biosimilars — How to Tailor a New Launch Strategy** • Manage and educate stakeholders on the importance of treating biosimilars differently commercially • Navigate the unique hurdles of Wholesale Distributor and GPO contracts *Michelle Jesse, Director, Biosimilar Channel Strategy,* **Amneal Pharmaceuticals**
10:45-11:15	Networking and Refreshment Break		
11:15-12:00	**Navigating the Payer Space for Specialty, Rare & Orphan Diseases** • Enhance payer and customer understanding related to specialty • Understand how to establish pull-through and navigate prior authorizations • Learn how hubs are being integrated within different therapeutic areas based on product cost *Eric Monzon, Executive Director, Market Access,* **Optinose**	**The Role of Distributors in Gene Therapies** • How do you make C&G distribution as efficient as possible? • What role will distributors play in this space? • How is distribution changing with the emergence of therapies that are time-sensitive and patient-oriented?	
12:00-1:15	Networking Luncheon		
1:15-5:00	**CUSTOMIZE YOUR EXPERIENCE AND CHOOSE BETWEEN TWO TAILORED TRACKS**		

	MARKET ACCESS TRACK	SUPPLY CHAIN AND TRADE OPERATIONS TRACK
1:15-2:00	**Explore Innovative Limited Pharmacy Networks** • Addressing pharmacy under-reimbursement challenges and the impact on manufacturer gross-to-net and total prescription fills • Simplifying the pharmacy experience with solutions that are in workflow • Utilizing end-to-end tools to enable the therapy journey *Stuart Parker, Vice President, Marketplace Strategies and Solutions,* **FirstView Financial/AmerisourceBergen** *Kristen Verderber, Vice President, Marketplace Strategies and Solutions,* **FirstView Financial/AmerisourceBergen**	**The Sustainable Supply Chain** • An overview of industry efforts to promote and implement sustainable practices • What steps forward-thinking companies are taking to realize their ambitious environmental, social and governance (ESG) initiatives • The future of "green" laboratories and office spaces • What core areas are companies focusing on for transformative impact? • How can emissions and waste be reduced in the cold chain without compromising product safety and viability? *Nicholas Saraceno, Editor,* **Pharmaceutical Commerce**

	MARKET ACCESS	SUPPLY CHAIN AND TRADE OPERATIONS
2:00-2:45	**Accelerating Complexities in Healthcare and the Delivery of Specialized Solutions** Today's delivery model for effective delivery of healthcare services to a patient has never been more complex. Stakeholders must evaluate and consider many different aspects of influence. Considerations such as the impact of regulatory reform, supply channel access, formulary decisions, NDC based reimbursements, introduction of specialized medications, value-based agreements, data collection, new technologies, access and so much more. With all of this, all stakeholders must continue to evolve to stay relevant. Meeting today's demand for elevated services requires a well-orchestrated reach of partnerships. *Moderator:* *Michael Agostino, RPh., Founder,* **Onesto One Advisors, LLC** *Kristin Williams, Pharm.D., Chief Health Officer,* **Hy-Vee, Inc;** *President,* **Amber Specialty Pharmacy** *Julie Zatizabal, Chief Revenue Officer,* **Amber Specialty Pharmacy** *Erik Halstrom, Managing Director,* **Turning Point Rx**	**Drug Supply Chain Security Act (DSCSA)** *Jagadish Mishra, Senior Director, IT Business Partner,* **Amneal Pharmaceuticals**
2:45-3:15	Networking and Refreshment Break	
3:15-4:00	**Economic Burden of Drug Utilization and its Impact on Trade and Supply Chain** • Evolution of US drug pricing and access system and impact on key stakeholders • The economic burden of drug utilization management on key stakeholders • New approaches in the market *Scott Howell, MD, Former Head of Market Access and Chief Strategy Officer, U.S. Pharmaceuticals,* **Novartis**	**Emerging Distribution Trends for a Streamlined and Efficient Model** *Scott Pierce, Senior Director, Trade,* **Collegium Pharmaceuticals**
4:00-5:00	**NCPDP Update** • Discuss the new versions of NCPDP Standards that will be coming (Telecom, SCRIPT, Formulary & Benefit, Real Time Prescription Benefit (RTPB)) • Talk about NCPDP efforts around Value Based Models, and how this will affect pharmacy • Discuss NCPDP Manufacturer Advisory Council and how you can participate • Describe Work Group and Task Groups where manufacturer input is needed *John Klimek, Senior Vice President, Standards & IT,* **NCPDP**	**Assessment of Channel Partners & Determining Who Should Do What (3PL, Distributor, Pharmacy)** *Rena Goins, Executive Director, Global Distribution,* **Regeneron** *Kevin Cast, Partner,* **Archbow Consulting** *Joseph Cappello, Vice President, Trade & Market Access,* **Aytu BioPharma**
5:00-6:00	Close of Day Two and Networking Reception	

IN-PERSON • DAY THREE — WEDNESDAY, DECEMBER 14, 2022

*All times are listed in EST

8:30-9:00	**Diversity, Equity, and Inclusion Breakfast Summit** INCLUSION Diversity, Equity & Inclusion Series
9:15-10:00	**Distribution Stakeholder Showcase – Opportunities and Challenges in Meeting Patient Needs** In this unique interactive panel discussion, gain insights from diverse stakeholders while participating in live audience polling to stimulate further discussion. • Trends in pharmacy – Intertwining services within pharmacy and different forms of distribution • How to become better partners to enhance patient access • Leveraging real-world examples to create insights for the future *Moderator: Spencer Miller, Director, National Accounts, Trade,* **Bayer** *Panelist: Scott Pierce, Senior Director, Trade,* **Collegium Pharmaceuticals**

10:00-10:30	Networking and Refreshment Break
10:30-11:15	**How to Maximize GTN Impact with Many Moving Parts** • Rebates affecting manufacturers' bottom lines • Accumulators and maximizers are affecting patient dollars and manufacturers' gross to net – How to reconcile this issue while aligning stakeholder needs, considering distribution network & market access, and ensuring company profitability • GTN impacts across generics, brands and biosimilars *Jeffrey Miller, Assistant Vice President and Corporate Controller,* **Lannett Company** *(invited)*
11:15-12:00	**Future of Value-Based Arrangements** • What is the future of value-based arrangements? • How will these benefits be managed if these reimbursements someday go away? • How to make value-based arrangements more meaningful? • How to optimize the potential of value-based programs in your organization to help it grow into full utility? • How to include pharmacies in value-based arrangements so no one misses out • Hear different perspectives on value-based arrangements from manufacturers and learn how they affect pharmacies • What industry standards should be implemented to help support value-based arrangements? *William Trombetta, Ph.D., Professor Healthcare Strategy and Marketing,* **St. Joseph's University**
12:00-1:15	Networking Luncheon
1:15-2:00	**Examining Formulary Coverage to Rx — Value-Based Measurement, Contracting, and Pull-Through Strategies** • Linking quality metrics to alternative payment models in your (study) development thinking • Considerations and examples of (potential) impact of VBC on product adoption • From coverage to Rx, what does good pull-through planning look like? *Reg Waldeck, Vice President, Market Access Lead, Prostate Cancer,* **Bayer**
2:00-2:45	**340B – Manufacturer Impact** • Creative ways for pharmacy to get patients on drug while remaining compliant * Medicare Part D * Copay offset • Accumulators and maximizers – How channel design is continuing to evolve while ensuring compliance *Tess Morgan, Senior Manager, Product Diversion and Program Integrity,* **Pfizer**
2:45-3:30	**Compliance & Risk Mitigation** • Creative ways for pharmacy to get patients on drug while remaining compliant * Medicare part D * Copay offset • Accumulators and maximizers – How channel design is continuing to evolve while ensuring compliance *Christine O'Connor-Fiore, Executive Director, Commercial Compliance,* **Boehringer Ingelheim** *(invited)*
3:30	Close of Conference



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REGISTRATION

REGISTRATION FEE	REGISTER BY NOVEMBER 18, 2022	STANDARD RATE
Life Sciences Companies	$2,499	$2,799
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