

16TH ANNUAL TRADE and CHANNEL STRATEGIES 2020

Innovative Pharmacy and Distribution Models Driven by
Market Dynamics, Product Type, Site of Care and Reimbursement

VIRTUAL EVENT

DECEMBER 1-3, 2020

Critical Insight from Industry Trailblazers During a Time of Transformative Change, Including:



Bill Roth,
Founding Partner,
Blue Fin Group



Rob Osborne,
Vice President Pharma
Trade Relations,
**Express Scripts,
Accredo, CuraScript SD**



Ray Tancredi, RPh, MBA, CSP,
Divisional Vice President, Specialty
Pharmacy Development &
Brand Rx/Vaccine Purchasing,
Walgreens



Eric D. Hargan,
Deputy Secretary,
**Department of
Health and Human
Services (HHS)**



Natalie Bedford,
Executive Director,
National Channel
Account Team,
AstraZeneca



Timothy Paine,
Vice President, Pharma
Strategy & Relations,
**Fairview Pharmacy
Services**



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



Brent Warner,
Vice President, Gene Therapy,
**Novartis
Pharmaceuticals**

**“Most valuable conference of the year to understand pharmacy and
distribution related topics. There is no second.”**

— Bill Roth, Founding Partner, Blue Fin Group

Join hundreds of your industry counterparts this December to unravel the complexities of the channel, navigate high-impact topics transforming trade and benchmark winning pharmacy and distribution frameworks.

CAN'T MISS CONTENT ON TAP FOR 2020:



Live Keynotes Delivering Timely Updates and Insights on High-Impact Topics, Including:

- Critical Update — Market Dynamics Drastically Impacting the Channel
- Navigate the Evolving State of Regulatory Reform Driving Innovation and Access
- Emerging and Future Trends in Channel Strategy, Distribution and 3PL
- Pharmacy Spotlight — Innovative Models Redesigning Care in 2020 and Beyond



3 Insightful Strategy Sessions:

- Discuss Reimbursement Models for Cell and Gene Therapies
- Orphan and Rare — How Does Your First 5 Years of Channel Strategy Change for this Product Type?
- Channel Strategy for First Medical Product — A Look at Channel Considerations for Pharmacy vs. Medical



2 Tailored Tracks Based on Company Size:

- I. Emerging/Small Companies — Infrastructure Set-Up, License Procurement and 3PL Contracting
- II. Mid-Large Companies — How Do I Think About My Portfolio Differently Based on Product Type?



PLUS!

A Robust Library of On-Demand Content Available for 30 Days After the Event Concludes

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 tools made available prior to the event
-  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



DIGITAL CAPABILITIES AND FEATURES:

- Access to virtual environment from your web browser
- Audience Q&A
- Expert-led problem-solving
- Virtual networking and partnering
- One-to-one partnering
- Live polling



POWER OF PARTNERING:

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

“Year after year, the life sciences industry marks Informa Connect’s Trade and Channel Strategies as the “go-to” event for trade, channel, market access, account strategy and brand professionals.”

PARTICIPANT SNAPSHOT



NEARLY
250
PARTICIPANTS
YEARLY



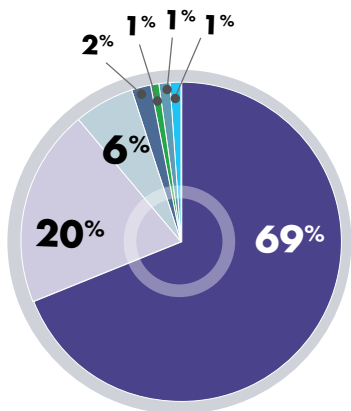
100+
UNIQUE
COMPANIES



40% of companies
send a team

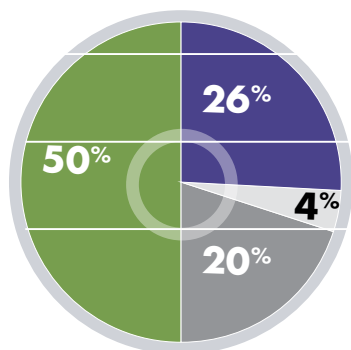


70% of attendees registered
as part of a team



BY COMPANY TYPE:

- LIFE SCIENCES – 69%
- CONSULTING – 20%
- PHARMACY – 6%
- INVESTMENT/BANKING – 2%
- DISTRIBUTION/WHOLESALERS – 1%
- REGULATORY – 1%
- HEALTH SYSTEMS – 1%



LIFE SCIENCE COMPANIES BY SIZE:

- LARGE – 26%
- UPPER-MID – 4%
- MID-SIZED – 20%
- SMALL – 50%

OUR AUDIENCE

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

PREVIOUS ACCLAIM ABOUT THE SUMMIT

“It is always beneficial and satisfying to hear perspectives of industry expertise. Great takeaways!”

“Very timely information given by respected industry leaders.”

“For trade teams, this is a must-attend to gain insight into our industry.”

“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!”

LIVE CONTENT — YOUR TIME. REAL TIME.

During the week of Trade and Channel, experience 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! Should you not be able to view a live session, the recording, as well as the on-demand sessions, will be available for 30 days following the event to watch at your leisure.

DAY ONE — TUESDAY, DECEMBER 1, 2020

*Please note all times are EST

10:05 -
10:15

LIVE Informa Connect and Chairman's Welcoming Remarks

Caitlin Murgia, Program Director, Informa Connect

Brent Warner, Vice President, Gene Therapy, Novartis Pharmaceuticals

10:15 -
11:15

LIVE

Critical Update — Market Dynamics Drastically Impacting the Channel

Bill Roth, Founding Partner, Blue Fin Group

Sean Duffy, Principal Consultant, Blue Fin Group

11:30 -
11:45

LIVE

Navigate the Evolving State of Regulatory Reform Driving Innovation and Access

Eric D. Hargan, Deputy Secretary, Department of Health and Human Services (HHS)



NETWORKING

Take Time Throughout the Day for Virtual Networking with Colleagues and View On Demand Content

2:00 -
2:45

LIVE

Emerging and Future Trends in Channel Strategy, Distribution and 3PL

Rob Osborne, Vice President Pharma Trade Relations, Express Scripts, Accredo, CuraScript SD

Liz Minko, US Distribution and Channel Strategy, argenx US, Inc.

3:00 -
3:45

LIVE

Pharmacy Spotlight — Innovative Models Redesigning Care in 2020 and Beyond

MODERATOR:

Bob Raffo, President and CEO, FirstView, LLC

PANELISTS:

Ray Tancredi, RPh, MBA, CSP, Divisional Vice President, Specialty Pharmacy Development & Brand Rx/Vaccine Purchasing, Walgreens

Sheila Arquette, President and CEO, National Association of Specialty Pharmacy (NASP)

Stuart Parker, Senior Director, Trade Relations, Mayne Pharma

*Tentative Agenda, Subject to Speaker Availability

DAY TWO — WEDNESDAY, DECEMBER 2, 2020

*Please note all times are EST

10:30 -
11:15

LIVE

Manufacturer Panel — Insights from Trade and Channel Counterparts

Natalie Bedford, Executive Director, National Channel Account Team, AstraZeneca

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

Tony Tipton, Vice President, Market Access and Trade Channels, Eyevance Pharmaceuticals

11:15 -
12:00

LIVE

Fireside Chat — Candid Conversation with an Industry Pioneer

Bill Roth, Founding Partner, Blue Fin Group



NETWORKING

Take Time Throughout the Day for Virtual Networking with Colleagues and View On Demand Content

2:00 -
3:00

LIVE

Attendees Choose Between 2 Tailored Breakouts Based on Company Size

2:00 -
3:00

I. EMERGING/SMALL COMPANIES

LIVE

Infrastructure Set-Up, License Procurement and 3PL Contracting

Shivani Patel, Director, Advisory Services, IntegriChain

II. MID-LARGE COMPANIES

LIVE

How Do I Think About My Portfolio Differently Based on Product Type?

David Weiss, Vice President, Industry Solutions, IntegriChain

Jeffrey Baab, Executive Director, Professional Services, IntegriChain

3:00 -
3:30

LIVE

Networking Table Talks

Catch-up with colleagues and unpack challenges around top of mind topic areas that are affecting channel operations today in a virtual format.

(Select your preferred topic below during the registration process to reserve your seat.)

Global Considerations for
Trade and Channel

Patient Services and Support
Programs in a Virtual Environment

Optimize Supply Chain
and Logistics

Leading Strategies for
Generics and Biosimilars

*Tentative Agenda, Subject to Speaker Availability

DAY THREE — THURSDAY, DECEMBER 3, 2020

*Please note all times are EST

10:15 –
10:45



Cutting-Edge Strategies for Patient Support Services

Dana Edwards, Director Life Sciences HUB Services, Guidehouse

Casey Horton, Director Life Sciences Governance, Risk Management and Compliance, Guidehouse

10:50 –
11:20



Leverage Channel and Patient Data for Strategic Decision Support

Sean McCarthy, Segment Leader, Patient Access, IntegriChain

11:30 –
12:00



Analyze Trends for Market Access to Cell and Gene Therapies

Jeff Galvin, Chief Executive Officer, American Gene Technologies



NETWORKING

Take Time Throughout the Day for Virtual Networking with Colleagues and View On Demand Content

2:00 –
2:45



Attendees Choose from Three Strategy Sessions

A. Orphan and Rare — How Does Your First 5 Years of Channel Strategy Change for this Product Type?

B. Assessing the Execution of Payer Copay Accumulators and Maximizers — An Update on a Growing Health Care Trend

Paul Maurer, Senior Consultant, Protean LLC

C. Discuss Reimbursement Models for Cell and Gene Therapies

MODERATOR:

Jane Barlow, Executive Vice President and Chief Clinical Officer, Real Endpoints

PANELISTS:

Réka Shinkle, Senior Director, Head of NPP & Commercial Strategy for Innovative Therapeutics, REGENXBIO Inc.

Bruce Nash, Former Chief Physician Executive and Senior Vice President for Health and Medical Management, Blue Cross Blue Shield of Massachusetts

Chester Good, Senior Medical Director, Center for Value Based Pharmacy Initiatives, UPMC Health Plan

2:45

Close of Virtual Conference

*Tentative Agenda, Subject to Speaker Availability

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



There is much to experience and meet about at the Trade and Channel Strategies Conference. On-demand content and main stage live sessions are available up to 30 days post-event, to accommodate your needs and schedule.

Partnering with IDN-SP –Advancing Access and Improving Outcomes Across the Care Continuum <i>Timothy Paine, Vice President, Pharma Strategy & Relations, Fairview Pharmacy Services</i>	340B Updates <i>Cathy Burton-Meza, Senior Manager, Audits and Compliance, Gilead</i>
Optimize Hub, SPP and eService Models	Innovative Perspectives on the Cross-Functional Process of a New Product Launch <i>Noel Toonder, Senior Director, Global Trade and US Reimbursement Services, Atara Biotherapeutics, Inc.</i>
Assess Value When Innovating to Establish Greater Benefits Relative to Costs <i>Frank Zhang, Vice President, Head of Market Access and Policy, UniQure</i> <i>Lev Gerlovin, Vice President, Charles River Associates</i>	Overcoming Obstacles for Launch <i>Clive Glover, Director, Cell & Gene Therapy, Pall Biotech</i>
Engaging with HCPs, KOLs, MSLs <i>Natalia Borinshteyn, M.D., Ph.D., Former Vice President, Medical Affairs, HCV Launch Team, AbbVie</i>	Reimbursement Models for Cell and Gene Therapies Explained <i>Jane F. Barlow, M.D., Senior Advisor, MIT Center for BioMedical Innovation/NEWDIGS</i>

CONFERENCE SPONSORS:



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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 karen.hanover@informa.com.

EXPERIENCE ENHANCEMENTS



MAKING CONNECTIONS

Attendees are invited and encouraged to make new connections with industry colleagues. Each attendee has their own "vMeet Room" (Virtual Meeting Room) providing the opportunity to invite peers for streamlined networking.



COLLEAGUE CURATED COLLECTION

Discover and tap into the top podcasts, books, curated playlists and more based on recommendations from your industry counterparts.

PRICING:

REGISTRATION FEE	LIMITED TIME VIRTUAL RATE <small>REGISTER BY 10/30/2020</small>	STANDARD VIRTUAL RATE
Life Sciences Manufacturers	\$1299	\$1499
Solution Providers / Consultants	\$1899	\$2099



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4 WAYS TO REGISTER NOW!



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YOUR KEY POINTS OF CONTACT:

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