

GTN 2020

Strategic Forecasting, Accounting Estimates, Analytics
and Financial Reporting for Life Science Companies



VIRTUAL EVENT

NOVEMBER 16-18, 2020

FEATURING LEADING EXPERTS IN THE FIELD:



Jeff Baab,
Executive Director,
Life Sciences,
IntegriChain



Mike Makovec,
Partner,
Deloitte & Touche LLP



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

EXPERIENCED INDUSTRY PROFESSIONALS INCLUDE:



Stephanie Albanese,
Senior Director,
Commercial Finance (U.S.),
Biogen



Kary Callahan,
Director, Finance,
**Paratek
Pharmaceuticals**



Sherri Ciota,
Executive Director,
Contracts and Pricing,
Alkermes, Inc.



Shanna Clark,
Senior Director, U.S. Revenue
Reporting and Alliance
Finance, **Teva Pharmaceuticals**



Brent Danner,
Director,
Business Analysis,
Eli Lilly & Co



Chris Haro,
Senior Manager, U.S. Business
Operations Consolidation
Finance, **Amgen**



Anthony Fiordaliso,
Vice President, U.S.
Commercial Contracts
and Pricing, **AbbVie**



Funso Olufade, Ph.D., MBA,
Chief Financial Officer,
Cipla Therapeutics Inc.



Patrick Park,
Executive Director -
Forecasting, Analytics and
Insights, **ADC Therapeutics**



**Nikita Mody-Patel, Pharm.D.,
MBA,** Senior Director, Global
Value, Access, and Policy,
Apellis Pharmaceuticals, Inc.



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Uniquely geared to the GTN complexities, changing dynamics and nuances impacting life sciences companies. Join speakers and attendees from across the country to hear the latest in end-to-end gross-to-net strategies and best practices!

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



Interactive presentations/panels for reinforced learning



Pointed problem-solving and solution sourcing



Efficient and ROI-driven networking



Direct access to thought-leaders and experts



CPE accredited education in an industry-specific context



THIS VIRTUAL EVENT IS A COMBINATION OF LIVE SESSIONS, SYNCHRONOUS LEARNING/NETWORKING AND ON-DEMAND CONTENT.

- Benefit from live expert panels and presentations, with polling and real-time Q&A
- Pop in for interactive round tables and smaller group learning/networking
- Access on-demand/recorded sessions at the convenience of your schedule over a 30-day viewing window
- **To date in 2020, over 75% of attendees of Informa Connects' Finance & Accounting Series Virtual Conferences rated the events as "Very Good" or "Excellent" in Satisfaction, Importance to their job/role and Likelihood of attending again!**



VIRTUAL EVENT ATTENDEE ACCLAIM:

"All well done, and great to have on-demand versions during breaks."

"Online option allows me to view presentations at my leisure."

"Very good conference! There were many topics, informative speakers and a user-friendly platform."

"Preferred the virtual conference to the in-person conference."

"I was very impressed by the conference being virtual. The technology was good, the speakers were well prepared, and I appreciated the ability to attend."

"The technology was exceptional. The presenters across the board really invested time to prepare; I learned a lot!"

DAY ONE – NOVEMBER 16, 2020

PLEASE NOTE – ALL TIMES ARE EST

11:00 AM-
12:00 PM
EST



CHOICE OF 2 INDUSTRY-ONLY MORNING SYNCHRONOUS SUMMITS

These Synchronous Summits offer live presentation as well as presenter and audience interaction for well-rounded learning that blends instructional with collaborative.

HOSTED BY: **Deloitte.**

1. GTN FOUNDATIONAL SUMMIT ON PROCESS AND GOVERNANCE

- Optimizing team structure, people and the governance process
 - Communication channels and effective collaboration in remote work environment
 - Breaking down silos and strategies for cross-departmental collaboration between finance, FP&A, market access, government pricing, trade/accounts
 - Best practices for streamlined preparation and analysis around the close process
- Richard E. Holtz, Senior Manager, Audit and Assurance, Deloitte & Touche LLP*
Nick Lubold, Manager, Audit and Assurance, Deloitte & Touche LLP

2. BY INVITATION ONLY

SENIOR-EXECUTIVE GTN THINK TANK

This Senior Executive GTN Think Tank invites management-level professionals with GTN ownership responsibility to join an engaging and dynamic session on GTN optimization.

- Participants are invited to submit key learning objectives and conversation points in advance of the Think Tank
- Strategic insights and industry observations are presented for interactive discussion
- Summary report will be provided to participants post conference
- Hot topics include:
 - * Policy and pricing reform
 - * Automation and RPA
 - * Organization design modifications to support GTN optimization
 - * Governance, pricing committees and business controls to mitigate risk

Mike Makovec, Partner, Deloitte & Touche LLP

12:00-
1:00 PM
EST



Take Time for Networking

Visit the Exhibit Booths, Engage with Peers and Tap into the Knowledge Resource Hub of On-Demand Sessions

1:00-
1:30 PM
EST



DAY ONE CHAIRPERSON'S WELCOME ADDRESS

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

**Tentative Agenda, Subject to Speaker Availability*

1:30-
2:30 PM
EST**INDUSTRY EXECUTIVE PANEL****RECENT MARKET CHANGES AND GTN IMPLICATIONS**

- Unique Covid impacts and new GTN complexities
- Understanding and explaining changes in the channel mix, demand and utilization
- Assessing future channel trends (such as increased returns) to impact GTN
- Live Panel Q&A

MODERATOR: Eric Benson, Audit and Assurance Manager, **Deloitte & Touche LLP**

PANELISTS:

Shanna Clark, Senior Director, U.S. Revenue Reporting and Alliance Finance, **Teva Pharmaceuticals**

Nikita Mody-Patel, Pharm.D., MBA, Senior Director, Global Value, Access, and Policy, **Apellis Pharmaceuticals, Inc.**

Anthony Fiordaliso, Vice President, U.S. Commercial Contracts and Pricing, **AbbVie**

2:40-
3:40 PM
EST**GTN DIGITAL SHOWCASE**

The GTN Digital Showcase is a rapid relay of the latest in technology as it impacts finance teams, GTN processes and overall analytical capabilities. Luminaries in the field illustrate leading innovations.

**2:40 • ADVANCED DATA AND ANALYTICS FOR PRICING AND PAYER CONTRACTS 2020 AND BEYOND**

Romit Kamdar Partner, **Akara Group LLC**

Partha Chatterjee, Partner, **Akara Group LLC**

**3:10 • IMPLEMENTING GTN AUTOMATION FOR IMPROVED FORECASTING ACCURACY AND CONTROL**

Jason Eldred, Manager Director, **Deloitte Consulting**

Walt Worsham, Senior Manager, **Deloitte & Touche LLP**

4:00-
5:00 PM
EST**Take Time for Networking**

Visit the Exhibit Booths, Engage with Peers and Tap into the Knowledge Resource Hub of On-Demand Sessions

9:00-
10:00 AM
EST**CHOICE OF 2 INDUSTRY-ONLY MORNING SYNCHRONOUS SOLUTION SUMMITS**

Join these small group, interactive breakout sessions, where leading experts and solution providers provide demonstrations and visualizations of best in class processes.

HOSTED BY:  **Impetus**
KEYRUS

Contract Analytics and the GTN Process Using Anaplan. A presentation and demo showcasing a connected commercial planning capability: bring people and data together to discover your levers for market access, brand awareness, and profitability.

Speaker:

Kevin Jacokes, North America Industry Lead for Life Sciences, Impetus Consulting Group

HOSTED BY:



Join us to see a demonstration of our GTN Accrual Management, GTN Forecasting and our newly released GTN Analytics applications.

Speakers:

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

Jon Brier, Director, Product Management, IntegriChain

10:30-
11:00 AM
EST**DAY TWO CHAIRPERSON'S WELCOME REMARKS –
INSIGHTS AND STRATEGIES FOR END-TO-END GTN**

Eric Benson, Audit and Assurance Manager, Deloitte & Touche LLP

11:10 AM-
12:00 PM
EST**REAL-WORLD GROSS-TO-NET MANAGED SERVICES AND ROADMAP FOR
THRIVING IN THE COMMERCIAL MARKETPLACE**

- Assessing ongoing changes to timelines and launch dates, and what that means to commercial strategy
- Aligning your product launch plans across a number of data points, functional areas of expertise and external contracts
- Case study review from three bio/pharma companies:
 - * Why choose a GTN SaaS and GTN expertise combined offering
 - * What is the project approach, accelerators and timeline
 - * Industry experiences for pre-commercial and small/mid-pharma

MODERATOR: *Jennifer Sharpe, Executive Advisor, Life Sciences Revenue Analytics Collaborative, IntegriChain*

PANELISTS:

Kary Callahan, Director, Finance, Paratek Pharmaceuticals

Grant Huang, Senior Director, Market Access Strategy, Intra-Cellular Therapies

Tina Knell, Assistant Director, Revenue, Akcea Therapeutics

1:00-
1:45 PM
EST**FORECASTING METHODOLOGIES BENCHMARKING SESSION –
LEADING PRACTICES AND NEW CHALLENGES**

This fast-paced session polls the audience through a series of surveys to provide real-time and insightful benchmarking on prevailing practices around forecast methodologies. See how you stack up, identify disparities in practice and capitalize on best practices during this fast-paced session. Gain industry expertise around managed care, Medicaid, chargebacks and more!

- Top-Down Method: Poll questions around utility of this method, account-level and top-level trends, channel-level events, managing mature brands, etc.
- Bottom-Up Method: Poll questions around utilizing complex data sets, multiple groups/stakeholders, level of detail for forecasting each channel and contract, accuracy rates for accruals, etc.
- Mix/Blended Method: Poll questions around using a hybrid approach (top-down and bottom-down), prioritization and identification of key items, use of historical analyses, etc.

PANELISTS:

Chris Haro, Senior Manager, US Business Operations Consolidation Finance, Amgen

Brent Danner, Director, Business Analysis, Eli Lilly & Co

Patrick Park, Executive Director - Forecasting, Analytics and Insights, ADC Therapeutics

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

2:00-
2:45 PM
EST**BEST PRACTICES TO SUPPORT GTN ASSUMPTIONS FOR NEW PRODUCT LAUNCHES**

- Key issues in determining gross sales, product demand and pipeline inventory
- Perspective on 2020-2021 channel volatility as result of the pandemic
- Anticipated impact on returns and other supply chain implications
- Utilization of third-party data and experiences to date
- Consideration around copay programs (utilization trends), PAPs (shift in the uninsured population) and adjustments to return rates based on variability over normal levels

Shivani Patel, Director, Advisory Services, Integrichain

2:45-
4:00 PM
EST**Take Time for Networking**

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4:00-
5:00 PM
EST**CHOICE OF 2 AFTERNOON INDUSTRY-ONLY SYNCHRONOUS SOLUTION SUMMITS**

Join these small group, interactive breakout sessions, where leading experts and solution providers provide demonstrations and visualizations of best in class processes.

HOSTED BY: **Deloitte.**

In the GTN and broader Commercial Finance space, Deloitte is a leader in bringing innovative, technology-enabled solutions to our Life Sciences clients. Join us to learn about our wide-ranging scope of established capabilities across the GTN landscape – and take advantage of an opportunity to deep-dive into those solutions that may be most impactful to your Company, such as GTN Financial Close Managed Services, Contract Performance Monitoring and Analysis, and Pre-Deal Modeling.

Speakers:

Andy Hickey, Partner, Deloitte & Touche LLP

Walt Worsham, Senior Manager, Deloitte & Touche LLP

Brad Schulte, Senior Manager, Deloitte & Touche LLP

HOSTED BY:

Contract Analytics and the GTN Process Using Anaplan. A presentation and demo showcasing a connected commercial planning capability: bring people and data together to discover your levers for market access, brand awareness, and profitability.

Speaker:

Kevin Jacokes, North America Industry Lead for Life Sciences, Impetus Consulting Group

5:00-
6:00 PM
EST**Trivia Happy Hour**



EXPERIENCE ENHANCEMENTS

Continue to customize your virtual conference by taking advantage of the following Activities:

- **MAKING CONNECTIONS:** Network with colleagues at the “Birds of a Feather” Meet and Greet.
- **GET FIT AT YOUR DESK:** Fight desk fatigue with this 10-minute desk workout that involves simple stretches, functional exercises and movement patterns to improve your posture, flexibility and overall fitness.

10:30 AM-
11:15 PM
EST

LIVE “ASK THE EXPERTS” LIVE Q&A

Join this Q&A hour with a panel of expert speakers, who will address 1-2 top challenges related to the following GTN lines of business:

- | | | | |
|-----------------------------|--------------------------|-------------------------|-------------------------|
| • Managed Care Rebates | • Commercial Chargebacks | • Product Returns | • Medicaid Rebates |
| • Specialty Product Rebates | • Government Chargebacks | • Copay/Coupon Programs | • Medicare Coverage Gap |

Daniel Ryan, Director, Commercial Finance, **Karyopharm Therapeutics Inc**
 Sherri Ciota, Executive Director, Contracts and Pricing, **Alkermes, Inc.**

Stephanie Albanese, Senior Director, Commercial Finance (U.S.), **Biogen**
 Karl Kemmerer, Director, Revenue Management, **Eisai Inc.**

*Attendees are invited to anonymously submit their top challenges/questions related to GTN line items.

11:20 AM-
12:00 PM
EST

LIVE GTN ANALYTICS AND MANAGED MARKETS’ EXCELLENCE

Emerging and well established life science companies alike strive for a connected and streamlined process across functional groups to ensure successful GTN and revenue management. The pathways to achieving optimization around GTN processes are diverse and uniquely shaped by product portfolio, organizational design, contract profiles and technology. Considerations around technology options, in-source vs. outsource, solution architecture and analytics are key factors in paving the most effective path forward. This leading-edge session shares innovative case examples, illustrating how a common solution platform across organizational groups effectively carries out various elements of the forecasting and broader GTN process. Learn how a more streamlined process and consistent reporting across departments is achieved in key areas including:

- Ways to incorporate customer type for contract analysis
- GTN KPIs for executive decision-making
- Forecasting based on demand sales, inventory flow, price adjustments, current and prior year true-ups
- GTN business-driven analytics to drive decisions

Thomas Rowland, President and Founder, **Breakaway Technologies**

12:00-
1:00 PM
EST**CHOICE OF 2 INDUSTRY-ONLY SYNCHRONOUS SOLUTION SUMMITS**

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Speakers:

Andy Hickey, Partner, **Deloitte & Touche LLP**

Walt Worsham, Senior Manager, **Deloitte & Touche LLP**

Brad Schulte, Senior Manager, **Deloitte & Touche LLP**

HOSTED BY:



Join us to see a demonstration of our GTN Accrual Management, GTN Forecasting and our newly released GTN Analytics applications.

Speakers:

Jennifer Sharpe, Executive Advisor, Life Sciences Revenue Analytics Collaborative, **IntegriChain**

Jon Brier, Director, Product Management, **IntegriChain**

1:05-
1:45 PM
EST**PATHWAYS TO GTN AND FORECASTING CONNECTED PLANNING**

Emerging and well established life science companies alike strive for a connected and streamlined process across functional groups to ensure successful GTN and revenue management. The pathways to achieving optimization around GTN processes are diverse and uniquely shaped by product portfolio, organizational design, contract profiles and technology. Considerations around technology options, in-source vs. outsource, solution architecture and analytics are key factors in paving the most effective path forward. This leading-edge session shares innovative case examples, illustrating how a common solution platform across organizational groups effectively carries out various elements of the forecasting and broader GTN process. Learn how a more streamlined process and consistent reporting across departments is achieved in key areas including:

- Demand forecasting
- Channel forecasting
- Accruals/reserve management

Brian R. Barbash, Partner, **Pharosity Consulting**

Mike McCarthy, Partner, **Pharosity Consulting**

1:50-
2:30 PM
EST**“BIRDS OF A FEATHER” NETWORKING MEET AND GREETs • SYNCHRONOUS SESSION**

Make connections with industry colleagues at comparable companies during this informal networking hour by choosing between the following key categories. A great opportunity to network with peers in like-sized companies!

- Early-Stage Commercial Life Science Company

MODERATOR:

Scott Sieckert, Executive Director, Corporate Controller, **MyoKardia, Inc.**

- Large Multi-National Life Science Company

MODERATOR:

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

- Generics Company

2:30-
2:45 PM
EST**CLOSING REMARKS**

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IntegriChain delivers Life Sciences' only comprehensive data and business process platform for market access. More than 240 manufacturers rely on IntegriChain's ICyte Platform of analytics, applications, managed services and expert advisors to power their market access operations and harness the value of their channel, patient and payer data. 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; Somerset, NJ, Raleigh, NC, and Pune, India. For more information, visit www.integrichain.com, or follow us on Twitter @IntegriChain and LinkedIn.

Deloitte.

*As used in this document, "Deloitte" means Deloitte LLP and its subsidiaries. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

PLATINUM SPONSOR

At Deloitte*, we believe audit is more than an obligation for our clients — it's an opportunity. In addition to providing assurance and enhancing trust, we add value by bringing an outside-in perspective and delivering meaningful insights. Our commitment to quality, proven innovation, and unrivaled diversity of thought makes a Deloitte audit a powerful lens that can reveal new ways for clients to address risk and improve their business performance — making companies stronger and benefiting investors, capital markets, and the economy as a whole. Deloitte's Life Sciences & Health Care practice is among the largest in the world, leveraging the extensive knowledge, skills and experience of more than 9,000 professionals in 99 countries around the world through the Deloitte Touche Tohmatsu Limited (DTTL) network of member firms, of which more than 5,000 professionals are based in the United States. Deloitte offers a distinctive menu of professional services delivered in an integrated approach to address the specific needs of the life sciences industry. Globally, through the DTTL network of member firms, Deloitte can leverage the knowledge and experience of a workforce of 200,000 professionals in more than 150 countries to help clients transform their strategic vision into innovative solutions.

ADDITIONAL SPONSORS



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 **Steve Markos** at **339-298-2108** or email **steven.markos@informa.com**.



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

There is much to experience and meet about at the GTN 2020 Virtual Event.
On-Demand content is available anytime to accommodate your needs and schedule.



HOT TOPIC WORKSHOPS

Revenue Management – Organizational Design, Systems and Governance Frameworks

*Jeff Miller, Corporate Controller,
Lannett Pharmaceuticals*

Leveraging Data and Analytics for Advanced Forecasting and GTN Modeling

*Funso Olufade, Ph.D. MBA,
Chief Financial Officer,
Cipla Therapeutics Inc.*

Updates on 340B, GP Programs

*Jeff Baab, Executive Director, Life Sciences,
IntegriChain*

Financial Controls, SOX Compliance and Process Improvements that Drive Business Insights

*Angela DeVito, Executive Director,
Head of Global Business Controls,
Bristol-Myers Squibb*

4 WAYS TO REGISTER NOW!



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Standard Virtual Pricing

Life Sciences Manufacturers

\$1,499

Solution Providers/Consultants

\$2,099

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