

# VIRTUAL EVENT

# PAP

## Patient Assistance & Access Programs

**Break Through Affordability Barriers to Streamline Operational Complexities, Enhance Patient Access and Optimize Stakeholder Collaboration**

**August 17-19, 2021**

**Elevated Insights Shared From Top Leaders Across the Access and Affordability Landscape**



**Bill Goodson,**  
Director,  
Patient Assistance,  
EISAI



**Tyler Scheid,**  
Senior Policy Analyst,  
AMERICAN MEDICAL  
ASSOCIATION



**Viveca Parker,**  
Assistant US Attorney,  
DEPARTMENT OF JUSTICE



**Savaria B. Harris,**  
Senior Counsel,  
Regulatory Law,  
JOHNSON & JOHNSON



**Debra Autry,**  
Medication Access  
Coordinator,  
HEALTH ALLIANCE FOR  
THE UNINSURED

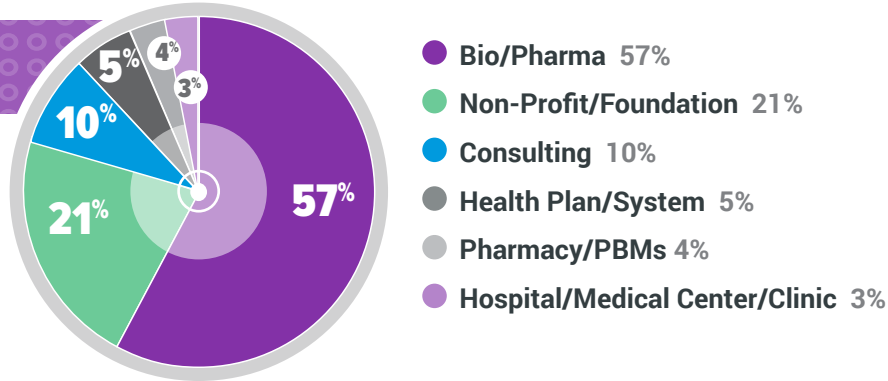
**PLUS!** Perspectives from **Sanofi, Mallinckrodt Pharmaceuticals, Acceleron Pharma Inc., and more!**

# ABOUT THIS EVENT

Now in its 22nd year, Informa Connect's Patient Assistance and Access Programs convenes leaders from across the assistance, access and affordability field to benchmark on PAP industry standards and break through affordability barriers to streamline operational complexities, enhance patient access and optimize stakeholder collaboration.

## AUDIENCE SNAPSHOT

**March 2021  
Delegation Breakdown:**



## BENCHMARKING DATA

### The Top 3 Biggest Challenges for Patients from a Financial Perspective, Accessing Medication

- 1** High-deductible health plans
- 2** Copay accumulators
- 3** Deductibles not counting to OOP max

**84%** of surveyed individuals changed the course of the programs they offer due to changes within provider access, support or medications access for their patients over the past year

**60%** of surveyed individuals received a greater number of PAP applications than forecasted in 2020

**61%** of surveyed individuals have seen the type of patients applying for PAP change since COVID-19

**47%** of surveyed individuals have seen a greater percent of applications from current patients previously on commercial product

**14%** of surveyed individuals have seen an increase in percent of new Rx (naive to treatment) patients applying for PAP

## 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**

# NEW FEATURES FOR THIS SUMMER



## 3 Days of Live & On-Demand Content from Top Industry Thought Leaders

Live interactive content, tailored tracks for customizable programming and on-demand sessions to view at your convenience, plus all content available for 30 days post-event to view at your leisure.



## The Brightest Minds at Your Fingertips

Live speaker Q&A and interactive roundtable discussions for intimate problem-solving, plus a brand-new digital platform with enhanced networking and advanced capabilities for an experience like no other.



## Comprehensive Takeaways to Advance Your Organization Forward

Return to the office with implementable takeaways on stakeholder collaboration, PAP optimization and more.

# 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

**JOIN THE CONVERSATION**



Tweet Your Learnings  
**#PAP2021**



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

## DAY ONE | TUESDAY, AUGUST 17, 2021

10:15-10:30 AM

**LIVE**  **Informa Connect Welcome**

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

10:30-11:15 AM

**LIVE**  **EXECUTIVE OUTLOOK**

### The Intersection on Access and Affordability for Health Policy

- Navigate 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
- Discuss opportunities and areas for better patient outcomes and enrollment modernization

Mallory O'Connor, Director, Public Policy, **Mallinckrodt Pharmaceuticals**

Savaria B. Harris, Senior Counsel, Regulatory Law, **Johnson & Johnson**

Arrah Tabe-Bedward, Deputy Director, Center for Medicare and Medicaid Innovation, **CMS**

11:20 AM-12:05 PM

**LIVE**  **AMA ADDRESS**

### Leveraging Technology to Improve Prior Authorization

- Analyze the status of electronic prior authorization (ePA) and real-time benefit check (RTBC) adoption for prescription medications, identify current impediments to adoption and propose solutions to overcome these barriers
- Describe the challenges that must be addressed to achieve widespread adoption of standardized, automated, prior authorization for medical services
- Review current legislative and regulatory landscape for ePA and RTBC

Tyler Scheid, Senior Policy Analyst, **American Medical Association**

12:05-1:30 PM



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

1:30-2:15 PM

**LIVE** 

### Improving Efficiency and Creating Strong Patient Support Partnerships – Balancing Technology and Talent

Technology is growing at a fast clip in patient service hubs. Filling out information online is becoming the norm for increasingly tech-savvy patients and HCPs. Automation is providing speed, cost reduction and greater accessibility to patient assistance programs. We can see that technology is a significant resource, but it's not a silver-bullet solution. During this session, consider fraud prevention measures to ensure that charitable giving reaches the intended patient population. Patients may require personal support to access, understand and adhere to therapies for a successful outcome. A thoughtful balance between technology and talent allows the human touch to bridge the gap between streamlined systems and patient-centric solutions.

Letty Patterson, Account Director, **Covance**

Marionette Perry, Account Director, Patient Support Solutions, LabCorp Drug Development, **Covance**

2:20-3:00 PM

**LIVE** 

### Digital Engagement, Simple – Wins the Day

Established technologies, commonly used but overlooked as part of a mobile health toolkit. Hear how the interplay between IVR, text and App can create intelligent assistants that are easy to engage and actually used.

Jim Banigan Director of Patient Access for Pharma and Life Sciences, **Conduent Inc.**

Rehan Mirza, Director, Client Implementation & Architecture - Pharma & Life Sciences, **Conduent Inc.**

3:15-4:15 PM

## CHOOSE FROM THREE HOT TOPIC ROUNDTABLES



### A. Racial and Income Disparities in Healthcare

Jacquelyn McRae, Pharm.D., MS, Director, Policy, Research, and Membership, PhRMA



### B. Compliance and Operational Trends for Nursing Support Programs

Kelly Pitt, Executive Director, Commercial Legal and Compliance, Mirati Therapeutics

4:15-5:15 PM



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

## DAY TWO | WEDNESDAY, AUGUST 18, 2021

9:45-9:55 AM



### Day Two Kick Off

Allie Spica, Senior Conference Producer, Informa Connect

9:55-10:35 AM



### Further Utilization of Mobile PAP Programs

- Identify how to increase the utilization of pharma patient services
- Understand how mobile patient engagement drives results
- Explore how the three modalities of mobile – SMS, mobile web and apps – can be configured to address patient connectivity issues in every patient journey, including retail, buy and bill and rare

Yishai Knobel, CEO, helparound, inc.

Ida Goldstein, Senior Director, Patient Services and Reimbursement, Myokardia

Betty Tran, Senior Director, Patient Support Services, Field Reimbursement, & Support Program Marketing, Myovant

10:40-11:20 AM



### ENFORCEMENT UPDATE

### Uncover DOJ Enforcement Priorities for 2021 and Beyond

- Gain insight on trends and investigations in the operation of manufacturer sponsored and charitable PAPs
- Discuss the evolution in expectations for compliance and best practices to avoid inappropriate interactions
- Analyze the impact of investigations on foundations and overall donations

Viveca Parker, Assistant US Attorney, Department of Justice

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

11:25 AM-12:10 PM



### Maximizing Patient Assistance Program Enrollment Using Real World Evidence

- Understand important copay program characteristics that lead to successful adoption by health systems
- Learn how external factors, such as social determinants of health, can affect copay program utilization

Ian Manners, CEO, Vivor

Joe Stevens, Principal, Value and Access, ZS Associates

12:10-2:15 PM



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

2:15-3:15 PM

## CHOOSE FROM THREE LEARNING STREAMS (1-3)

### 1. Technology and Innovation for Streamlined Access

LIVE

#### Improving Patient Access Through Digital Innovation and Workflow Optimization

*Joe Baffone, Co-Founder & CEO, Annexus Health*

### 2. Patient Support Collaboration and Operations

LIVE

#### Patient Portals and Hub Services – Assess Areas for Further Provider Utilization

- Examine trends in portal utilization by providers and patients
- Discuss strengths and weaknesses of online portals and online applications
- Explore innovative approaches to outline the benefits for user's feedback

*Steve Stidhem, Principal, Innovation Solutions, Cardinal Health*

*Jon Kwiatkowski, Director, Pharmacy Services, Cardinal Health*

### 3. Legal, Compliance and Policy

LIVE

**LEGAL UPDATE**

#### Compliant Frameworks to Mitigate Assistance Risk

- Understand key concepts for meaningful self-review
- Evaluate policies, procedures and internal controls within recent CIAs
- Identify trends in PAP investigations and programmatic risks to avoid

*Alan Klein, Chief Development Officer, Healthwell Foundation*

*Rahul Khara, Pharm.D., VP, Legal and Chief Compliance Officer, Acceleron Pharma Inc.*

*Dan Sale, Partner, King & Spaulding*

3:15-5:00 PM



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

## 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!”

# DAY THREE | THURSDAY, AUGUST 19, 2021

11:00-11:05 AM

**LIVE** Day Three Kick Off

11:05 AM-12:00 PM

**INVITATION ONLY SUMMITS \***

**LIVE**

## Manufacturer-Only Consortium

This Summit provides a platform for bio/pharma manufacturers to discuss challenges they are facing, how they are dealing with ambiguity, navigating a changing landscape and scenario projections and planning.

- Address current challenges
- Navigate change and ambiguity
- Discuss future scenario planning

*\*Informa Connect reserves the right to qualify participants for this Summit. Attendees must be a pharmaceutical or biotech manufacturer. If interested in this summit, then please email [alexandra.spica@informa.com](mailto:alexandra.spica@informa.com)*

**LIVE**

## Advocate and Non-Profit Consortium

This Summit 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
- Discuss problem-solving approaches to patient affordability, PAP access and patient care
- Explore new strategies that enhance patient care

*Debra Autry, Medication Access Coordinator, **Health Alliance for the Uninsured***

*\*Informa Connect reserves the right to qualify participants for this Summit. Attendees must be from a non-profit or advocacy group. If interested in this summit, then please email [alexandra.spica@informa.com](mailto:alexandra.spica@informa.com)*

12:00-1:00 PM



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

1:00-1:45 PM

**LIVE**

## Industry Disruptors – Cutting Edge Trends in Copay Exclusions, Accumulators and Maximizers

- Analyze the evolution and current landscape of copay accumulator and maximizer models
- Evaluate the patient and business impact of accumulators in the ability to access drugs, as well as the legal challenges
- Identify new workarounds entering the market that are adding pressure to manufacturer PAPs

*Joe Bachstadt, Vice President, Patient Services, **EVERSANA***

1:50-2:30 PM

**LIVE**

## Access and Reimbursement for Innovative Therapies

- Identify the key features of these current and soon-to-be approved therapies and what this means for the marketplace
- Examine the associated direct and indirect costs and the current state of reimbursement
- Determine how the launch of these drugs and access to them differs from traditional therapies

*Nanxin (Nick) Li, Senior Director, Global/US Market Access Lead, **uniQure***

2:35-3:15 PM

**LIVE**

## Ask the Experts – Setting PAP Industry Standards

Hear from and ask questions directly to PAP industry leaders on developing and managing programs to break through barriers for better patient outcomes.

*Bill Goodson, Director, Patient Assistance, **Eisai***

3:15-3:30 PM

**LIVE**

## Informa Connect Closing Remarks

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

# SPONSORSHIP

## A GREAT PLACE TO MEET YOUR MARKET

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## CONNECT WITH THE PAP TEAM

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