

# ACCESS INSIGHTS

— CONFERENCE —

## Strategies to Drive Patient Access & Therapy Commercialization

October 17-19, 2022 | Marriott Baltimore Waterfront

### FEATURING



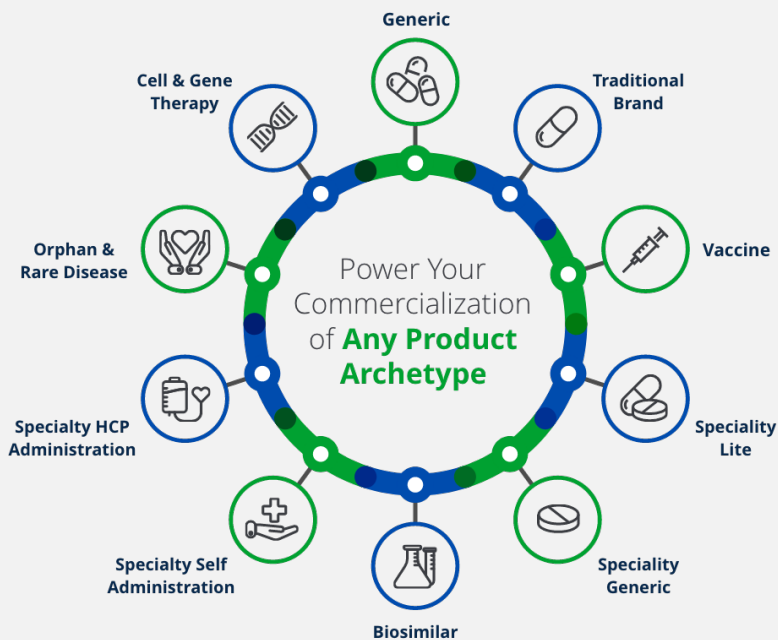
**KEYNOTE**  
**William Roth**  
Blue Fin Group  
Trends in Commercialization

- Executive Summit
- Exclusive ICyte Benchmarks reports
- Industry speakers
- 24 hot topic sessions
- Great networking

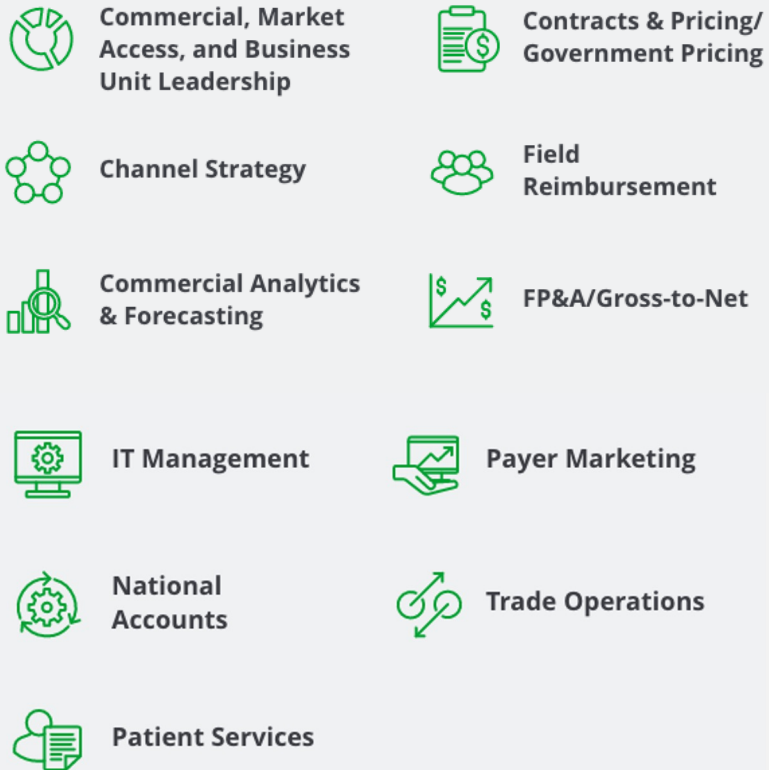
# Audience Profile

## FOR MANUFACTURERS OF ALL SIZES AND TYPES

### ALL PRODUCT TYPES



### ALL COMMERCIAL STAKEHOLDERS



Designed for commercial, operational, and financial teams at Pharma manufacturers, the Access Insights Conference features industry executive and practitioner panels, exclusive ICyte Benchmark trend data, and strategic and tactical programs focused on driving patient access and therapy commercialization. The conference arms attendees with key takeaways for overcoming access and commercialization challenges today and in the next five years.



# Distinguished Speakers

## FEATURING



### KEYNOTE

**William Roth**  
GM and Managing Partner  
Blue Fin Group



**Kevin Leininger**  
CEO  
IntegriChain



**Josh Halpern**  
President and COO  
IntegriChain

## ADDITIONAL EXECUTIVE SUMMIT SPEAKERS

**Jason Bogroff**, Senior Principal, Blue Fin Group

**Luke Buchanan**, Co-Founder and CEO, Redi.Health

**Chad Delpont**, Vice President, Commercial Services-Biopharma, CoverMyMeds

**Chris Dowd**, SVP, Market Development, ConnectiveRx

**Jennifer Hamilton**, Managing Partner, Blue Fin Group

**Neal Masia**, Co-Founder and Chief Executive Officers, EntityRisk

**David Moules**, Head of Sales and Business Development, EntityRisk

**Bruce Phelan**, Partner, Blue Fin Group

**Dave Weiss**, Vice President, Industry Solutions, IntegriChain

**Samer Allabadi**, Senior Director, Channel & Patient, IntegriChain

**Afaque Amanulla**, Director, Product Management, IntegriChain

**Jeff Baab**, Vice President, Operational Consulting, IntegriChain

**John Bardi**, SVP Market Access, Policy & Government Affairs, Intra-Cellular Therapies

**Jeff Beck**, Chief Development Officer, BioCareSD

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

**Andrew Brownlee**, Director, Berkeley Research Group

**Aseem Chandawarka**, Executive Director, Product Management, IntegriChain

**Rochelle Cupelli**, VP, Finance and Information Technology, Ironshore Pharmaceuticals

**William Dupere**, VP of Market Access Solutions, TrialCard

**Ben Fanelli**, Senior Manager, GP Operational Consulting, IntegriChain

**Chad Garber**, Executive Director, Solutions, IntegriChain

**Yvonne Hilsky**, Director, Market Access, Moderna

**Brittany Honeycutt**, Executive Director, GTN, IntegriChain

**Phyllis Kidder**, Partner, Blue Fin Group

**Chris Jewell**, Product Manager, Channel, IntegriChain

**Jay Kinzer**, Executive Director, Data Operations, IntegriChain

**Maria Latulippe**, Vice President, Engineering, IntegriChain

**Gregory Lee**, Director of Solutions and Business Development, Quantuvis

**Aaron Light**, Solutions Manager, IntegriChain

**Ryan Maizel**, Executive Director, Security and Compliance, IntegriChain

**Ekaterina Miteiko**, Associate Director, Financial Planning & Analytics, Operations & Strategy Mitsubishi Tanabe Pharma America

**Jason Noto**, VP, Market Access, AVEO Oncology

**Marc O'Connor**, Chief Business Officer, Curant Health

**Kendal Otto**, Director, Operational Consulting, IntegriChain

**Reena Patel**, Partner, Blue Fin Group

**Rupal Patel**, Executive Director, Operational Consulting, IntegriChain

**Cathy Pritchett**, Enterprise Account Director Enterprise Trade and Distribution Accounts, GSK

**Jennifer Sharpe**, VP, GTN Consulting, IntegriChain

**Mike Shimerda**, VP, Business Development, PurpleLab

**Craig Waverka**, Practice Lead, Channel & Patient, IntegriChain

**John Whitridge**, Senior Manager, Operational Consulting, IntegriChain

**Amy Winnen**, Vice President, Head of Value, Access and Policy, Fulcrum Therapeutics

**David Zilberman**, Founder & CEO, GraphiteRx

# Conference Sponsors

## PLATINUM SPONSORS



## ECOSYSTEM PARTNERS



# Agenda at-a-Glance

	Sunday, October 16	Monday, October 17	Tuesday, October 18	Wednesday, October 19
Breakfast			<b>BREAKFAST</b> 7:30-8:30 am	<b>BREAKFAST</b> 7:30-8:30 am
Morning			<b>HOT TOPICS</b> (12 sessions) 8:30-12:10 pm	<b>EYES ON ICYTE</b> (7 sessions) 8:30am-12:30 pm
Lunch			<b>WELCOME LUNCH</b> 12-1pm	<b>LUNCH – RAC SUMMIT+ ROUNDTABLE DISCUSSIONS</b> 12:10-1:40 pm
Afternoon		<b>EXECUTIVE SUMMIT</b> (5 sessions) 1-5:30 pm	<b>HOT TOPICS</b> (12 sessions) 1:40-4:35 pm	
Dinner	<b>WELCOME COCKTAILS (TRES CASUAL)</b> 5-8 pm	<b>HOSTED EVENING EVENT – AMERICAN VISIONAIRY ART MUSEUM</b> 6-9 pm	<b>HOSTED EVENING EVENT – NATIONAL AQUARIUM</b> 6-9 pm	
Evening		<b>AFTER-HOURS – BYGONE ROOFTOP BAR (FOUR SEASONS)</b> 9-11pm	<b>AFTER-HOURS – BAR ONE</b> 9-11 pm	



# Executive Summit: Monday, October 17

12:00 – 1:00 pm	<b>WELCOME LUNCH</b>
1:00 – 1:15 pm	<b>WELCOME TO THE ACCESS INSIGHTS CONFERENCE</b>
1:15 – 2:15 pm	<p><b>KEYNOTE – TRENDS IN COMMERCIALIZATION: THE REALITY AND THE CRYSTAL BALL</b></p> <p>Bill Roth, a recognized expert on business model development in healthcare, will share his take on the trends driving pharma today and his vision for the remainder of the decade. Bill will present trend data across therapeutic areas, product archetypes, and forms of administration/benefit and share insights on commercialization approaches: are pharma companies choosing to commercialize new therapies themselves rather than partner, license, or sell? How does the shifting landscape of product archetypes – including the rise of specialty light, biosimilars, orphan and rare disease, and cell and gene therapy – change commercialization strategies? How do these trends affect reimbursement, benefit design, channel strategy, and patient services investment? How are manufacturers finetuning and balancing GTN and the patient journey? Then Bill will shift gears to his vision and some predictions for the future: where will science, data, and technology take us next in terms of patient access and therapy adherence?</p> <p><i>William Roth, General Manager and Managing Partner, Blue Fin Group</i></p>
2:15– 3:00 pm	<p><b>OUR VISION FOR DATA-DRIVEN COMMERCIALIZATION</b></p> <p>Following on the key themes of Bill Roth's conference keynote on strategies that tear down the silos within manufacturers to optimize commercialization and GTN, Josh Halpern and Kevin Leininger will explore the natural next step: how to operationalize these strategies. Now more than ever, economic, regulatory, and market challenges require manufacturers to explore new operational methodologies for optimized commercialization efficiencies and to embrace advances in data science and technology for better enterprise-wide intelligence. They will explore market trends and several real-world examples of data-driven approaches to commercialization and access operationalized through innovations in data, technology, and processes for manufacturers of various size and stages.</p> <p><i>Kevin Leininger, CEO, IntegriChain</i> <i>Josh Halpern, President and COO, IntegriChain</i></p>
3:00 – 3:15 pm	<b>AFTERNOON NETWORKING BREAK</b>

# Executive Summit: Monday, October 17

3:15 – 4:00 pm	<p><b>ICYTE BENCHMARKS: CHANNEL INNOVATIONS</b></p> <p>An increasing number of brands – such as cell and gene, orphan and rare, specialty medical benefit, specialty light, and many specialty pharmaceuticals – no longer fit neatly into traditional channel models: they are too complex, too expensive, or have too many payer restrictions. Many Pharma manufacturers are exploring and experimenting with emerging channel designs, including hybrid models, specialty lite, and more. In this session, we'll present benchmarks and trends around the costs and economic models of these new hybrid models, including trends in the evolution and emergence of new and hybrid channel models; the evolving economic models driving manufacturers to re-think channel designs; and best practices for managing data associated with non-traditional channel models.</p> <p><i>Bruce Phelan, Partner, Blue Fin Group</i> <i>Dave Weiss, Vice President, Industry Solutions, IntegriChain</i></p>
4:00 – 4:45 pm	<p><b>TRENDS IN PATIENT ADHERENCE PROGRAM OPTIMIZATION</b></p> <p>A panel of service providers and patient access leaders will discuss the use of data and analytics to optimize the impact of digital and clinical interventions on secondary patient adherence.</p> <p><i>Jennifer Hamilton, Managing Partner, Blue Fin Group</i> <i>Luke Buchanan, Co-Founder and CEO, Redi.Health</i> <i>Chris Dowd, SVP, Market Development, ConnectiveRx</i> <i>Chad Delpont, Vice President, Commercial Services- Biopharma, CoverMyMeds</i></p>
4:45 – 5:20 pm	<p><b>ENABLING ACCESS THROUGH ALTERNATIVE PRICING AND CONTRACTING MODELS: MEASURING AND MANAGING THE RISKS</b></p> <p>This session will focus on how biopharmaceutical companies can improve market access for their innovative medicines by leveraging value based pricing and contracting models that are alternatives to traditional approaches. Understanding the risks of such arrangements – and managing them effectively – will be a competitive advantage for all kinds of new treatments.</p> <p><i>Neal Masia, Co-Founder and Chief Executive Officer, EntityRisk</i> <i>David Moules, Head of Sales and Business Development, EntityRisk</i></p>
6:00 – 9:00 pm	<b>HOSTED EVENING EVENT – AMERICAN VISIONARY ART MUSEUM (TRANSPORTATION PROVIDED)</b>
9:00 – 11:00 pm	<b>AFTER-HOURS NETWORKING – BYGONE ROOFTOP BAR AT THE FOUR SEASONS</b>

# Hot Topics: Tuesday, October 18

7:30 – 8:30 am	BREAKFAST		
8:30 – 9:15 am	<p><b>STATE PRICE TRANSPARENCY REPORTING POLICY UPDATE</b></p> <p>We'll cover the latest changes in State Price Transparency Reporting regulations, reporting requirements, and manufacturer operationalization.</p> <p><i>John Whitridge, Senior Manager, Operational Consulting, IntegriChain</i></p>	<p><b>DATA STRATEGY STORIES FROM THE FRONTLINES</b></p> <p>In this presentation, Jason Bogroff will explore the important topic of commercial data strategy. We'll consider what drives excellence related to commercial data strategy. We'll look at some risks and pitfalls to achieving the full potential of commercial data strategy. We'll consider some interesting commercial data strategy scenarios that are becoming increasingly common in our industry, including data strategy for ultra orphan drugs, for drugs covered under a medical benefit, for prescription digital therapeutics, for health system specialty pharmacies, and for outcomes/value-based agreements.</p> <p><i>Jason Bogroff, Senior Principal, Blue Fin Group</i></p>	<p><b>ICYTE BENCHMARKS: INSIDE THE GTN WATERFALL</b></p> <p>In this session, we'll present our exclusive ICyte Benchmark data related to GTN and survey data from the Revenue Analytics Collaborative, an industry consortium focused on peer-to-peer networking and engagement in Market Access, GTN, and Contracts &amp; Pricing. We'll present trends in GTN mix and forecasting complexity – from traditional brands to specialty lite to orphan and rare disease therapies.</p> <p><i>Jennifer Sharpe, VP, GTN Consulting, IntegriChain</i>  <i>Reena Patel, Partner, Blue Fin Group</i></p>
9:20 – 10:05 am	<p><b>DRUG PRICING REFORM IMPACT BY PRODUCT ARCHETYPE</b></p> <p>The drug pricing reform components of the Inflation Reduction Act of 2022 will have a significant impact on manufacturer's pricing and contracting strategies and gross-to-net. In this session, we will explore the new regulations and how they impact pharma product archetype strategies – such as traditional brand, specialty (both HCP- and self-administration), specialty lite, rare and orphan, cell and gene, and more.</p> <p><i>Ben Fanelli, Senior Manager, Government Pricing, Operational Consulting, IntegriChain</i>  <i>Reena Patel, Partner, Blue Fin Group</i></p>	<p><b>BUILDING A SUSTAINABLE STRATEGY FOR SCRIPT LEVEL VALIDATION</b></p> <p>In this session, we will discuss the challenges that manufacturers face and the data and solution options that lead to a more effective Medicaid script validation strategy. We will key in on the primary dispute types including Aberrant Quantity and 340B duplication and share ways to maximize ROI through targeted dispute resolution and eligibility.</p> <p><i>Chad Garber, Executive Director, Solutions, IntegriChain</i>  <i>Andrew Brownlee, Director, Berkeley Research Group</i></p>	<p><b>THE SPECIALTY LOE WAVE: BIOSIMILARS AND SPECIALTY GENERICS</b></p> <p>Biosimilars and specialty generics are the new hot ticket for the pharma industry. In this session, we'll explore the trends, strategies, success stories, and future across payers, pharmacies, providers, and patients.</p> <p><i>William Roth, General Manager and Managing Partner, Blue Fin Group</i>  <i>Jason Bogroff, Senior Principal, Blue Fin Group</i></p>



# Hot Topics: Tuesday, October 18

10:05 – 10:35 am	NETWORKING BREAK AND SPONSOR EXHIBITS		
10:35 – 11:20 am	<p><b>ICYTE BENCHMARKS: CHANNEL TRENDS</b> In this session, we'll present exclusive cross-manufacturer ICyte Benchmarks, including channel/network design, data strategy, inventory levels, service levels, DSA, trade partner performance, and downstream inventory. We'll examine trends in channel design, trading partner performance, and downstream inventory management; the impact of post-COVID and regulatory changes on channel performance; and best practices for improving channel performance and integration with GTN processes.</p> <p><i>Dave Weiss, Vice President, Industry Solutions, IntegriChain</i> <i>Aaron Light, Solutions Manager, IntegriChain</i></p>	<p><b>UNLOCKING LONG-RANGE PATIENT SUPPORT THROUGH TOKENIZATION</b> With so many patients on chronic specialty therapies, we'll explore how tokenization has unlocked the long-range support as they move, switch insurers, and so on, allowing manufacturer networks and hubs to be a more consistent support of the patient.</p> <p><i>Craig Waverka, Practice Lead, Channel &amp; Patient, IntegriChain</i> <i>Jay Kinzer, Executive Director, Data Operations, IntegriChain</i></p>	<p><b>MARKET TRENDS: THE RISE OF INFUSION PRODUCTS</b> Given the growth of medical benefit products, much investment is going into specialty infusion. We'll examine the trends in this hot new channel, the access challenges presented, and strategies for success.</p> <p><i>Bruce Phelan, Partner, Blue Fin Group</i></p>
11:25 – 12:10 pm	<p><b>LEVERAGING INTEROPERABLE DATA INFRASTRUCTURE TO ENHANCE CONTRACT ROI</b> As the web of internal, third-party, and customer datasets continuously expands, Market Access and Pricing &amp; Contracting teams face mounting challenges in ensuring they're not only deriving meaningful insights but also delivering accurate information across internal and external stakeholders. In this session, we explore trends and case studies across small and mid-size pharmaceutical companies that modernize their market access infrastructures to ensure smart workflow management and drive direct-to-vendor data movement and interoperability.</p> <p><i>Gregory Lee, Director of Solutions and Business Development, Quantuvis</i></p>	<p><b>BEST PRACTICES: PRE-LAUNCH TO LAUNCH TO POST-LAUNCH OPTIMIZATION</b> Panel discussion of industry practitioners focused on the best-practice sequence of events for planning data strategy and operationalization for commercialization.</p> <p><i>Rupal Patel, Executive Director, Operational Consulting, IntegriChain</i> <i>Jason Noto, VP, Market Access, Aveo Oncology</i> <i>Amy Winnen, Vice President, Head of Value, Access and Policy, Fulcrum Therapeutics</i> <i>John Bardi, SVP Market Access, Policy &amp; Government Affairs, Intra-Cellular Therapies</i></p>	<p><b>SPECIALTY PHARMACY ECONOMICS – WHY SHOULD MANUFACTURERS CARE</b> Specialty pharmacies can be economically squeezed for a variety of factors, including low payer reimbursement. As such, SPs have tried to diversify and renegotiate contracts with manufacturers. In this session, we'll dive deeper into this current trend and discuss implications of the economic impact on SPs.</p> <p><i>Phyllis Kidder, Partner, Blue Fin Group</i></p>

# Hot Topics: Tuesday, October 18

12:10 – 1:20 pm	<b>LUNCH – RAC SUMMIT+ ROUNDTABLE DISCUSSIONS, SPONSORED BY THE REVENUE ANALYTICS COLLABORATIVE</b>		
1:20 – 2:05 pm	<p><b>MODELS FOR INTEGRATION OF ESERVICES INTO PATIENT SUPPORT PROGRAMS</b></p> <p>The utilization and implementation of eServices for both pharmacy and medical benefit products continues to be evaluated by both in-sourced and out-sourced hubs. Successful operations require a catalog of eServices, often used in an integrated manner based on the previous transaction results.</p> <p><i>William Dupere, VP of Market Access Solutions, TrialCard</i></p>	<p><b>TRANSFORMING SPECIALTY PHARMACY QBRs</b></p> <p>The latest learnings from the front lines of our customers' analytics-driven quarterly business cycle with their specialty pharmacy partners.</p> <p><i>Craig Waverka, Practice Lead, Channel &amp; Patient, IntegriChain</i>  <i>Paul Cornille, Associate Director, Specialty Trade Operations, Boehringer Ingelheim</i>  <i>Cathy Pritchett, Enterprise Account Director Enterprise Trade and Distribution Accounts, GSK</i></p>	<p><b>CROWDSOURCING THE DRUG SUPPLY CHAIN OF THE FUTURE</b></p> <p><i>Join us for an interactive ideation session with fellow pharma leaders who are responsible for one of the most important and complex supply chains in the world. We will ask the "crowd" to identify the critical areas in the current pharmaceutical distribution model in the US that are most ripe for disruption and change.</i></p> <p><i>David Zilberman, Founder &amp; CEO, GraphiteRx</i></p>
2:10 – 2:55 pm	<p><b>EVOLVING CHANNELS FOR VACCINES</b></p> <p>In this fireside chat, we'll explore the evolution of vaccine commercialization and distribution, changes in the runup to the pandemic, and emerging trends in various vaccination categories.</p> <p><i>Dave Weiss, Vice President, Industry Solutions, IntegriChain</i>  <i>Jason Bogroff, Senior Principal, Blue Fin Group</i>  <i>Yvonne Hilsky, Director, Market Access, Moderna</i></p>	<p><b>CHOOSING THE RIGHT GTN MODEL FOR YOUR BUSINESS</b></p> <p>We will examine the pros and cons of Excel vs. outsourcing vs. SaaS for GTN.</p> <p><i>Jon Brier, Senior Director, Product Management, IntegriChain</i>  <i>Jennifer Sharpe, VP, GTN Consulting, IntegriChain</i>  <i>Rochelle Cupelli, VP, Finance and Information Technology, Ironshore Pharmaceuticals</i>  <i>Ekaterina Miteiko, Associate Director, Financial Planning &amp; Analytics, Operations &amp; Strategy, Mitsubishi Tanabe Pharma America</i></p>	<p><b>THE PATIENT AS A CONSUMER: ACKNOWLEDGING THE PATIENT AS A CONSUMER TO MEET EVOLVING EXPECTATIONS IN HEALTHCARE ACCESSIBILITY</b></p> <p>As patients become more educated and involved in the consumption of healthcare services (access, affordability, adherence, distribution), it's incumbent on the pharmaceutical industry to support changing behavior, dynamically. Pharmaceutical manufacturers must engage digitally with patients in an agnostic way to remain relevant through changes in finance, geography, plan sponsorship and familial situations.</p> <p><i>Luke Buchanan, Co-Founder and CEO, Redi.Health</i></p>
2:55 – 3:25 pm	<b>NETWORKING BREAK AND SPONSOR EXHIBITS</b>		

# Hot Topics: Tuesday, October 18

3:25 – 4:10 pm	<p><b>THE RISE OF ALTERNATIVE CHANNELS: DIGITAL PHARMACY, DIRECT DISTRIBUTION, AND MORE</b></p> <p>A panel of vendors will discuss the drivers, practical considerations, success factors, and vendor landscape for implementing a digital pharmacy strategy or alternative distribution modalities.</p> <p><i>William Roth, General Manager and Managing Partner, Blue Fin Group</i> <i>Jeff Beck, Chief Development Officer, BioCareSD</i> <i>David Zilberman, Founder &amp; CEO, GraphiteRx</i> <i>Marc O'Connor, Chief Business Officer, Curant Health</i></p>	<p><b>GTN PRIOR TO LAUNCH: TOP-TEN CRITICAL SUCCESS FACTORS</b></p> <p>As manufacturers prepare to commercially launch a product, it is important to have a strategic vision for closing the quarter the first time with key stakeholders and auditors. In addition to the standard laundry list you need for GTN, we'll examine the industry dynamics that are opening new areas of GTN that you will need to consider and new data sources you'll need to address drug pricing reform. We will explore both the strategic and operational impacts on your GTN, how that varies by product archetype as well as by payer mix.</p> <p><i>Jennifer Sharpe, VP, GTN Consulting, IntegriChain</i> <i>Jennifer Hamilton, Managing Partner, Blue Fin Group</i></p>	<p><b>CHOOSING THE RIGHT RESOURCES TO SUPPORT PATIENT INITIATION</b></p> <p>Learn how manufacturers of different sizes and product archetypes are varying their approaches to areas such as field reimbursement management, hub reimbursement support, patient case management, and patient education/onboarding.</p> <p><i>Phyllis Kidder, Managing Partner, Blue Fin Group</i></p>
4:15 – 5:00 pm			
6:00 – 9:00 pm	<b>HOSTED EVENING EVENT – NATIONAL AQUARIUM (TRANSPORTATION PROVIDED)</b>		
9:00 – 11:00 pm	<b>AFTER-HOURS NETWORKING – BAR ONE</b>		



# Eyes on ICyte: Wednesday, October 19

7:30 – 8:30 am	BREAKFAST		
8:30 – 10:00 am	<p><b>RECENT UPDATES AND A LOOK AHEAD</b></p> <p>We'll walk you through the latest ICyte Platform, data products, SaaS applications, and managed services releases. We'll also explore our innovation – of ICyte, its applications, and its data products – as manufacturers look to respond to the evolution of access and commercialization and the challenges that brings to the industry.</p> <p><i>Brad Burget, Chief Technology Officer, IntegriChain</i> <i>Jay Kinzer, Executive Director, Data Operations, IntegriChain</i> <i>Aseem Chandawarkar, Executive Director, Product Management, Contracts &amp; Pricing Solutions, IntegriChain</i> <i>Jon Brier, Senior Director, Product Management, IntegriChain</i> <i>Craig Waverka, Practice Lead, Channel &amp; Patient, IntegriChain</i></p>		
10:00 – 10:25 am	NETWORKING BREAK AND SPONSOR EXHIBITS		
10:25 – 11:10 am	<p><b>TAKING CHANNEL INVENTORY AND DEMAND VISIBILITY TO THE NEXT LEVEL WITH DATA DEMOCRATIZERS</b></p> <p>In this session, we'll explore innovative technology and data providers like PurpleLab to create more accurate and granular patient demand across pharmacy and medical benefit products. First, we'll examine planned product enhancements to the unblinding and downstream inventory visibility. Secondly, PurpleLab will introduce its analytics platform and support for other financial and commercial use cases.</p> <p><i>Dave Weiss, Vice President, Industry Solutions, IntegriChain</i> <i>Jay Kinzer, Executive Director, Data Operations, IntegriChain</i> <i>Mike Shimerda, VP, Business Development, PurpleLab</i></p>	<p><b>INNOVATING ICYTE CONTRACTS &amp; PRICING FOR BIG PHARMA</b></p> <p>This session will examine how IntegriChain is investing in ICyte for Big Pharma readiness of our Contracts &amp; Pricing applications. We'll explore new innovations in technology to support this scale as well as compliance and security.</p> <p><i>Brad Burget, Chief Technology Officer, IntegriChain</i> <i>Maria Latulippe, Vice President, Engineering, IntegriChain</i> <i>Ryan Maizel, Executive Director, Security and Compliance, IntegriChain</i></p>	<p><b>EXPLORING NEW ICYTE PATIENT ACCESS ANALYTICS</b></p> <p>In this session, we'll explore new technology innovations that we are employing in ICyte to enhance the usability of unblinded data, deciles, and more.</p> <p><i>Samer Allabadi, Senior Director, Channel and Patient Advisory, IntegriChain</i></p>

# Eyes on ICyte: Wednesday, October 19

11:15 – 12:00 pm	<p><b>IMPROVING ACCRUAL MANAGEMENT AND FORECASTING THROUGH ICYTE GTN</b></p> <p>This session will explore how recent enhancements and innovation in our ICyte Gross-to-Net applications have matured the offering. We'll also discuss how manufacturers can improve GTN accruals and break down silos between GTN and Trade/Channel teams by utilizing end-to-end Inventory roll forward calculations, exploring review best practices for how manufacturers can increase confidence over demand and downstream inventory projections and distributor inventory reporting.</p> <p><i>Aaron Light, Solutions Manager, IntegriChain</i> <i>Jon Brier, Senior Director, Product Management, IntegriChain</i></p>	<p><b>ICYTE: MOVING BEYOND REVENUE LEAKAGE TO OPTIMIZED SCRIPT MANAGEMENT</b></p> <p>This session will explore how ICyte has moved well beyond traditional revenue leakage approaches to new optimized script management. We'll review ICyte's solutions for claim level detail, commercial script scrubbing, and our approach to the industry's 340B problem.</p> <p><i>Aseem Chandawarkar, Executive Director, Product Management, Contracts &amp; Pricing Solutions, IntegriChain</i> <i>Afaque Amanulla, Director, Product Management, IntegriChain</i></p>	<p><b>INNOVATION IN PATIENT MATCHING</b></p> <p>In this session, we'll explore innovations in ICyte for patient matching and claims integration, including Protected Health Information (PHI) vault capabilities.</p> <p><i>Jay Kinzer, Executive Director, Data Operations, IntegriChain</i> <i>Craig Waverka, Practice Lead, Channel &amp; Patient, IntegriChain</i></p>
12:10 – 1:20 pm	<b>CLOSING LUNCH</b>		

# Registration

ALL DETAILS ARE AVAILABLE ON THE CONFERENCE WEBSITE.

## Pharma Manufacturers

**All Access Pass:**  
Sessions, Exhibits, Meals,  
Entertainment, Networking

**\$1,250**

## Solution Providers & Consultants

**All Access Pass:**  
Sessions, Exhibits, Meals,  
Entertainment, Networking

**\$2000**

### Venue: Baltimore Marriott Waterfront

For hotel room availability and direct booking links, please visit the conference website and select the Hotel page.

### Health & Safety

Please visit the conference website and select the Health & Safety page for the latest rules.

### Questions

Jennifer Guinan, Conference Head,  
jag@integrichain.com, 610.410.8111

Jen Howard, Conference Manager,  
jhoward@integrichain.com