

Who's on the List — 2013

Indexed by Company Affiliation



Rick Keefer
Publicis Touchpoint
Solutions



Marc Weiner
Ogilvy CommonHealth
Worldwide



Walter Capone
The Multiple Myeloma
Research Foundation



Steve Swanson
Imperial



Renee Wills
ICC Lowe Trio



Michael O'Gorman
Sentrx



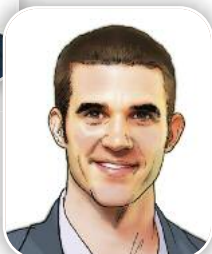
Jonathan Bush
athenahealth



Matthew West
McCann Regan
Campbell Ward



Tim McCort
GSW



Brian Longo
Veeva

Accelrys	Ken Rapp	MedEvolve	David Segarnick, Ph.D.
Acorda Therapeutics	Denise Duca	The Medical Affairs	
Acurian	Kristin Gross	Company	David Hahn
Addgene	Dr. Joanne Kamens	Medicus	
Advanced Clinical		Research/SysteMedicus	Jay Udani, M.D.
Concepts	David Rear	Merck	Adrienne Robinson
Agano Solutions and		MicroMass	
Auditgraph	Mauricha Marcussen	Communications	Jessica Brueggeman
AmerisourceBergen Corp.	Steve Collis	Microsoft	Andrea McGonigle
Arena Pharmaceuticals	Dominic Behan, Ph.D.	Millennium	
Artcraft Health Education	Marc Sirockman	Pharmaceuticals Inc.	Fatima Scipione
Assay Depot	Kevin Lustig, Ph.D.	MIT Media Lab	Ramesh Raskar
athenahealth	Jonathan Bush	Modular Thermal	
aTyr Pharma	John Mendlein, Ph.D.	Technologies Inc.	Art Pirrone
Bayer Healthcare		The Multiple Myeloma	
Dermatology	Kathy Jo Usher	Research Foundation	Walter Capone
BBK Worldwide	Matthew Stumm	National Institutes of	
Blue Chip Marketing	Bob Klein	Health	Francis Collins, M.D., Ph.D.
The Boston Consulting		NextDocs	Satwik Seshasai
Group	Stefan Larsson	Novartis	Mark Fishman, M.D.
Cegecim	Dave Escalante Jr.	Novartis	André Wyss
Clinical Research		Ogilvy CommonHealth	
Advantage	David Bruggeman	Worldwide	Marc Weiner
closerlook	Dave Ormesher	OncoSec Medical Inc.	Punit Dhillon
CMI Communications		Oracle Health Sciences	Neil de Crescenzo
Media Inc.	Calvin Butts Jr.	Organovo	Sharon Presnell, Ph.D.
Comprehend Systems	Jud Gardner	OvaScience	Scott Chappel, Ph.D.
Downtown Project		Palio+Ignite	John Guarino
Las Vegas	Zubin Damania, M.D.	Patheon	Michael Lehmann
eHealthcare Solutions	R.J. Lewis	PatientsLikeMe	Jamie Heywood
EMD Serono	Helen Sabzevari, Ph.D.	Planning for Hope	Susan Grant
Epocrates, an athenahealth		PRA	Kent Thoeke
company	Jody Blakeway	PwC	Ann Mohamadi
Ernst & Young	Kim Ramko	Pronutria	David Berry
ExcolnTouch	Tim Davis	PSKW	Bob Previdi
Genzyme,		Publicis Healthcare	
a Sanofi Company	Jamie Ring	Communications Group	Nick Colucci
GlaxoSmithKline	Laura Randa	Publicis Healthcare	
GlaxoSmithKline	Graham Simpson	Communications Group	Alexandra von Plato
GlycoMimetics	Rachel King	Publicis Touchpoint	
Greenphire	Samuel Whitaker	Solutions	Rick Keefer
GSW	Tim McCort	Pyramid Resource Group	DJ Mitsch
HCB Health	Kerry Hilton	Questcor Pharmaceuticals	Jorge Lee
ICC Lowe Trio	Renee Wills	Remedy Health Media	Jim Curtis
IDDI	Marc Buyse	Retrophin Inc.	Martin Shkreli
IDEA Pharma	Mike Rea	Roska Healthcare	David Zaritsky
ImaginAb	Christian Behrenbruch, Ph.D. .	RPS Inc.	Dan Perlman
Imperial	Steve Swanson	Sanofi Pasteur	Damian Braga
INC Research	Jeff Kueffer	Scientific Advantage LLC	Robin Winter-Sperry, M.D.
Inovio Pharmaceuticals	Joseph Kim, Ph.D.	Sentrx, a part of Telere	Doreen Lechner, Ph.D.
IntelliMedicine	Daniel Kraft, M.D.	Sentrx, a part of Telere	Michael O'Gorman
inVentiv Health Clinical	Pam Strobel	Shire	Jeff Jonas
Janssen Research &		Society for	
Development LLC	Daniel Baker, M.D.	Clinical Research Sites	Christine Pierre
Janssen Research &		Sunovion Pharmaceuticals	Antony Loebel
Development LLC	Mark Curran, Ph.D.	Sunovion Pharmaceuticals	Richard Russell
JBK Associates	Julie Kampf	SyneractHCR	Mary Clegg
Kantar Health	Mike Kelly	Tria Health	Jessica Lea, Pharm.D.
Klick Health	Leerom Segal	Understand.com	Darik Volpa
McCann Regan		United BioSource Corp.	Abbe Steel
Campbell Ward	Matthew West	Veeva	Brian Longo
MedAvante	Amy Ellis	WorldOne	Andrew Burns

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- 5** New Pre-Conference Symposia
- 4** Pharma Case Studies
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OPENING KEYNOTE ADDRESS



Healthcare Policy into 2014 – Medicaid Expansion's Downstream Effect on a Financially Struggling United States Government

Michael Steele, *Former Chair, Republican National Committee; Political Analyst, MSNBC*



Glean Best Practices to Update Your Operations through Exclusive Pharma Case Studies

- ▶ **ASTRAZENECA:** Examine Best Practices in Medicaid Supplemental Contracting
- ▶ **GLAXOSMITHKLINE:** Use State Invoices to Validate CMS URAs to Match Manufacturer URAs
- ▶ **ACORDA THERAPEUTICS:** Understand Company Needs When Acquiring an Authorized Generic
- ▶ **JANSSEN:** Implement the New Texas Price Reporting Regulations



Sharpen Your GP Skills with Focused Pre-Conference Symposia

- ▶ **FINAL AMP RULE:** Anticipate business impacts – and prepare – for the Final AMP Rule
- ▶ **COMMERCIAL IMPACTS ON GOVERNMENT PRICING:** Prepare for the final roll-outs of the ACA
- ▶ **340B FOR MANUFACTURERS:** Get educated on program integrity to ensure manufacturer/entity compliance
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- ▶ **3RD ANNUAL SENIOR LEADERSHIP ROUNDTABLE:** This senior-level brainstorming forum discusses strategies to drive your GP group's success

Receive Critical Rebate Operations Updates from Federal and State Government Officials

- ▶ **Annual Update on 340B Program Regulations, Processes and Enforcement Answers from PHS**
Cmdr. Krista Pedley, Director, Health Resources and Services Administration, **Office of Pharmacy Affairs**
- ▶ **Understand Current Updates on the Veterans Healthcare Act and the Federal Supply Schedule**
Maureen Regan, Counselor to the Inspector General, **VA Office of the Inspector General***
Mark Myers, Director, Office of Contract Review, Department of Veteran's Affairs, **Office of the Inspector General***
Melbourne A. Noel, Sr. Pricing Consultant, Compliance Implementation Services, Former Senior Contracts Attorney, **VA Office of General Counsel**
- ▶ **OIG Work Updates**
David Tawes, Regional Inspector General, Evaluation and Inspections, **Department of Health & Human Services***
Stephanie Yaeger, Program Analyst, Team Leader OIG/OEI, **Department of Health & Human Services***
- ▶ **State Spotlights: How States Are Currently Processing Rebates and Intend to Move Forward into 2014**
Karen Kluczykowski, RPh, **HP Kansas TXIX**
Jeff Naber, Supervisor, **IL Dept of Healthcare and Family Services**
Stefano Paoloni, Data Processing Analyst, Drug Rebate Unit, **New Jersey Division of Medical Assistance & Health Services**

And many more!



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* Agenda and speakers subject to change

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