

VIRTUAL EVENT

Transparency & Aggregate Spend



 **EARN CLE,
CPE AND
CCB CREDITS***
*PENDING FINAL APPROVAL

MAY 18-20, 2021

Ensure Compliance in an Ever-Evolving Landscape through Critical Examination of Current and Future Reporting Trends

Conference Chairperson:



Amie Phillips Pablo,
Director, Ethics
and Compliance,
NOVO NORDISK

CMS Keynote Address:



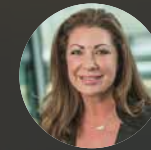
**Veronika
Peleshchuk Fradlin,**
Acting Director,
Division of Data
and Informatics,
**CENTERS FOR MEDICARE
AND MEDICAID
SERVICES (CMS)**

Global Compliance Perspective:



**Gretchen
Reyes Cseplo,**
Director, Ethics,
Risk & Compliance,
NOVARTIS

Dispute Management Deep-Dive:



Melissa LaFrain,
Director, Global
Transparency
Operations,
ASTRAZENECA

Timely Conference Features and Trailblazing Topics



**Discuss the
Practical Implications
of Sunshine Act
Expansion and the
Inclusion of Newly
Covered Recipients**



**Industry
Benchmarking and
Forward-Thinking
Roundtable
Discussion**



**Enforcement Panel –
Review Government
Guidance Updates
Regarding OIG
Speaker Programs
Fraud Alert**



**Three Concurrent
Topic Intensives**

- HCP Engagement Strategies
- Global Compliance and Transparency
- Data Collection and Analytics

INFORMACONNECT.COM/AGGSPEND

Educational
Sponsor:



 **informa connect**

ABOUT THE EVENT

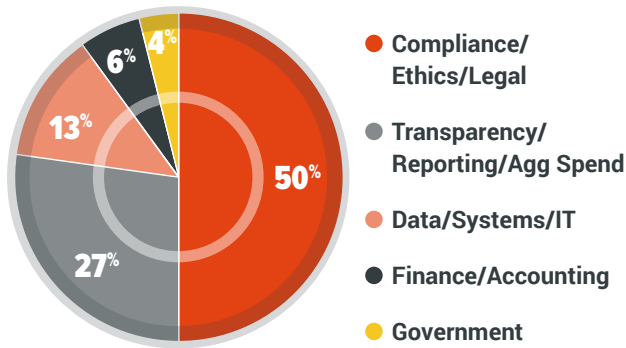
Held in the spring timeframe, after federal reporting deadlines have passed, join us for a timely conversation on updates in transparency and aggregate spend to allow for best practice sharing and benchmarking with industry peers. Immerse yourself in the regulations, technology, major trends, analytics and compliance insights to improve your transparency programs, both in the U.S. and around the world – all from the comfort of your home or office.

A SNAPSHOT OF THE TRANSPARENCY & AGGREGATE SPEND COMMUNITY

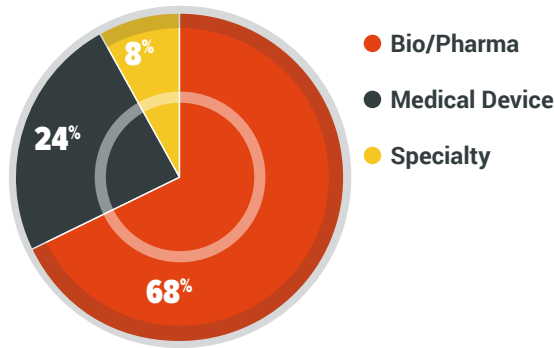
DEMOGRAPHICS



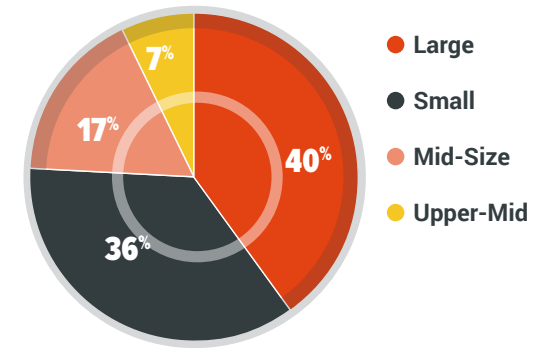
Life Sciences Audience Profile by Function



Companies in Attendance by Type



Companies in Attendance by Size



INDUSTRY ACCLAIM FOR THE VIRTUAL 2020 TRANSPARENCY & AGGREGATE SPEND EVENT:

“Excellent conference to stay abreast of the evolving landscape of Aggregate Spend. I found the speakers well versed and knowledgeable of the subject matter. I would recommend this conference to anyone who submits their company’s data to Open Payments.”

“Thanks for the Herculean effort that went into producing the conference. I enjoyed participating, and things ran very smoothly!”

“A very successful event – From a content perspective, this was the best conference I’ve seen!”

LIVE CONTENT AGENDA — YOUR TIME. REAL TIME.

*Tentative Agenda, Subject to Speaker Availability

During **Transparency & Aggregate Spend: Spring Reporting Review** there will be 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.

Day One: Tuesday, May 18, 2021

*Please note all times are listed in EST

10:00-10:15 AM

LIVE  **Informa Connect and Chairperson's Welcome**

Amie Phillips Pablo, Director, Ethics and Compliance, Novo Nordisk
Katie Laquidara, Conference Producer, Informa Connect

10:15-11:15 AM

LIVE  **CMS KEYNOTE ADDRESS**

Hear Recommendations and Best Practices to Prepare for Future Reporting Cycles

Veronika Peleshchuk Fradlin, Acting Director, Division of Data and Informatics, Centers for Medicare and Medicaid Services (CMS)

11:15-11:20 AM

TAKE TIME TO STRETCH

11:20 AM-12:20 PM

LIVE  **ENFORCEMENT PANEL**

Review Government Guidance Updates Regarding OIG Speaker Programs Fraud Alert

Panelists: *Steven Sharobem, Assistant U.S. Attorney, U.S. Attorney's Office, District of Massachusetts*
Viveca Parker, Assistant U.S. Attorney, U.S. Attorney's Office, District of Pennsylvania
David Walk, Assistant U.S. Attorney, U.S. Attorney's Office, District of New Jersey

12:20-1:30 PM

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

1:30-2:15 PM

LIVE 

Discuss Lessons Learned, Challenges Overcome and Adaptations Made in 2020 to Ensure Continuity

Moderator: *Ned Mumtaz, Director, Compliance Services, Vector Health*
Panelist: *Karen Snyder, Associate Director, U.S. Compliance, MorphoSys*

2:15-2:20 PM

HYDRATION BREAK

2:20-3:05 PM

LIVE 

Assess Data Fluctuations as a Result of the COVID-19 Pandemic

Amie Phillips Pablo, Director, Ethics and Compliance, Novo Nordisk
Bobby Balles, Senior Manager, Government Accountability, Novo Nordisk

3:10-4:00 PM

LIVE  **CONCURRENT SESSIONS**

Choose Between Three Concurrent Topic Intensives

Bridging the gap from December's Transparency, Aggregate Spend & HCP Engagement event, connect with colleagues for discussions in one of three major topic areas.



A. HCP Engagement Strategies

Investigate New and Emerging Risk Areas with Virtual HCP Interactions

Facilitator: *Mariko Motohashi, Associate Director, Commercial Compliance and Operations, Theravance Biopharma*



B. Global Compliance and Transparency

Highlight Key Compliance Considerations for Navigating the OUS Landscape

Facilitator: *Brian Sharkey, Director, Compliance, U.S. Commercial, Teva Pharmaceuticals*



C. Data Collection and Analytics

Review Data Collection Processes for Impactful and Compliant Reporting

Facilitator: *Bill Friedrich, Associate Director, Compliance, Hikma Pharmaceuticals*

9:30-10:00 AM



RISE AND SHINE YOGA

Rise and shine this morning by participating in a wellness activity before kicking off Day 2. Enjoy some stretching with virtual yoga instructors to start the day off right.

10:00-10:05 AM



Day 2 Kick-Off

10:05-11:05 AM



Discuss the Practical Implications of Sunshine Act Expansion and the Inclusion of Newly Covered Recipients

- What are the operational difficulties experienced with expanded tracking of data?
- How are you preparing for the following review and dispute period?
- What is the expected impact on state transparency obligations?

Moderator: *Brian Bohnenkamp, Partner, FDA & Life Sciences, King & Spalding LLP*

Panelists: *Tammy Brintzinger, Director, Global Transparency Reporting, Johnson & Johnson*

Risa Stokes-Grassi, Deputy Director, Federal, State and Global Disclosure Management, Bayer

Paul Steele, Director, Transparency Reporting, Sunovion Pharmaceuticals

11:05 -11:10 AM

HEALTHY SNACK BREAK

11:10 AM-12:10 PM



Ghosts of Transparency Past, Present and Future

- Transparency experts share their tough lessons learned and how they found their best practices
- Learn to avoid missteps that have plagued your peers
- Whether you are new to transparency or a seasoned veteran, you will learn tips and tricks for enhancing your program

Terra Buckley, Vice President, Head of Compliance Advisory Services, MedPro Systems

Chelsea Ott, Senior Associate, Regulatory and Compliance, MedPro Systems

12:10-1:10 PM



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

1:15-2:00 PM



Comprehensive Use of Transparency Data for Compliance Monitoring

Mohammad Ovais, Chief Executive Officer, qordata

2:05-2:50 PM



Open Payments, Non-Profits and the Senate Finance Committee Report – Where Do We Go From Here?

- Review the Senate Finance Committee Report findings and recommendations
- Calculate potential changes to open payments reporting/the Sunshine Act to include non-profits
- Consider the timeline for potential changes to open payments

Tom Sullivan, Editor, Policy & Medicine

2:50-2:55 PM

HYDRATION BREAK

2:55-4:00 PM









Industry Benchmarking and Forward-Thinking Roundtable Discussion

Join peers for an open dialogue of questions, comments and suggestions for effectively preparing for the next cycle of reporting. Bring your own challenge, clarify outstanding questions and connect with like-minded industry colleagues to ensure excellence in your reporting processes.

Facilitator: *Sharon Muscato, Director, Transparency & Compliance Operations, Alexion Pharmaceuticals*

 **Spotlight on OUS Transparency & Compliance**

9:30-10:00 AM	 MORNING MEDITATION Enjoy the final day of the conference by taking a few moments to start the day off with a clear mindset.
10:00-10:05 AM	LIVE  Day 3 Kick-Off
10:05-10:35 AM	LIVE  The Virtual Paradox – Mitigate Global Compliance Risks in an Interconnected World <i>Gretchen Reyes Cseplo, Director, Ethics, Risk & Compliance, Novartis</i>
10:40-11:10 AM	LIVE  Utilize Data Analytics and Monitoring Initiatives for Effective Global Oversight <i>Johan Holm, Director, U.S. Transparency, Managed Services, IQVIA</i> <i>Emily Cunningham, Principal, IQVIA</i>
11:10-11:15 AM	HEALTHY SNACK BREAK
11:15-11:45 AM	LIVE  Deep-Dive into Dispute Management and Resolution <ul style="list-style-type: none"> • Uncover key considerations for implementing a dispute management and resolution platform • Tailor a flexible solution that is country specific • Assess how and when data privacy and consent play a role <i>Melissa LaFrain, Director, Global Transparency Operations, AstraZeneca</i>
11:45 AM	LIVE  Informa Connect and Chairperson’s Closing Remarks <i>Amie Phillips Pablo, Director, Ethics and Compliance, Novo Nordisk</i> <i>Katie Laquidara, Conference Producer, Informa Connect</i>
11:50 AM	Close of Conference



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

There is so much to experience at the **Transparency & Aggregate Spend: Spring Reporting Review**. On-demand content is available anytime, to accommodate your needs and schedule.

Effective Approaches for Capturing and Reporting Transfers of Value <i>Frank Spender, Senior Director, Compliance Services, IQVIA</i> <i>Johan Holm, Director, U.S. Transparency, Managed Services, IQVIA</i>	Third-Party Risk Monitoring and Oversight <i>Gretchen Reyes Cseplo, Director, Ethics, Risk & Compliance, Novartis</i>
Navigate the Country-by-Country Transparency Reporting Landscape <i>Nikki Reeves, Partner, FDA & Life Sciences, King & Spalding LLP</i>	Assess HCP FMV and Meal Cap Strategies in a Virtual World
Deep Dive into Medical Device Transparency Reporting Challenges	Inspect Data Collection Processes and Standards to Ensure Compliant Reporting

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 class networking opportunities.

For more information on how to position your company as a sponsor or exhibitor, contact **John Egan at (908) 310-7683** or email at **john.egan@informa.com**.

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CONTINUING EDUCATION CREDITS

CPE CREDITS

LEARNING OBJECTIVE:

To provide compliance and legal professionals key updates and industry regulations that impact transparency and aggregate spend reporting processes.

DELIVERY METHOD:

Group Internet-Based

NASBA FIELD OF STUDY:

Specialized Knowledge

PREREQUISITE REQUIREMENTS:

None

PROGRAM LEVEL:

Intermediate

ADVANCE PREPARATION:

None

CANCELLATION BY YOU:

Except as may be otherwise expressly advised as part of the particular Event's registration process, you may cancel your registration in accordance with this Condition: You will receive a refund of your fees paid to Informa (if any) if you cancel your registration 57 days or more before the Event, subject to an administration charge equivalent to 10% of the total amount of your fees plus Taxes (if applicable). The Company regrets that the full amount of your fee remains payable in the event that your cancellation is 56 days or less before the Event or if you fail to attend the Event. If a cancellation changes the entitlement to a multi-registration discount, the lowest value registration will be canceled first. No cancellations are accepted once any part of a single or multi registration party has accessed the pre-Event networking or partnering facilities, applications or platforms. All cancellations must be sent by email to connect.cancellations@informa.com marked for the attention of Customer Services and must be received by Informa. You acknowledge that the refund of your fees in accordance with Condition 3 is your sole remedy in respect of any cancellation of your registration by you and all other liability is expressly excluded.

PLEASE NOTE:

Speakers and agenda are subject to change. In the event of a speaker cancellation, every effort to find a suitable replacement will be made. The opinions of the conference faculty do not necessarily reflect those of the companies they represent or Informa Connect.

AICPA/NASBA guidelines for Continuing Professional Education (CPE) credits are based on a 50-minute credit hour in qualifying NASBA CPE subject areas. One credit equals 50 minutes, and are rounded down to the nearest half-credit. Networking breaks are omitted from the total CPE minutes. This event qualifies for up to 10 CPE credits.

**Events beyond our control include: severe weather conditions, natural and man-made disasters and any other similar events.*

COMPLAINT RESOLUTION POLICY:

For more information regarding refund, complaint and/or program cancellation policies please contact Juliet Nelson at (339) 298-2140 or email at juliet.nelson@informa.com

OFFICIAL NASBA SPONSOR STATEMENT:

Informa Connect-CBI is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org

***Disclaimer: Agenda is subject to change. Credits are awarded based on participation and are pending approval. Credits are based on session monitoring.*



CLE CREDITS

CLEs are based on a 60-minute hour. Informa Connect is an accredited distance learning provider with PACLE (Pennsylvania CLE Board). Excluding PA, we can issue a certificate that may be used to file with the appropriate MCLE Board(s) or Commission(s). Introductory remarks, unrelated keynotes, business meetings, breaks, receptions, and so on, are not included in the computation of credit. Credit numbers are calculated based on individual participation.

CCB CREDITS

CCBs are based on a 50-minute hour. Attendees must report CEUs to CCB in order to apply earned credits toward certification requirements.

REDEFINING YOUR LEARNING EXPERIENCE

KEY CONFERENCE FEATURES:

- 3 Days of live content, speaker Q&As and interactive discussions
- Main stage keynotes, New Year enforcement updates, industry panels and strategic case studies
- Customizable experience with three concurrent topic intensives
- Industry benchmarking and forward-thinking roundtable discussion
- Dedicated on-demand content and case studies
- Virtual access to the Sponsorship Pavilion and VIP meeting matchmaking
- Videos and presentations available on-demand with access for 30 days post-event

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
- 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

PARTNERING AND NETWORKING:

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



REGISTRATION

REGISTRATION FEE	RATE BY 03/19/2021	STANDARD RATE
Life Sciences Manufacturers	\$1199	\$1599
Solution Providers/Consultants/Law Firms	\$1699	\$2099



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CREDITS***

*PENDING FINAL APPROVAL

4 WAYS TO REGISTER NOW!



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EMAIL

juliet.nelson@informa.com

YOUR KEY POINTS OF CONTACT:



Content Development:

Kathryn Laquidara
kathryn.laquidara@informa.com



Sponsorship & Exhibits:

John Egan
john.egan@informa.com
908-310-7683



Registration & Teams:

Juliet Nelson
juliet.nelson@informa.com
339-298-2140

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