

8TH AGGREGATE SPEND AND **SUNSHINE ACT** CONFERENCE

Unlock the Value of Transparent and Efficient Data Reporting to Improve the Operation of Your Organization

June 15-16, 2017 | Sonesta Philadelphia Rittenhouse Square | Philadelphia, PA

SPOTLIGHT FACULTY MEMBERS



CONFERENCE CHAIR:

Michael O'Connor
ALEXION PHARMACEUTICALS, INC.



Amie Phillips Pablo
NOVO NORDISK INC.



Avi Spira
CANTEL MEDICAL CORP.



Michael Hunn
DRAEGER MEDICAL



Ishita Arora
HORIZON PHARMA PLC



Melissa Blaco
REGENERON
PHARMACEUTICALS



Richard Velardi
SUN PHARMA



Derek Devgun
MEDTRONIC



Gretchen Reyes Cseplo
CONVATEC

CONFERENCE LEARNING OBJECTIVES

- ✓ Uncover ways to optimize your organization's daily operations using transparency data required by the Sunshine Act
- ✓ Comply with new CMS documentation guidelines pertaining to aggregate spend reporting
- ✓ Learn how to effectively communicate with HCPs across national and global data reporting landscapes
- ✓ Consider frameworks for conducting internal audits designed to measure success
- ✓ Discuss best practices for leveraging your data analytics to assess compliance risk

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8TH AGGREGATE SPEND AND SUNSHINE ACT CONFERENCE

Dear Colleague,

The Physician Payments Sunshine Act is intended to advance the life sciences industry's standard of transparency, yet the ambiguity of current regulatory principles continues to puzzle compliance and reporting professionals, leaving them with more questions than solutions. Additionally, the physical collection of aggregate data is extremely taxing for departments across organizations, which complicates even the most effortless tasks.

The mission of the **8th Aggregate Spend and Sunshine Act Conference** is to help attendees recognize the value of transparent data reporting and develop methods for translating these findings into operational improvements that enhance the efficiency of their organizations. Through interactive discussions and expert presentations, this advanced conference will provide you with the tools needed to leverage your data analytics and elevate your daily operations.

For the last eight years, the Aggregate Spend and Sunshine Act Conference has proven to be the industry's leading educational event where compliance and reporting professionals convene to discuss past submissions and upcoming changes in order to better prepare for the future. On behalf of the entire Aggregate Spend and Sunshine Act Conference team, we look forward to welcoming you to our event this June in Philadelphia!

Sincerely,



Tyler Lobo
Conference Production Director
ExL Events, a Division of Questex, LLC

WHO SHOULD ATTEND

This conference is designed for representatives from pharmaceutical, biotechnology and medical device companies with responsibilities in the following areas:

- ◉ Aggregate Spend
- ◉ Corporate/Regulatory/Risk Compliance and Ethics
- ◉ State Reporting/Transparency Spend Reporting
- ◉ Transparency
- ◉ Legal and Regulatory Affairs
- ◉ Business Analysis and Development
- ◉ Finance and Accounting
- ◉ Financial Data Management/Analytics
- ◉ Professional Affairs
- ◉ Government Affairs
- ◉ Sales and Marketing
- ◉ Commercial Operations
- ◉ Clinical Operations
- ◉ Medical Affairs
- ◉ Contract Administration
- ◉ Grant Writing
- ◉ Internal and External Training
- ◉ Engagement

This event is also ideal for professionals from:

- ◉ Sunshine Act Reporting Vendors
- ◉ Data/Records/Archive Management Vendors
- ◉ Law Firms
- ◉ CROs



Sonesta Philadelphia Rittenhouse Square

1800 Market St.
Philadelphia, PA 19103

To make reservations, please call 1-800-SONESTA (766-3782) and request the negotiated rate for **ExL's June Meetings**. You may also make reservations online at <http://bit.ly/2kuNjR6>. The group rate is available until **May 24, 2017**. Please book your room early, as rooms available at this rate are limited.

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THE WORD ABOUT YOUR
ORGANIZATION'S SOLUTIONS
AND SERVICES?**

Interested in discussing your organization's solutions and services with potential clients who will be attending this event? Take advantage of the opportunity to exhibit, underwrite an educational session, host a networking event or distribute promotional items to attendees. ExL Events will work closely with you to customize a package that will suit all of your needs.

AGENDA DAY ONE | THURSDAY, JUNE 15, 2017

8:00 Registration Opens and Continental Breakfast

9:00 Chairperson's Welcome and Opening Remarks

Michael O'Connor, Senior Director, Global Head Compliance and Ethics Operations, **ALEXION PHARMACEUTICALS, INC.**

9:15 KEYNOTE PRESENTATION: Leverage Data Analytics to Raise the Perceived Value of Compliance in Your Organization

- Use enhanced monitoring techniques to assess your internal operations and external relations
- Translate data to create actionable solutions to common process issues and improve business workflow
- Access data to benchmark your organization within and across industries
- Identify frameworks capable of measuring and monitoring compliance

Michael O'Connor, Senior Director, Global Head Compliance and Ethics Operations, **ALEXION PHARMACEUTICALS, INC.**

10:15 Optimize Your Aggregate Spend Data to Enhance Compliance Analytics

- Strengthen communication and the management of data across departments
- Explore methods for leveraging your risk assessment when building analytics dashboards
- Define best practices for efficient and effective transparency reporting

Ishita Arora, Compliance Manager, **HORIZON PHARMA PLC**

11:00 Networking Break

11:30 Develop Innovative Strategies to Capture Complete and Accurate HCP Spend

- Highlight key considerations when looking for an automated spend management solution that supports global transparency regulations
- Assess the value of centralizing expense and invoice HCP spend in one solution
- Innovate procedures for tracking HCP spend and complying with the different global transparency regulations
- Discuss what automated spend management solutions save in terms of resources – efficiencies and data integrity

Daniel Smout, Senior Solutions Consultant, **CONCUR**

Michael Pace, Director of Life Sciences, **CONCUR**

12:15 Luncheon

1:15 Best Practices for Communicating with Healthcare Providers (HCPs) Across National and Global Data Reporting Landscapes

- Maintain transparency while facilitating productive relationships between your organization and its stakeholders
- Analyze stakeholder communication process flow at a federal versus a state level
- Navigate international privacy and consent regulations
- Cultivate the effective management of HCP expectations and consultant relationships during disputes

Gretchen Reyes Cseplo, Compliance Officer, US, Canada and Global Compliance Operations, **CONVATEC**

2:00 Networking Break

2:30 Establish Practical Partnerships to Guarantee Compliant Open Payments Reporting

- Effectively manage your HCP spend in real time through a third party
- Utilize mobile tools to track your spend from anywhere at anytime
- Discuss the advantages of implementing an automated system to track and report your spend

If you are interested in leading this session, please contact Alexander Siegel at asiegel@exlevents.com.

3:15 BREAKOUT SESSIONS: The Role of Reporting in Daily Operations

Participate in detailed roundtable conversations related to two of the topics below! Each discussion will last half an hour and provide an opportunity to hear from your peers regarding the obstacles they face and solutions to overcome them.

1. Compliance Program Optimization

Moderated by **Michael Hunn**, QA Project and Compliance Manager, **DRAEGER MEDICAL**

2. Data Accuracy

Moderated by **Melissa Blaco**, Director, Compliance Reporting, **REGENERON PHARMACEUTICALS**

3. Global Disclosure

If you are interested in moderating this breakout session, please contact Tyler Lobo at tlobo@exlevents.com.

4. Mergers and Acquisitions

Moderated by **Derek Devgun**, Senior Legal Specialist, Mergers and Acquisitions, **MEDTRONIC**

4:15 Day One Concludes

"Engaging presentations! Content provides good insight to managing the risks with aggregate spend."

—Compliance Management, DRAEGER

"Very helpful to hear specific examples of systems used and what they are reporting. Good panel presentation."

—Manager, Compliance, CHIESI

AGENDA DAY TWO | FRIDAY, JUNE 16, 2017

8:00 Continental Breakfast

9:15 Chairperson's Recap of Day One

Michael O'Connor, Senior Director, Global Head Compliance and Ethics Operations, **ALEXION PHARMACEUTICALS, INC.**

9:30 Minimize the Costs of Efficient Transparency Reporting and Automation

- Learn how to minimize costs of transparency reporting while ensuring your procedures are efficient
- Analyze trends in spend reporting to aid in future budget forecasts
- Develop frameworks that push transparency to the beginning of your reporting processes to enable automation

Leo Otero, Senior Manager, US Payment Transparency, **PFIZER**

Helen Park, Manager, US Payment Transparency, **PFIZER**

10:15 PANEL DISCUSSION: Consider the Future of the Sunshine Act Under the New Administration

- Deliberate the impact of possible changes to the GOP executive branch, GOP legislative branch, CMS and DOJ enforcement
- Discuss what the potential dismantling of the Affordable Care Act means for national and global open payment reporting
- Examine the 21st Century Cures Act and how its enforcement will affect the way transparency is regulated

Panelists

Avi Spira, Vice President and Chief Compliance Officer, **CANTEL MEDICAL CORP.**

Richard Velardi, Compliance Manager, Transparency and Reporting, **SUN PHARMA**

Donna White, Senior Director, Contracts and Compliance, **CHIESI USA, INC.**

11:15 Networking Break

11:45 Enhance Cross-Functional Communication and Collaboration to Better Manage Data Across Different Sources in Your Organization

- Define the roles and objectives of each internal team to identify opportunities to simplify and increase collaboration
- Understand cross-department connections and their impact of data
- Recognize centralized resources/systems to enable the automated collection of data between source information

Amie Phillips Pablo, Associate Director, Government Reporting, **NOVO NORDISK INC.**

12:30 Luncheon

1:30 Construct Internal Audit Frameworks to Measure Success

- Determine what constitutes a successful internal audit
- Learn how to assess and monitor data across your organization's compliance and finance departments
- Leverage data to drive improvements in your organization's programs

Michael Hunn, QA Project and Compliance Manager, **DRAEGER MEDICAL**

2:15 PANEL DISCUSSION: Institute an Effective Protocol for Reporting Learning Materials and Devices

- Understand fair market value and what types of data must be collected
- Establish protocol for creating equipment loaner agreements
- Determine the specifications for providing studies with samples
- Discuss how different organizations are developing timelines to incorporate these practices into their own procedures

Moderated by **Michael O'Connor**, Senior Director, Global Head Compliance and Ethics Operations, **ALEXION PHARMACEUTICALS, INC.**

3:15 Chairperson's Closing Remarks

Michael O'Connor, Senior Director, Global Head Compliance and Ethics Operations, **ALEXION PHARMACEUTICALS, INC.**

3:30 Conference Concludes

"I liked hearing the real-world experiences & problems and hearing how companies are dealing with issues."

—Director, Transparency Reporting, PFIZER

"Very knowledgeable speakers!"

—Senior Manager, ASTRAZENECA



Registration Fees for Attending ExL's 8th Aggregate Spend and Sunshine Act Conference:

<p>EBP Early Bird Pricing Register by April 28, 2017</p> <p>\$1,895</p>	<p>SRP Standard Rate Pricing Register after April 28, 2017</p> <p>\$2,095</p>	<p>OSP Onsite Pricing</p> <p>\$2,195</p>
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QUESTIONS? COMMENTS?

Do you have a question or comment that you would like to be addressed at this event? Would you like to get involved as a speaker or discussion leader? Please contact Conference Production Director Tyler Lobo at tlobo@exlevents.com.

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