2026 Conference Agenda

WEDNESDAY, OCTOBER 7		
2:00pm – 2:55pm	**Workshop: Why You MUST Read the Fine Print – Even if (or Especially if) AI Wrote it** • Alan Minsk, Sharing Alliance Legal Counsel and Partner, Arnall Golden Gregory	Bainbridge
3:00pm – 3:55pm	**Open Forum: FDA & State Theft Loss Reporting** • Alan Minsk, Sharing Alliance Legal Counsel and Partner, Arnall Golden Gregory	Bainbridge
4:00pm – 5:00pm	**Exhibit Hall Opens**	Alexander Ballroom
4:00pm – 4:45pm	**First Time Attendee and Vendor Reception** All first time conference attendees and vendor partners are invited - conference badges required for admittance. Hosted by Past Sharing Alliance Board Member Monique Thomas.	Alexander Ballroom
5:00pm – 6:15pm	**Conference Welcome and Keynote General Session:** • Deb Segura, Sharing Alliance Executive Director • Britt Frank LSCSW, SEP "Science-Backed Strategies for Moving from Frozen to Forward"	Carnahan
6:15pm – 8:30pm	**Happy Hour and Welcome Dinner** Join us for drinks and dinner - conference badges required for admittance	Gratella
THURSDAY, OCTOBER 8		
7:00am – 7:30am	**Open Forum: "Wide Open" Bring Your Topics, We Have the Coffee!** Moderators: Deb Segura, Sharing Alliance Executive Director and Linda Bockoven, GSK & Sharing Alliance Board Member	Alexander Ballroom
7:30am – 8:30am	**Breakfast in the Exhibit Hall - Visit with Our Vendor Partners**	Alexander Ballroom
8:30am – 9:25am Workshops (Choose One)	**Beyond the Sales Rep: Speakers, Influencers, KOLs, and AI as the Next Generation of Pharma Promotion** • Darshan Kulkarni, Founding Partner, Kulkarni Law Firm	Carnahan
	Overcoming Complexities in White Glove Sample Distribution • Steve Burdon, Eli Lilly and Joshua Showers, dfYOUNG	Bainbridge
9:30am – 10:25am Workshops (Choose One)	**License to Operate: Decoding the Complexities of Pharmaceutical State Licensing** • Lisa Butler, Novartis Pharmaceuticals Corporation & Sharing Alliance President	Bainbridge
	Understanding the 2028 Patent Cliff and its Impact on Sampling • Eric Johnson, CareTria; Jonah Johnson, Accord Biopharma; and, Tommy King, ANI Pharmaceuticals	Carnahan
10:30am – 11:00am	**Refreshment Break in the Exhibit Hall – Visit with Our Vendor Partners**	Alexander Ballroom
11:00am – 11:55am Workshops (Choose One)	**Flexible, Aligned, and On the Go: New Pathways for HCP Sampling Engagement** • Matthew Paul, BMS and Jessica Youngs, QPharma	Carnahan
	Building a Healthy Cross-Functional Sample Program • Monique Thomas, Past Sharing Alliance Board Member	Bainbridge
12:00pm – 1:30pm	**Lunch in the Exhibit Hall – Visit with Our Vendor Partners**	Alexander Ballroom
1:30pm – 2:30pm	**General Session** CMS Town Hall with the CMS Open Payments Team • Moderated by: Paul Hamby, IQVIA and Sharing Alliance Board Member	Carnahan
2:30pm – 3:00pm	**Refreshment Break in the Exhibit Hall – Visit with Our Vendor Partners**	Alexander Ballroom
3:00pm – 3:55pm Workshops (Choose One)	**Tracing the Journey from Package to Patient: Understanding the DSCSA and NDC12 Updates** • Dave Mason, Novartis	Bainbridge
	From Day One to Sample-Ready: How to Stand Up a New Pharma Sales Team in Just Weeks Without Compromising Compliance • Laura Holmes, Warehouse Anywhere and Brad King, Kowa Pharmaceuticals America	Carnahan
4:00pm – 5:00pm Workshops (Choose One)	**Transparency Best Practices 2026: Streamlining Your Approach** • Johan Holm, IQVIA and Debbie Tay, SecuraBio & Sharing Alliance Vice President	Carnahan
	Direct-to-Patient Engagement and Telehealth • Darshan Kulkarni, Founding Partner, Kulkarni Law Firm	Bainbridge
5:00pm	**Free Evening** Enjoy Dinner with your Fellow Attendees and Vendor Partners	

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FRIDAY, OCTOBER 9		
7:00am – 7:30am	**Open Forum and Coffee: What to Expect from Federal and State Inspections** • Moderators: Lisa Butler, Novartis and Marc Lavin, Pfizer, Sharing Alliance Board Members	Alexander Ballroom
7:30am – 8:30am	**Breakfast in the Exhibit Hall – Visit with Our Vendor Partners**	Alexander Ballroom
8:30am – 9:25am	**Workshop Discussion** CRM Migration Selection & Readiness: The Practical Checklist, Selection, Pitfalls & Questions • Marc Lavin, Pfizer	Bainbridge
9:30am – 10:30am	**General Session** Standardizing the NDC Format: What the FDA's New Rule Means for Your Organization • Dr. Leyla Rahjou-Esfandiary, Branch Chief, Drug Registration and Listing Branch, Office of Compliance, Center for Drug Evaluation and Research, US FDA • Moderated by: Dave Mason, Novartis	Carnahan
10:30am – 11:00am	**Refreshment Break in the Exhibit Hall – Visit with Our Vendor Partners**	Alexander Ballroom
11:00am – 12:00pm	**Panel Discussion** Hand Carry vs. Direct-to-Practitioner: Balancing Compliance, Efficiency, and the HCP Experience in Modern Sample Distribution • Steve Conn, Genesis Life Science Logistics; Jennifer Kretsch, Gilead; and, Aaron Lehikoinen, Eli Lilly – Sharing Alliance Board Members	Carnahan
12:00pm – 1:30pm	**Lunch, Networking, and Exhibit Hall Raffle** Winners will be announced and must be present to win.	Alexander Ballroom
1:30pm	**Conference Ends** Thanks for coming!	

Agenda subject to change